

Munich, 19. December 2023

Press Release

Celebrating 50 years of INHORGENTA

Attractive anniversary program

- More modern and diverse than ever
- New look & feel and star appearances for the anniversary
- 50th anniversary celebration with lots of attractions

INHORGENTA has been the showcase for the industry and the key to opening up new markets since 1974. The 50th anniversary edition of INHORGENTA will take place from February 16 to 19, 2024 with a large supporting program.

A time of change

INHORGENTA started in 1974 as the “1st International Trade Fair for Watches, Jewelry, Gemstones and Silverware” and was a success right from the start. That was because the industry wanted to establish its own, dedicated trade fair for Germany and Europe. An opportunity for Messe München. Dr. Gabriele Weishäupl, as press spokeswoman, gave the trade fair its name, inspired by the Latin terms ‘gemma’ for gemstone, ‘aurum’ for gold, ‘argento’ for silver, ‘hora’ for hour, and of course ‘in’ for international.

INHORGENTA soon established itself as the key to opening up new markets, also thanks to the, in the meantime, around 1,000 employees in over 130 countries worldwide. INHORGENTA has played host to the world since it was founded, and exhibitors from across the globe present their latest creations. The international character of INHORGENTA is reflected in the exhibitors from all parts of the world.

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Since then, the trade fair has welcomed not only all the important countries, but also almost all the big names in the industry. Since 1998, that has been at the new exhibition center with state-of-the-art security facilities and first-rate infrastructure.

“As the leading business platform in Europe, INHORGENTA brings the right people together. The desire for encounters, trading up, and authentic luxury from independent brands opens up many new opportunities,” says Stefanie Mändlein, Exhibition Director, looking to the future with optimism.

50 years of success will be duly celebrated in 2024

When INHORGENTA was founded in 1974, Munich was experiencing the dawn of a new age and had risen to become an ultra-modern international lifestyle metropolis: The recently opened Olympic Park hosted the World Cup soccer games, it offered the most modern public transport network of any European metropolis, and was the epicenter of the budding disco pop era.

Since its foundation, big stars like singer Udo Jürgens, Oscar winner Sir Peter Ustinov, Eurovision winner Lena Meyer-Landruth, or German shooting stars like Vincent Weiss or Leony, as well as model icon Nadja Auermann have entertained at INHORGENTA events. Big names and stars will also be there again in the 2024 anniversary year.

For its 50th anniversary in 2024, INHORGENTA will be more modern and forward-looking than ever: with an ultra-modern new look and feel by international star designer Mirko Borsche, a spectacular new location and program for the INHORGENTA AWARD, three special anniversary exhibitions, and a host of other highlights in the supporting program.

50 years young and better than ever is the central theme for the upcoming anniversary edition of INHORGENTA from February 16 to 19, 2024.

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Further information on the Award and INHORGENTA: www.inhorgenta.com

About INHORGENTA

INHORGENTA, Europe's leading platform for jewelry, watches and gemstones is the order and communications platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the INHORGENTA AWARD and the TRENDFACTORY MUNICH, the trade fair offers an in-depth overview of international trends and developments. In 2023, the trade fair brought 802 exhibitors from 38 countries and around 24,000 visitors from 90 countries to Munich. The next INHORGENTA MUNICH will be held from February 16 to 19, 2024.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade fairs for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia, and South America, and with around 70 offices worldwide for more than 100 countries, Messe München has a global presence.