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Press Release

**New Dates for INHORGENTA MUNICH 2017:
Trade Show Avoids Overlapping with Carnival Season**

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“Our Customers’ Needs Rank First”

In order to avoid an overlapping with the carnival season, INHORGENTA MUNICH has responded by postponing the dates initially planned for 2017. Now the trade show will take place from 18 to 21 February 2017 and thus on a one-time basis from Saturday to Tuesday. By this decision, the organizers are simultaneously in conformity with the result of a survey in which customers from industry and trade could choose among different periods.

Owing to its new exhibition concept, this year’s INHORGENTA MUNICH strengthened its position as one of the world’s leading trade shows of the watch and jewelry industry. 940 exhibitors from 33 countries and 26,000 trade visitors from 75 countries confirm its success.

In 2017, INHORGENTA MUNICH will come up with another innovation: The trade show will not take place from Friday to Monday – as usual – but on a one-time basis from Saturday to Tuesday. As a result, the **44th INHORGENTA MUNICH** will definitely open its gates from **18 to 21 February 2017**. In changing the dates, the organizers take account of the result of a survey conducted among its customers from industry and trade. As a matter of fact, the majority of the respondents were against the initially planned dates owing to their overlapping with the carnival season. Simultaneously, they were in favor of a timeframe from Saturday to Tuesday.

“After intensive talks with many customers and in view of the quite unambiguous result of the survey, we decided in favor of these new dates. The reason why we

have done so is that our customers' needs always rank first for us", states Klaus Dittrich, Chairman and CEO of Messe München. And Exhibition Manager Stefanie Mändlein adds, "Of course, we are aware of the fact that trade-show dates always represent a compromise unlikely to suit everyone. However, we are very confident that also next INHORGENTA MUNICH will be a real success for the exhibitors."

You can find further information on INHORGENTA MUNICH at www.inhorgenta.com, on our blog www.inhorgenta-blog.de and on Facebook: www.facebook.com

Photos for free download are available [here](#), videos can be found at: www.inhorgenta.com/services and at the [Messe München Media Center](#).

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey; South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.