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Press Release

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In Spite of Brexit and Other Trouble Spots in the World:

15 Percent more Registrations for 2017

Individual, inspiring and innovative – that is the brand image conveyed by INHORGENTA MUNICH. On the four days of the trade show, which will take place from 18 to 21 February 2017, there will once again the opportunity to gather and exchange information about new products, trends and developments in the jewelry and watch industry. In spite of Brexit and other trouble spots in the world, the number of bookings received so far considerably exceeds that of the same period of the previous year, namely by 15 percent.

After extremely successful trade show days at the 2016 event, boasting 940 exhibitors from 33 countries and some 26,000 trade visitors from 75 countries, those responsible for INHORGENTA MUNICH are full of anticipation for the coming year's event. With good reason: the team around Exhibition Director Stefanie Mändlein records a plus in the booking status amounting to 15 percent compared to the same period of the previous year.

Among other things, Stefanie Mändlein ascribes this increase to the new exhibition hall concept implemented for the first time this year: "We just could not go wrong by restructuring the Halls B1 and A1. Immediately after the event, many customers felt that the new concept pleased them a lot. Of course, such feedback is always very welcome. But it is even more rewarding when this popularity can be expressed in figures. This is an enormous incentive for us."

Munich will be the hub of the jewelry and watch industry once again from 18 to 21 February 2017. In future, however, INHORGENTA MUNICH intends to offer its customers more than just a platform once a year. “From now on, it is all about positioning INHORGENTA MUNICH in such a way that it is not only perceived as a four-day trade show but as a driving force for the entire industry – on 365 days a year”, states Stefanie Mändlein.

You will find an extensive interview with Stefanie Mändlein on the [INHORGENTA MUNICH Blog](#), in which the Exhibition Director tells us why INHORGENTA MUNICH 2017 is so successful even now and what exhibitors and visitors may expect of it.

You can find further information on INHORGENTA MUNICH at www.inhorgenta.com, on our blog <http://www.inhorgenta-blog.de/en/> 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. 14 of those events are number 1 in the world in their respective industries. 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 and South Africa. 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.