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Press Release

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From 2017 Onwards, Messe München Will Confer the INHORGENTA AWARD

Messe München will present a new highlight in the coming year: the INHORGENTA AWARD. This distinction is to be awarded in recognition of special products and services of the jewelry and watch industry. The award will be conferred in six different categories. A top-class independent jury will select the respective winners.

At the forthcoming trade show taking place from February 18 to 21, 2017, INHORGENTA MUNICH will celebrate a premiere with the presentation of the INHORGENTA AWARD. "In nearly every sector, there is a prize in recognition of outstanding products and services. Until now, such a recognition has been missing in the jewelry and watch industry. That is what we intend to change by means of the INHORGENTA AWARD," states Klaus Dittrich, Chairman and CEO of Messe München.

The INHORGENTA AWARD will be conferred in six categories in total: besides "Fine Jewelry – Best Brand of the Year" and "Fashion Jewelry – Best Brand of the Year", there will be one award each for designers, watch innovations as well as for jewelers. In addition, there will be the "Best Piece of Jewelry" audience award. Even those who do not participate in INHORGENTA MUNICH may compete for the award. The independent jury is most prestigiously staffed. Thus, the celebrity fashion designer Michael Michalsky, who is also a member of the jury of Germany's Next Topmodel, could be persuaded to take part in the panel. Other jury members are the top models Franziska Knuppe and Shermine

Shahrivar as well as Anja Heiden (Management of Wempe) and Professor Christine Lüdeke (Head of the Faculty of Design, Pforzheim University).

The new INHORGENTA AWARD will be conferred within the framework of a gala event in Munich on February 19, 2017. The exclusive event will be presented by the well-known TV presenter Nina Ruge. “We are convinced that such an award ceremony will give the industry a boost,” states Stefanie Mändlein, Exhibition Director of INHORGENTA MUNICH. On that evening, the trade show will bring together exhibitors, jewelers, stars and industry experts. “We very explicitly wish to increase the general public’s attention to jewelry and watches,” adds Stefanie Mändlein.

Every company has the possibility of purchasing tickets for this exclusive gala event. In addition, it is possible to choose from several sponsoring packages.

More information on this topic will soon be available on the homepage.

You will 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. 14 of those events are number 1 in their world in the 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.