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Press Release

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Seminar program of INHORGENTA MUNICH 2017

Google missionary Jeremy Abbet talks about the store of the future

Besides many possibilities for networking, exhibitors and visitors will once again be offered a comprehensive, highly topical and innovative seminar program from February 18 to 21. One of the highlights: Jeremy Abbet, Creative Evangelist at Google, will give a lecture on the store of the future.

Four days packed with informative lectures, exciting panel discussions and exceptional encounters are waiting for the visitors and exhibitors of INHORGENTA MUNICH. At the same time, the trade show's 2017 edition is entirely characterized by digitalization. "Digital distribution channels are sustainably changing the consumer behavior and thus also the jewelry and watchmaking industry. It is especially retailers whom we would like to equip with suitable approaches and new strategies for coping with these challenges. For we do not only understand ourselves as sparring partners but also as trendsetters", says Klaus Dittrich, Chairman and CEO of Messe München.

Consequently, **Jeremy Abbet, Creative Evangelist at Google** will give a lecture on **February 20, 2017 at 17:30 on the topic: "The store of the future—concepts and ideas"**.

In another lecture, Maximilian Hemmerle, CEO of the Renésim jewelry company, will show how e-commerce and store-based specialist trade harmonize with each other. Dr. Jens Rothenstein from the IFH Institute for Retail Research invites the audience to attend his lecture entitled "The online shopper of today and tomorrow". And Jörn Weiss, CEO of the Internet agency Weiss & Urban,

will give a lecture with the demanding title: “Think Digital!—Brand Management in the Social, Search & Storytelling Age”.

A new addition to the program will be the Gemstone Forum. Here, the internationally renowned gemstone experts Joanna Hardy, Yianni Melas, Dr. Claudio Millisenda and Richard Drucker will share valuable knowledge with the visitors of the trade show in Munich.

Exhibition Director Stefanie Mändlein: “We have compiled a program which matches the multitude of different aspects of the jewelry and watch industry perfectly and simultaneously facilitates discussions. ”

The second **INHORGENTA Career Day** will take place on Tuesday, February 21, 2017 in the seminar area of Hall C2. Young talents will gain valuable insights into the watchmaker, goldsmith and designer trades. At the end of the Career Day, there will be a speed dating event where young professionals and companies can exchange information and ideas with each other. Of course, the experts will also be available for all questions revolving around a successful entry into professional life.

You will find the detailed seminar program of INHORGENTA MUNICH 2017 here: www.inhorgenta.com

More news about INHORGENTA MUNICH

All information on the INHORGENTA AWARD: www.inhorgenta-award.de

Further information is available 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 under: 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

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February 18–21, 2017
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