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Press Release

INHORGENTA MUNICH 2018: Nine Percent Increase in Bookings Compared to the Previous Year

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All signs are pointed towards growth: the international order and communications platform for jewelry and timepieces is happy about the great popularity it enjoys among exhibitors. As early as in July, the booking figures for the 2018 edition (February 16 – 19) are nine percent up on the previous year's level (+ 8 percent for space). Prominent labels can be found among the new or repeat exhibitors, such as the Swiss watch brand Wenger or the Niessing jewelry manufactory.

“Since the previous year already showed strong figures, we are particularly pleased about this early growth in bookings”, states Exhibition Director Stefanie Mändlein. “Many long-time exhibitors remain loyal to us – and we have been able to attract some more prominent brands and interesting designers as new or repeat exhibitors. This makes the INHORGENTA MUNICH product offer even wider and more interesting to the retail trade.”

Among those who have returned to the trade show is the Niessing jewelry manufactory. The company is headquartered in the city of Vreden (Germany) and has only recently been honored with the red dot Design Award and the German Brand Award. “Germany needs a strong key trade show and all major brands should be present. The Exhibition Management has worked intensively on the turnaround – and we are convinced that INHORGENTA MUNICH's development goes in the right direction”, comments Sandro Erl, Managing Director, on the reasons for the company's return to INHORGENTA MUNICH after a five-year period of absence. “Therefore, we are glad to present the 2018 Niessing World here to both our existing partners and other premium jewelers.”

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Press Release | July 28, 2017 | 2/2

Showcasing itself right next to its parent brand Victorinox, which has been represented at INHORGENTA MUNICH since 2017, the well-known Swiss watch brand Wenger is a newcomer in “Timepieces” Hall A1. “We have given our brand a complete makeover towards a sporty elegant lifestyle and have fully renewed our collection”, says Hartmut Rahn, Managing Director of the German Wenger sales company. “INHORGENTA MUNICH is the best forum for us to make our new focus known in the German and European markets and particularly among independent jewelers.”

Axel Fritsch – as former Managing Director of bastian inverun hardly an unknown person in the industry – takes advantage of INHORGENTA MUNICH 2018 for a new start. He will present not just one, but two new brands in “Elegance & Lifestyle” Hall B2: “Fritsch Sterling”, his own premium silver jewelry brand, which was founded only very recently, and “Spirit Icons”, the Danish silver jewelry label, for which he has taken over distribution in Germany. “When it became clear that we would enter the market with these new brands, I contacted the INHORGENTA Exhibition Team immediately”, he says. “In Germany, there is no alternative to INHORGENTA MUNICH if you wish to attract new customers and publicize new brands quickly. Besides that, we have a chance of finding partners abroad right from the outset thanks to the international audience.”

Further information on INHORGENTA MUNICH is available at www.inhorgenta.com 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 leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three 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 shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria,

Press Release | July 28, 2017 | 3/3

Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.