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Press Release

INHORGENTA MUNICH 2018 presents the INHORGENTA AWARD for the second time

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One of the trade show's highlights enters the second round: the **INHORGENTA AWARD**. The award presentation by **INHORGENTA MUNICH 2018**, Europe's largest trade show for jewelry, precious stones and time-pieces, is the culmination of the four-day industry event. The Award honors special design products and achievements and is presented in seven categories this time: Fine Jewelry, Fashion Jewelry, Designer of the year, Watch Design of the year, Smart & Connected Watch of the year, Retailer of the year – and the audience prize Best Piece of Jewelry.

The second **INHORGENTA AWARD** points the way again. The get-together of industry experts, manufacturers and customers at the trade show provides the perfect setting for awards for special designs. However, this means much more for the industry than just celebrating itself: "The Award increases public awareness of jewelry and watches", says Klaus Dittrich, Chairman and CEO of Messe München. In addition, manufacturers receive enormous support in their sales efforts according to the Messe CEO.

All manufacturers and designers of jewelry and watch collections are entitled to participate – even those who do not participate in the trade show may present their candidacy. A top-class **jury**, composed of prominent and professionally competent representatives from the show, design and model business, will select the Award winners. When the red carpet for the INHORGENTA AWARD will be rolled out in February, three new faces will enrich the team around star presenter Alexander Mazza:

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Barbara Becker, a native of Heidelberg, is a well-known actor and TV presenter. Moreover, she is herself a designer of jewelry and fashion.

Patricia Riekel – the Grande Dame of German people journalism. She has been at the top of the [German] magazine “Bunte” as an editor-in-chief and most recently as a publisher for 20 years.

Markus Hilzinger – the multi-award winning interior designer and product designer is an expert for interior design and decorations. According to the “AD Architectural Digest” magazine, the Berliner-by-choice ranks among Germany’s “top 50 designers”.

The other jury members of the [INHORGENTA AWARD 2018](#) are top model Franziska Knuppe, Christine Lüdeke, Professor for Design at Pforzheim University, Anja Heiden, Board Member of Wempe Jewelry Business Segment, and watch expert Gisbert Brunner.

The INHORGENTA AWARD 2018 offers various sponsorship packages. More information: <http://inhorgenta-award.de/vorteilspakete/>

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Registration for the INHORGENTA AWARD sponsorship package:

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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, 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.