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Press Release

INHORGENTA MUNICH 2018

From Amber to Bits: “Gold of Baltic Sea” and “Digital Transformation” as Highlights

With the exhibition entitled “Baltic Amber. Tradition & Innovation”, Poland, the INHORGENTA partner country, puts Baltic Gold into the focus, presenting award-winning amber jewelry and amber art in all color shades. In 2018, the INHORGENTA FORUM will deal with the issue of digital transformation and its consequences on stationary trade.

More than three hundred amber works of art will make an entire hall shine at INHORGENTA MUNICH from February 16 to 19. The exhibition is part of the Supporting Program of the trade show for which more than 1000 companies from over 40 countries have signed up. Well-known exhibitors, such as Coeur de Lion, Schmuckzeit Europe, CASIO, Kerbholz, Fossil and Victorinox, Gellner, Junghans and Meister, will animate the exhibition spaces covering around 65,000 square meters. They all count on the wide-ranging trade-show program which makes INHORGENTA MUNICH an optimum platform for their products.

Besides the popular Jewelry Shows, the glamorous INHORGENTA AWARD will enter the second round in 2018: a top-class jury will select the finest jewelry and watches in seven categories. This year, the pieces submitted will be judged by the trained eye of Barbara Becker and Markus Hilzinger, both designers, and of the former editor-in-chief of the German magazine *Bunte* and grande dame of society journalism, Patricia Riekel.

Digital transformation of an industry

For retailers, INHORGENTA MUNICH is not only a place for new customer business—every year, within the framework of its INHORGENTA FORUM, the trade show picks up topics that keep the industry in motion. Many retailers are currently experiencing a phase of change from stationary trade to e-commerce: Therefore, digital transformation in the jewelry and watch business will be the key topic of the INHORGENTA MUNICH 2018 Seminar Program.

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Petra-Anna Herhoffer, CEO of INLUX / KEYLENS Management Consultants, for example, will analyze the challenges resulting from the online business in her lecture “Digital now or never”, and Kristine Fratz, CEO Zeitgeist Handeln, provides inspiration and ideas on new market opportunities. A round table on the topic of “Digital Transformation”, a watch and gemstone forum, lectures on pearls and diamonds and analyses on the success of the smart watch will round off the Seminar Program.

Further information on [INHORGENTA MUNICH](#)

Further information on the [INHORGENTA Award](#)

Further information on the [INHORGENTA FORUM](#)

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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.