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## Press Release

### INHORGENTA MUNICH 2019

## Well-Known Newcomers in Hall A1 ‘Timepieces’

Andrea Crasselt  
PR Manager  
Tel. ++49 89 21478  
Andrea.crasselt@messe-  
muenchen.de

**Citizen Group will return to INHORGENTA MUNICH in 2019 – for the first time bringing along its subsidiary brands Frédérique Constant, Alpina and Bulova**

INHORGENTA MUNICH is pleased about well-known newcomers in Hall A1 ‘Timepieces’: The Japanese Citizen Group will come back after more than ten years. Besides the Citizen parent brand, the Group will present its renowned subsidiary brands Frédérique Constant, Alpina and Bulova for the first time in Munich – and all this on a space of 200 square meters. “We are very happy and proud that we have been able to convince Citizen, one of the most important players in the sector, of our concept”, states Klaus Dittrich, Chairman and CEO of Messe München. “Thus, INHORGENTA is forging ahead on the road to success as in the past years. We are expecting further growth this year as well”, says Klaus Dittrich.

Keiichi Kobayashi, Managing Director of Citizen Watch Europe GmbH, states: “Inhorgenta is the most important trade show for the German-speaking retail trade for watches and jewelry. Therefore, it is the ideal platform for us as a Group to present our current portfolio and our plans for the future.”

In particular, Citizen will take advantage of INHORGENTA MUNICH to present the Group’s multi-brand strategy to the European retail trade. The Group took over Bulova together with Caravelle New York and Wittnauer in 2008, and Frédérique Constant jointly with Alpina and Ateliers de Monaco in 2016. “We are offering a broad portfolio from one source to our customers”, says Keiichi Kobayashi. “Ranging from Japanese high-tech precision by Citizen to the Swiss-

Messe München GmbH  
Messegelände  
81823 München  
Germany  
messe-muenchen.de



**Press Release** | June 11, 2018 | 2/2

made brands Alpina and Frédérique Constant through to the innovative American Bulova brand. All brands and price segments are characterized by top quality, independent product strategies and a fair price-/performance ratio.”

**Citizen**, which was founded in 1918, is one of the world’s largest and most important watch manufacturers. The brand is operating in more than 130 countries around the globe. In particular, it is well known for Eco-Drive, the first light-driven caliber worldwide, or the ultramodern satellite-wave watch with GPS module.

**Frédérique Constant**, founded in 1988, is synonym for genuine Swiss craftsmanship. Since 2004, it has developed and manufactured 27 different movements with different functions and mechanisms at the Geneva location. In addition, the brand is known for its social commitment – 50 euros from each sold watch of the women’s collection are donated to charitable organizations. The face of the brand is Hollywood actor Gwyneth Paltrow.

**Alpina**, founded in 1883, is an exquisite watch manufactory from Geneva and a pioneer of the Swiss watch industry. With its legendary Alpina 4, the company developed the concept of the Swiss sports watch as we know it today, and it is pursuing its mission to develop luxury sports watches which work precisely and reliably even in the toughest conditions.

**Bulova**, founded in New York in 1875, is an iconic American watch brand. It has devoted itself to the art of contemporary watchmaking featuring exceptional designs, exclusive high-performance technology and long-lasting quality.

INHORGENTA MUNICH will be held on the exhibition grounds of Messe München from February 22 to 25, 2019.

Further information on [INHORGENTA MUNICH](#)

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**Press Release** | June 11, 2018 | 3/3

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