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Press Release

Maurice Lacroix to exhibit again at INHORGENTA MUNICH 2019

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Another well-known exhibitor will be present in the timepieces hall A1 of INHORGENTA MUNICH: The Swiss watchmaker Maurice Lacroix will be attending the trade fair again after several years of absence. The company will exhibit its latest products and current collections in the timepieces hall A1 in 2019.

Stéphane Waser, Managing Director of Maurice Lacroix and DKSH Luxury & Lifestyle Europe GmbH, expects their trade-fair presence to attract a large number of visitors. “Germany has always been a strategically important market for us, so we’re pleased to be coming back to INHORGENTA MUNICH,” he explains. “We will take this opportunity to present the latest watches for the coming season and to meet the industry. The proximity to our customers is what counts – we follow the motto ‘act local, think global’.” Trade fairs like INHORGENTA MUNICH are therefore the ideal showplace.

Stefanie Mändlein, project director at INHORGENTA MUNICH, emphasizes how important the return of Maurice Lacroix is for the trade fair, in particular for the timepieces industry. “By reinforcing hall A1, we wanted to offer specialist retailers a wide and attractive variety of brands. It’s a tremendous gain and also an important signal for the market to welcome such a major exhibitor as Maurice Lacroix. We’re thrilled that Stéphane Waser and his team were convinced by our concept and have decided to place their trust in us.”

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Press Release | September 28, 2018 | 2/2

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About Maurice Lacroix

Maurice Lacroix is based in Saignelégier, located in the Jura region, an area noted for its watchmaking prowess. The past 40 years, the Swiss watchmaking company has produced watches reputed for their high perceived value and attention to details. Maurice Lacroix watches are distributed to more than 1'800 points of sale. It continues to grow, based on a winning formula of quality, reliability, ingenuity and determination, expressed through fresher and high perceived value designs backed by patented technologies. On July 1, 2011, DKSH, a Swiss company based in Zurich and the leading Market Expansion Services provider in Asia, acquired a controlling stake in the Maurice Lacroix group. With 825 business locations in 37 countries – 800 of them in Asia – and 31,970 specialized staff, DKSH generated net sales of CHF 11.0 billion in 2017.

About INHORGENTA MUNICH

INHORGENTA MUNICH, the international trade fair for watches, jewelry and gemstones is the order and communication platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the Jewelry Shows, the INHORGENTA FORUM and the INHORGENTA AWARD, the trade fair offers an in-depth overview of international trends and developments. In 2018, the trade fair brought 1,026 exhibitors from 42 countries and more than 27,000 visitors from 70 countries to Munich. The next INHORGENTA MUNICH will be held from February 22 to 26, 2019.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes more than 50 own trade shows for capital and consumer goods and key high-tech industries. Each year, a total of more than 50,000 exhibitors and some three million visitors take part in more than 200 events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München as well as abroad. Jointly with its subsidiaries, Messe München organizes trades shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global business presence with a network of affiliates in Europe, Asia, Africa and South America as well as some 70 foreign representatives serving more than 100 countries.