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Press Release

Network platform INHORGENTA TRENDFACTORY will make an appearance at Lucerne and Barcelona in the fall of 2019

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INHORGENTA TRENDFACTORY – the recognized network platform of the international timepiece, jewelry and gemstone industry – will make a stop this fall in Barcelona (10/17) and Lucerne, Switzerland (10/22). Visitors will not only have the perfect opportunity for personal interaction, they will also learn valuable information about current business topics and the latest news regarding INHORGENTA MUNICH 2020.

- Industry gathering successful on an international level
- Future Retail as a special focus in Barcelona
- Focus on sustainability in Lucerne

Since its launch in 2015, INHORGENTA TRENDFACTORY has evolved into an established network platform for the international timepiece, jewelry and gemstone industry. Following stops in Hamburg, Cologne, New York, Frankfurt, London and Zurich, this year it will also make appearances in Barcelona (10/17) and Lucerne (10/22). The network evenings focus on current topics in the industry: in Barcelona, experts will discuss the topic of Future Retail, while in Lucerne the focus will be on sustainability. In addition, Exhibition Director Stefanie Mändlein will hold an exclusive industry meeting to report on the new concepts for the upcoming edition of INHORGENTA MUNICH, which will take place from February 14 to 17, 2020. For example, both TRENDFACTORY topics and special shows will be placed on center stage in Hall C2.

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Press Release | August 1, 2019 | 2/2

With this format, which will again take place in two European cities in 2019, INHORGENTA MUNICH will demonstrate once more its dedication to the needs of its exhibitors and visitors throughout the year. “Showing an interest in and catering to the needs of our customers is part of the DNA of INHORGENTA. And not just during trade fairs, but 365 days a year. “Events of a networking nature such as INHORGENTA TRENDFACTORY are a key factor in strengthening and further developing collaboration with our partners,” says Klaus Dittrich, CEO of Messe München.

INHORGENTA TRENDFACTORY was extremely successful last year in London and Zurich. In the watchmaking country of Switzerland, the limited spaces were filled especially quickly. “The response was overwhelming. To meet the immense demand, we once again decided on a city in Switzerland, this time Lucerne” explains Stefanie Mändlein, Exhibition Director of INHORGENTA MUNICH.

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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 14 to 17, 2020.

Press Release | August 1, 2019 | 3/3

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, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.