

Munich, 22. Februar 2022

## Press Release

### INHORGENTA MUNICH

## Eagerly anticipated: international jewelry industry to meet in Munich

- INHORGENTA MUNICH will take place from April 8 to 11, 2022
- So far around 800 exhibitors, including many new brands
- Guaranteed: safe and successful trade fair experience

**Spring can come: the leading trade fair for the European jewelry industry will open its doors in Munich from April 8 to 11, 2022. Around 800 exhibitors have registered until now. The conference program will offer experts a platform to examine the key topics of sustainability and the future of retail. Outstanding craftsmanship will be celebrated at the INHORGENTA AWARD gala evening.**

“We sense great optimism and confidence among our customers: across Europe, the pandemic measures are being eased and the jewelry industry is in a stable position—and both these factors are reflected in the participation at INHORGENTA MUNICH with around 800 registered exhibitors to date,” explains Klaus Dittrich, Chairman and CEO of Messe München. “This impressively endorses Europe’s leading trade show for jewelry, watches and gemstones.” Although INHORGENTA MUNICH will cover five instead of six halls and thus be a bit more compact this year, it will still be able to offer a comprehensive, international market overview and be a platform for valuable contacts. “Our protection and hygiene concept ensures a safer trade fair visit—not least because the various rules have been established and learned by everyone involved.”

### The new date in spring convinces many exhibitors

Thomas Sabo and many other new exhibitors follow INHORGENTA MUNICH to the new date in spring, for example Ana Cardim, Bloch & Co, EDC, egf Manufaktur, Farbergé, Frieden, Giovanni Raspini and Infinite Office. The watch segment will welcome for the first time Belchengruppe, Cyrus Watches, Daniel Wellington, Giberg, LIU JO, Mondaine, Montres Edox, Nordgreen, SEIKO and Sherpa Watches.

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Other exhibitors were unable to attend in February and will now take advantage of the new date, including Anke Graf, August Mayer, Citizen Myota, Copenhagen Watch Group, Hizakiahu Kupfer, Horbach, Katinka Neuner, Kettenmacherin, Eva Steinberg, Mig-O-Mat, Nebert, Nomad's, Noble Osmium, Rubin, Taloumis, Terré and Wonderland Trade Solutions.

### **One-time move of the C halls**

For this edition of the fair, the "Contemporary Design" sector will be divided between two other halls: the jewelry designers and manufacturers, the exhibitors of the Concepts Forum and the exhibitors of the special Sustainability, Silversmithing and Brand New areas will be located in Hall B2 "Elegance & Lifestyle"—classic jewelry, gemstone, lifestyle and trend jewelry. The sectors INHORGENTA Campus, Future Retail, TRENDFACTORY and Campus Talks will move to Hall A2 "Technology & Bijoux"—home to watchmaking schools as well as technology, workshop equipment, packaging and software companies. The "Contemporary Design" sector's special hall design will be relocated as well. Due to the vaccination center and a parallel event, Hall C1 "Carat" will also move once, namely to B3, which houses gemstones, pearls and genuine stone jewelry.

### **Rich program in the TRENDFACTORY**

The conference program will be determined by two key themes: sustainability and the future of retail. Top speakers will include Kyle Rodrick of Bijoux Review, highlighting sustainable storytelling. Elle Hill, CEO Hill & Co, will take aim at the digital future—and how to achieve it. And computer scientist Johanna Pirker will analyze how games and virtual reality environments can drive innovation. Many other smart minds will provide valuable insights, from NFTs to sustainable business management.

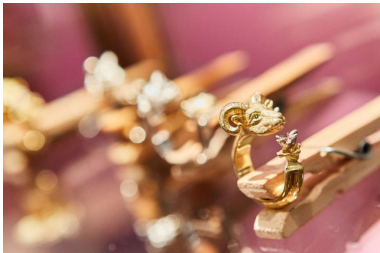
### **INHORGENTA AWARD—extended submission deadline**

The INHORGENTA AWARD will now be presented on April 9, at the exclusive gala evening hosted by Vivianne Geppert. Entries for the award will be accepted until March 17—the deadline for products to be considered by the jury has also been extended—and all previous submissions will remain valid. The jurors are: watch expert and author Gisbert L. Brunner, Sarah Fabergé (Director of Special Projects Fabergé), Jantje Fleischhut (Professor of New Craft Object Design), Anja Heiden (Member of WEMPE's Executive Board), Siems Luckwaldt (Lifestyle

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Director "Capital" and "Business Punk"), jewelry designer Leo Mathild, designer Patrik Muff, founder and editor-in-chief Katerina Perez, and Nina Schwichtenberg, blogger and fashion label owner.

**Further information about INHORGENTA:** [www.inhorgenta.com](http://www.inhorgenta.com)



INHORGENTA MUNICH brings together the international jewelry industry in April

#### **About INHORGENTA MUNICH**

INHORGENTA MUNICH, Europe's leading platform for jewelry, watches and gemstones is the order and communications 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 INHORGENTA AWARD and the TRENDFACTORY MUNICH, the trade fair offers an in-depth overview of international trends and developments. In 2020, the trade fair brought 1,034 exhibitors from 44 countries and around 26,000 visitors from 85 countries to Munich. The next INHORGENTA MUNICH will be held from April 8 to 11, 2022.

#### **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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.