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inhorgenta europe: even more service for the trade

- Extensive accompanying programme at inhorgenta europe 2008 for its public from the trade
- New: the 'Watch Forum' for lovers of the high art of watchmaking

On 15 - 18 February 2008, inhorgenta europe will be taking place for the 35th time. The EU's leading trade fair for jewellery, watches, clocks, precious stones, pearls and technology again offers an enticing and extensive accompanying programme this year too. More than 30,000 trade visitors from all over the world will again have the opportunity to take part in a varied range of trade seminars, special exhibitions and panel discussions.

The most different subjects will be dealt with – from seminars oriented towards business management to sales-promoting shop design and strategies for acquiring new customers. Experts will give a prognosis for the financial year 2008 and examine current and upcoming trends in jewellery, fashion, stones and colours. inhorgenta europe wishes to enthuse the technically interested with a demonstration of new and rediscovered craft techniques: the focus is on special methods for working platinum, precious stones and enamel. "Nowhere else do trade visitors come across such a great variety of seminars, round tables and special exhibitions geared specifically to their interests", says Armin Wittmann, Exhibition Director of inhorgenta europe. "At inhorgenta europe 2008, we are offering even more service for the specialised trade."

What stands out in particular among this host of seminars and information events is the 'Watch Forum', which takes place for the first time at the coming inhorgenta europe. At a separate area in Hall A1, inhorgenta europe presents an exclusive forum for dealers and fans of high-quality timepieces. The entire spectrum of this unique craftsmanship is on display. The emphases here are on subjects like the history of the

watch, trends, training, components suppliers and 'Market & Future'. And, of course, watchmaking itself will get plenty of attention. Renowned watchmakers give an insight into their fascinating skill and invite questions from the trade visitors – beginners and watch professionals alike. "We want to make our audience even more sensitive to the high art of watchmaking", as Armin Wittmann explains the background to this forum. "I think we are creating a point of contact which will captivate people interested in watches – and on every day of the fair."

The 'Watch Forum' is based on a successful model because many inorgenta europe forums have enjoyed special popularity for many years. The 'Platinum Forum' in Hall B1 has long become a must for jewellery connoisseurs. Among the highlights of the jewellery design Hall C2 are the 'Design Podium' with its numerous forums and the 'Brand New – New Brand' forum for the up-and-coming generation. Here, talented young designers create the trends of the next season. Not for nothing is 'C2' regarded as a generator of impetus for the entire industry.

New too on the programme of inorgenta europe is the Tahitian Pearl Trophy 2007/2008. Since May 2007, a top-class jury of experts (including Nina Ruge) have assessed the best jewellery designs using Tahitian pearls. The winners of the various categories – from necklaces to men's jewellery – will now be honoured at inorgenta europe. The competition is organised jointly by inorgenta europe, the GZ and the association Perles de Tahiti.

This extensive offer is rounded off by a new layout concept. In showcases and at special areas, inorgenta europe 2008 presents reminiscences of some of the world's greatest treasures. Visitors will be surprised to see these three-dimensional adventure worlds with the grave of Tutankhamen (Hall B1), the treasure of the Russian tsars (Hall C2) and the Mayan treasures (Hall C1).

inhorgenta europe takes place on 15 - 18 February 2008 at the New Munich Trade Fair Centre. Around 1,200 exhibitors from over 40 countries have applied to take part. In addition, the exhibition management expects more than 30,000 trade visitors from all over the world just as in the previous years. New trends, new collections, new brands and new technologies on the subject of watches and jewellery – all this is presented by the first major trade fair of the year in six halls on a total area of 64,500 square metres.

Further information and picture material at www.inhorgenta.com

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