

No. 16 e
February 2008

inhorgenta europe 2008: The Timepiece and Jewelry World as Guests in Munich

Munich is once again the center of precious jewelry and everlastingly beautiful timepieces. The more than 30,000 trade visitors from the whole world will find a superlative range of products at the largest trade fair for watches, clocks, jewelry, precious stones, pearls and technology in the EU. From futuristic multi-functional watches with numerous computer functions to classic and elegant chronographs, from fashionable silver jewelry to platinum necklaces set with diamonds, from perfectly shaped Tahiti pearls to deep violet, sparkling rubelith from Brazil, 1,224 exhibitors from 48 countries are exhibiting everything that makes this industry so beautiful and desirable. Thanks to the still good economic data in Germany and the unabated strong demand from Eastern Europe and Asia, exhibitors and trade visitors are coming to Munich with very optimistic expectations.

"Especially with respect to trends, inhorgenta europe plays a special role as a leading trade fair and the first European get-together of the industry in the season," Manfred Wutzlhofer, Chief Executive Officer of Messe München GmbH, stated happily. He is also very satisfied with the general development of inhorgenta europe. "After we were able to record more foreign visitors than ever at inhorgenta europe last year, we are confident that this time the number of trade visitors will even surpass that record number." Exhibitor and trade visitor figures have not only been stable at a high level for some years, they have even been increasing slightly. One reason for this is the increasing internationalization of the trade fair. From the leading order meeting spot for German jewelry and timepiece retailers, inhorgenta europe has long since developed into an important marketplace for new markets, for example, in Central and Eastern Europe. More than one-third of the exhibitors come from foreign countries in the meantime, including leading producers and brand-name product companies from Italy, Great Britain, Spain and Switzerland, but also from Poland and Belgium. As a result, inhorgenta europe is fulfilling the needs of another trend; the number of wealthy people is increasing by 20% annually.

According to experts, the trends in matters of jewelry and timepieces have already been set for 2008. In jewelry design, white continues to play an outstanding role as a color, often in combination with bright colors. "White on colorful!" is favored this year. The language of shapes of jewelry designers is imaginative and striking. "Urban Oasis" and "Sparkling Desert" are what Christel Trimborn, jewelry expert and editor-in-chief of the trade journal "GZ Art und Design", calls two of the outstanding styles of 2008. "Jewelry fans can look forward to warm ethnic designs and creations, which address the beauty of the desert with its mystical light effects."

inhorgenta europe 2008 is occupying six halls and a total area of 64,500 sq. m. The highlights of this year's show include:

- Brand Avenue Hall A1 where large international timepiece brands are exhibiting and where the ""Watch Forum" for aficionados of exclusive chronographs will be held.
- The Platinum Forum in Hall B1, the most important show for platinum jewelry worldwide
- The Design Jewelry Hall C2, the largest stage for creative people and newcomers worldwide with 383 exhibitors
- As well as numerous jewelry forums and special exhibitions on the topics of jewelry and timepieces

inhorgenta europe 2008 is being held from Friday, 15 February to Monday, 18 February. It is open from 9 a.m. till 6 p.m. from Friday to Sunday and from 9 a.m. till 5 p.m. on Monday. Entrance for trade visitors cost 18 euros on site.

Additional information is available at www.inhorgenta.com

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