

Munich, 19. February 2024  
**Presseinformation**

Final report

## **The start of international growth**

- **Brilliant business and growth among exhibitors and visitors**
- **A dazzling display of events for the 50th anniversary**
- **International growth will continue in 2025 with India as guest country**

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**For its 50th anniversary, INHORGENTA MUNICH presented itself fresher, more modern, more diverse, more international, and more high-profile than ever from February 16 to 19. The strong growth in exhibitor and visitor numbers shows: The new concept is a success. The focus for INHORGENTA 2025 will be on further expanding internationalization with India as the guest country.**

## **Reason for confidence and optimism**

“With new spirit and a high-quality look and feel, Europe’s leading industry platform for jewelry, watches and gemstones has set the course for a successful future,” says Stefan Rummel, CEO of Messe München. This investment is already paying off now: With 870 exhibitors from 37 countries, INHORGENTA has grown by nine percent compared to the previous year. Half of the exhibitors are from abroad, making INHORGENTA MUNICH 2024 more international than ever before. In addition, with 25,000 visitors from 90 countries, there were a good five percent more guests than in the previous year. The countries with the strongest increase in visitor numbers were the Czech Republic, Switzerland, China, France, the Netherlands, and Norway. “This large increase in exhibitors and visitors is a great confirmation of our new

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concept, and I am already looking forward to implementing the internationalization plans for 2025,” says Exhibition Director Stefanie Mändlein.

INHORGENTA MUNICH receives excellent marks from visitors: It was visited almost exclusively by trade visitors with a high level of decision-making authority. 96 percent found INHORGENTA MUNICH good to excellent, and 94 percent of visitors believe that the importance of INHORGENTA MUNICH will increase or remain the same. Sarah Hill from Hamilton Hill Jewelry, U.S. says: “Inhorgenta is always special, my favorite trade fair. The reorganization of the halls was excellent.”

Dr. Gaetano Cavalieri, CIBJO President explains: “INHORGENTA is held at one of the best exhibition venues in the world with an excellent infrastructure. During my three days here, I saw how much visitors appreciate all that’s on offer. I was very pleasantly surprised by the quality of the watch brands. The range of gemstones is also of high quality. I am delighted to be here again and congratulate the trade fair management on this great success, and am convinced that there is still a lot of potential.”

## **Continuing strong economic situation in the sector**

The continuing strong economic situation in the sector is providing an additional tailwind. Stephan Lindner, President of the German Jewelers’ Trade Association (BVJ): “The German watch and jewelry trade, in other words, the core target group for INHORGENTA, managed once again to exceed the record level of the previous year with sales of 5.32 billion euros and a slight increase of 0.3 percent.” The high-quality genuine jewelry contributed in particular to this result. Anja Heiden, CEO Jewellery Division at Wempe: “INHORGENTA has only known one direction for four years now, and that is up. It is the most important leading trade fair in Europe, and the platform for the entire industry to exchange ideas.”

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## **India will be the guest country in 2025**

“With the new INHORGENTA, we have created a strong basis for the further expansion of our internationalization. We are therefore delighted, together with the Gem & Jewellery Promotion Council (GJEPC), to be able to present India as the guest country in 2025,” says Stefan Rummel, CEO of Messe München. In addition to the India pavilion, numerous activities are planned that focus on the history and craftsmanship of Indian jewelry.

“I am already looking forward to INHORGENTA 2025, and am especially excited about the guest country. India will play a major role in the future,” says Natascha Lorenz from Juwelier Lorenz Berlin.

## **A dazzling display of events for the anniversary**

50 years of INHORGENTA stand for authentic luxury from independent brands: tradition, glamor, personality, and traditional craftsmanship. To kick off the event, leading figures from the industry celebrated an unforgettable evening in the style of the 1970s at the Tantris Maison Culinaire, full of glamor, with spectacular necklaces with well over 1,000 carats, couture, and culinary delights.

The anniversary edition of INHORGENTA was officially opened by honoring those exhibitors who have been with us for 50 years.

Over 50 top-class speakers from Europe, Africa, America and Asia spoke in the Trendfactory, in the Experience Hub with the Watch Talks, and at many other events, such as the unique “Wedding World”. Six special exhibitions reflected the past, present and future of jewelry, watches and people.

## **INHORGENTA AWARD presented for outstanding creations**

The winners of the INHORGENTA AWARD 2024: Hans D. Krieger, Autore, Seinerzeit Flora & Fauna, Yana Nesper, Thea Thiessen (Juwelier

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Laufer), Porsche Design, Josef Michel, blocher partners and, in the new “Luxury Watch of the Year” category, Lang & Heyne.

More information about the INHORGENTA AWARD.

INHORGENTA will next be held in Munich from **February 21 to 24, 2025**.

## **About INHORGENTA**

INHORGENTA, 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 2023, the trade fair brought 802 exhibitors from 38 countries and around 24,000 visitors from 90 countries to Munich. The next INHORGENTA MUNICH will be held from February 16 to 19, 2024.

## **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade fairs for capital goods, consumer goods and new technologies. Every year, a total of over 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 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 offices worldwide for more than 100 countries, Messe München has a global presence.