

Munich, 13. July 2020

## Open letter

# United together for a strong jewelry, timepiece and gemstone industry

Open letter by the watch, jewelry and gemstone community and the trade and lifestyle media on the positioning of INHORGENTA. As Europe's leading platform, INHORGENTA drives the business success and promotes communication within the industry with skill and innovation.

Ladies and Gentlemen,

We truly hope that you and those dearest to you, your employees and your company are all doing well. We are convinced that the coronavirus pandemic will have a lasting impact on both our industry and our future.

Despite this extraordinary situation and the reorganization of the trade fair landscape, INHORGENTA intends to pursue the intensification of its position as one of the world's leading platforms and the most important international multi-segment trade fair for the jewelry, timepiece and gemstone industry. INHORGENTA has great potential and will continue the growth trajectory it has seen in recent years and regards itself as a reliable partner for its customers and a driving force in difficult times.

By working together, we would like to bundle the strengths within the industry and thus attract more attention for us all, so that we are well equipped to handle any challenges the future may bring.

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**International. Connecting. Pioneering.**

INHORGENTA presents the world's most extensive brand and product portfolio, including independent brands, thereby meeting the needs of the industry. The trade fair also offers advice from highly competent staff and presents design innovations in all segments. Thanks to tailor-made concepts and offers, INHORGENTA provides ideal contact opportunities for an international network consisting of top decision makers and a knowledgeable audience of experts. In addition, the early trade fair dates are ideal for the media landscape to be able to reliably plan the whole year and provide relevant industry news.

Munich as the trade fair location has optimal prerequisites: ideal local infrastructure, optimal traffic connections, fair hotel and restaurant prices and one of the world's most sustainable exhibition grounds. Messe München also has the world's highest safety standards for visitors and exhibitors. Each exhibitor is personally looked after by INHORGENTA's professional and reliable project team.

Adopt a new and different approach – the personal contact with the exhibitors, industry experts and journalists at INHORGENTA is very important, that is why we are looking forward to creative discussions and candid conversations. So let's direct our attention to the future in an innovative and pioneering way and join together to strengthen our industry overall.

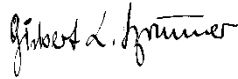
**We look forward to seeing you at INHORGENTA MUNICH, which will take place from February 19-22, 2021.**

**[inhorgenta.com](http://inhorgenta.com)**

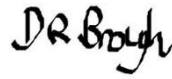
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CEO Jewellery Division,  
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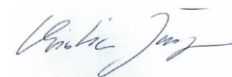
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Dr. Christian Jürgens,  
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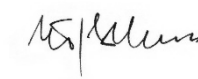
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PUNK, LUFTHANSA  
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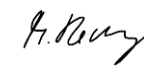
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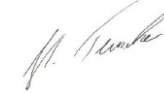
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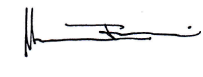
David Schank  
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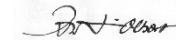
Thomas Wanka  
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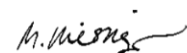
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