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PRESS RELEASE

INHORGENTA 2025: A Milestone for Strategic Partnerships and Internationalization

Munich, February 21, 2025 – INHORGENTA 2025, Europe's leading platform for jewelry, watches, and gemstones, opens its doors today (February 21–24, 2025), marking a new era of international growth and groundbreaking partnerships. This year's highlights include India as the official partner country, in collaboration with the Indian Gem & Jewellery Export Promotion Council (GJEPC), and the exclusive "FHH Cultural Space," created in partnership with the Swiss Fondation Haute Horlogerie (FHH). Visitors can also look forward to an outstanding supporting program filled with exciting highlights, culminating in the glamorous INHORGENTA AWARD.

Internationalization Strengthens the Industry Marketplace

With 1,334 exhibiting brands from 38 countries, INHORGENTA 2025 continues its course toward internationalization. More than half of the exhibitors come from abroad, with particularly strong representation from Italy, India, Switzerland, and France. India, as the trade fair's partner country, and the newly introduced "FHH Cultural Space" by the Fondation Haute Horlogerie (FHH) further emphasize the global focus. "INHORGENTA remains Europe's trade show for jewelry, watches, and gemstones, continuously expanding its international reach through targeted investments in growth markets like India," emphasizes **Stefan Rummel, CEO of Messe München**.

Partner Country India: The Key Market of the Future

India is a leading player in the global jewelry, watch, and gemstone market. The new partnership with the Gem and Jewellery Export Promotion Council (GJEPC) strengthens international exchange and collaboration. More than 50 Indian exhibitors will showcase their exquisite jewelry and contemporary designs in Munich. "India is honored to be the official partner country of INHORGENTA 2025, marking a new chapter in our centuries-old trade ties with Germany. With a thriving USD 32 billion export industry and a USD 85 billion domestic market, India is a trusted global partner, backed by a state-of-the-art manufacturing ecosystem that stays ahead of international consumer demand trends.

Together, let's explore new opportunities and set global benchmarks for collaborative prosperity", said **Kirit Bhansali, Chairman of GJEPC**.

The Fascination of Haute Horlogerie: The FHH Cultural Space

The Fascination of Haute Horlogerie: The FHH Cultural Space In collaboration with the Fondation Haute Horlogerie (FHH), INHORGENTA is presenting the FHH Cultural Space for the first time—an exclusive insight into the world of Haute Horlogerie. This exhibition brings together historical insights about watchmaking know-how behind today's masterpieces.

"We are proud to be the watchmaking cultural partner of INHORGENTA 2025 and thrilled to share our expertise and passion. The FHH Cultural Space is designed to inspire, educate, and foster a deeper appreciation for the craftsmanship, innovation, and heritage that define watchmaking. This collaboration marks a significant step in our mission to engage new generations and elevate watchmaking as an art form." - **Aurélie Streit, Vice President of FHH.**

Numerous brands make their debut: INHORGENTA is growing

With around 900 exhibitors and 1,334 brands, INHORGENTA 2025 records a 3 percent growth compared to the previous year. Particularly noteworthy is the high proportion of international exhibitors, accounting for 53 percent. Numerous renowned brands are making their debut or returning—a clear sign of the trade fair's attractiveness. These include for example Eberhard & Co., Favre-Leuba, and Fossil in the Watches Hall A1, as well as Krisonia, Terzihan, and Yoko London in Hall B1 Fine Jewelry. More than 25,000 trade visitors from 90 countries are expected.

An Inspiring Supporting Program

From high-profile expert talks at the TRENDFACTORY and WATCH TALKS to fascinating special exhibitions like Timeless Brilliance, as well as new concepts such as the FHH Cultural Space and the India Experience Zone – the supporting program of INHORGENTA 2025 is as diverse as the industry itself. "Our supporting program makes INHORGENTA an experience. With top-tier talks, exciting exhibitions, and innovative formats, we create a platform for inspiration, knowledge transfer, and networking," says **Stefanie Mändlein, Exhibition Director of INHORGENTA.**

Visitors can look forward to exclusive insights, the latest industry trends, and valuable networking opportunities – complemented by highlights such as the Wedding Highlights, Guided Tours, and After Work Partys with Live Music.

INHORGENTA AWARD 2025: The Grand Stage for Excellence

The INHORGENTA AWARD is the dazzling highlight of the fair, showcasing jewelry, watches, and gemstones in a glamorous way. Tomorrow, the best designs and concepts in the industry will be honored with the coveted INHORGENTA AWARD at the Kleine Olympiahalle in Munich – hosted by the charismatic Rebecca Mir. The prestigious jury selected the finest creations from 137 submissions across 22 countries in nine categories. In Hall B2, the nominated pieces will be impressively displayed at the AWARD table during INHORGENTA. A special highlight of the evening will be the performance by Icelandic singer Ásdís. The INHORGENTA AWARD shines a spotlight on the best creations in the industry, attracting international attention that extends far beyond the fair.

Current Market Situation and Trends in Trade and Industry

"Compared to other industries, we're doing well; 2022 and 2023 were two fantastic years," says **Stephan Lindner, President of the German Jewellers' Trade Association (BVJ)**. In 2024, the jewelry and watch industry saw a moderate revenue decline of 1.2 percent but remains stable compared to other industries. Jewelers in the specialized trade continue to experience strong consumer spending. With a market share of 70 percent, it remains the clear market leader, while online retail accounts for just 10 percent of sales. High-end jewelry and mechanical watches continue to be in high demand, reflected in a slight decline in volume.

Exports from the German watch industry rose by 3.5 percent in 2024 to approximately 1.87 billion euros, demonstrating the resilience of the industry. Despite ongoing economic uncertainty and high gold prices, demand for luxury goods, particularly in the higher price segments, remains stable.

"Overall, the numbers for 2024 clearly show that the results have been better than the mood within the industry would have suggested," says **Guido Grohmann, Managing Director of the Federal Association of Jewelry, Watches, Silverware, and Related Industries**.

Despite all uncertainties, the German jewelry and watch industry remains optimistic about the future.

Looking to the Future - Expanding and Strengthening Global Networks

INHORGENTA is looking to the future with a clear vision. International expansion and the transformation of INHORGENTA into a global hub for the jewelry, watch, and gemstone industries are central to our strategic direction. This includes exploring new markets, fostering cross-cultural connections, and networking with leading companies worldwide.

For further information, please contact: inhorgenta.press@messe-muenchen.de

Further Industry Information:

<https://bv-schmuck-uhren.de/trendberichte/>

<https://bv-schmuck-uhren.de/wp-content/uploads/2025/01/20250107-BVSU-Schmucktrends-2025.pdf>

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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 framework program and special events, comprising the INHORGENTA AWARD and the TRENDFACTORY, the trade fair offers an in-depth overview of international trends and developments. In 2024, the trade fair celebrated its 50th anniversary attracting more than 1,300 brands from 37 countries and around 25,000 visitors from 90 countries. The next INHORGENTA MUNICH will be held from February 21 to 24, 2025.

About Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its about 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT and electronica. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.