

Munich, December 12, 2024

**Pressrelease**

## **India is the partner country of INHORGENTA 2025**

**India is the official partner country of INHORGENTA 2025, Europe's leading platform for jewelry, watches and gemstones. The partnership with India's Gem & Jewellery Export Promotion Council (GJEPC) demonstrates India's growing influence in the jewelry and watch industry and strengthens the over 500-year-old economic ties between India and Germany.**

More than 50 Indian exhibitors, including those in the India Pavilion such as Uniq Jewels, Silvesto India, Asian Star, Surya Jewellers, and Sejal Exports, as well as other satellite participants, will be showcasing at INHORGENTA. The aim is to deepen and intensify trade relations between India and Germany.

### **Opportunities for European buyers at INHORGENTA**

“India as the partner country of INHORGENTA 2025 demonstrates the tradition and innovative strength of the Indian jewelry industry. It reflects the growing importance of the country with a population of 1.4 billion for the international jewellery, watch and gemstone industry”, says Stefan Rummel, CEO of Messe München. “This partnership offers European buyers unique opportunities to discover India's leading design and manufacturing expertise”.

The partner country India also underlines the status of INHORGENTA, as Exhibition Director Stefanie Mändlein emphasizes: “We are proud that INHORGENTA is regarded worldwide as the leading marketplace for all relevant players in the jewelry and gemstone industry”.

Vipul Shah, Chairman of the GJEPC, is delighted about the collaboration: “This cooperation is a defining moment for the Indian gem and jewelry industry and offers great opportunities for growth and further international recognition. Our crème de la crème manufacturers will

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showcase exclusive and innovative designs to the visitors at Europe's leading trade fair. We are pleased to collaborate with INHORGENTA, to enhance India's presence in the European market“.

## **A platform for culture, innovation and cooperation**

In addition to the Indian exhibitors, the GJEPC will showcase the cultural and artistic richness of Indian jewelry and contemporary design in two exhibitions.

The India Experience Zone is the centerpiece of the India Pavilion. It celebrates India's rich cultural heritage and presents the diversity of Indian handicrafts, jewelry and textiles.

The Brand India Gallery will showcase the strengths of jewelry manufacturing in the areas of design, innovation and production using the latest technologies.

Opportunities for networking will also be provided by the GJEPC Lounge and a cocktail with culinary delights on the opening day of INHORGENTA.

**For further information, please contact:**

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# INHORGENTA

## **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 870 exhibitors 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.