

## **INHORGENTA announces inaugural collaboration with the Fondation Haute Horlogerie (FHH)**

**Munich, September 17, 2024** – INHORGENTA, Europe's leading platform for jewelry, watches and gemstones is pleased to announce its first collaboration with the Fondation Haute Horlogerie (FHH), the global reference for watchmaking culture.

The FHH is renowned for spreading the international influence of watchmaking culture worldwide. By promoting the watch as an object of art and culture in a neutral and truthful way, the foundation has consistently provided unique content that enhance the cultural dimension of leading industry events.

**Aurélie Streit, Vice President of the Fondation Haute Horlogerie**, emphasizes the importance of this collaboration, stating: "Participating in INHORGENTA aligns perfectly with our mission to promote and preserve horological culture. This event allows us to continue to educate and inspire the watchmaking community while safeguarding the heritage of our craft for the future. We are delighted to be collaborating with INHORGENTA to jointly showcase this rich heritage."

**Stefanie Mändlein, Exhibition Director of INHORGENTA**, adds: "We are always aiming to enhance our experience and add innovative ideas and elements to INHORGENTA. The FHH Cultural Space will further expand our timepieces portfolio in Hall A1. It perfectly complements our extensive line-up of international brands as well as new and traditional individual manufacturers. By adding a layer of cultural insight, we are offering our audience a glimpse into the rich heritage of the craftsmanship and artistry of watchmaking, and the FHH is the perfect partner for this."

## **TIMEPIECES at INHORGENTA**

Watches have always played a key role at INHORGENTA and have been part of the exhibition since its very beginning 50 years ago. Hall A1 is the home of timepieces at the fair, with top international brands, traditional manufacturers and young companies presenting new products and trends alongside established classics. In addition, there are two dedicated pavilions: the Salon Suisse and the French Pavilion, where the watchmaking art of both countries is presented to a large audience. The "Watch Talk" panel discussions feature international speakers on topics that move the industry and the INHORGENTA AWARD attracts exciting brands and submissions for the "Luxury Watch" and "Watch Design" categories, underlining the importance of the sector. This offer will now be further enriched by INHORGENTA's collaboration with the FHH.

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## **The FHH Cultural Space at INHORGENTA MUNICH**

At INHORGENTA MUNICH in February 2025, the FHH will introduce its innovative “**FHH Cultural Space**,” a dynamic educational and experiential hub designed to become a major player in promoting the watchmaking culture. This space will offer a wide array of cultural services and activities including:

The “**Watches and Talents**” exhibition, curated by Watches and Culture by FHH, which showcases the work of eight exceptional professionals in the watchmaking industry.

A **series of watchmaking workshops, scenographic displays, and events** centered on the theme of watchmaking, providing an immersive experience for all types of audiences.

Further, FHH is going to be integrated in INHORGENTA'S “**Watch Talks**” a dedicated program of conferences and panels featuring expert speakers from the watchmaking industry.

## **A Commitment to Cultural Exchange**

FHH and INHORGENTA share a commitment to educating the public, promoting watchmaking culture, and increasing the appreciation of watches as objects of both craftsmanship and artistry. Together, they aim to grow the audience of watch aficionados and provide a deeper understanding of the watchmaking industry. This collaboration will allow both organizations to unite their strengths and jointly contribute to the preservation and promotion of watchmaking know-how and expertise.

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# INHORGENTA

## **About the Fondation Haute Horlogerie**

Founded in 2005 by Audemars Piguet, Girard-Perregaux and the Richemont Group, the Fondation Haute Horlogerie (FHH) has since focused its mission on the international influence of watchmaking culture and positions the watch as an object of art and culture. The Fondation Haute Horlogerie (FHH) serves as a neutral reference in watchmaking, supported by three pillars. "Watches and Culture" brings watchmaking culture to life through original content, events, and international meetings for both the public and professionals. The "FHH Academy" offers training and certification for current professionals and future enthusiasts, with courses available in over 20 countries, both in-person and online. The "FHH Forum" is an industry-driven platform for discussion and debate, connecting leaders to shape the future of watchmaking. Around forty watch brands actively support FHH's mission to preserve and promote watchmaking culture and heritage

## **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.