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PRESS RELEASE

## INHORGENTA 2026: A Tribute to Craftsmanship and Passion

- **INHORGENTA continues to grow in relevance and reach**
- **Around 900 exhibitors with 1,200 brands from 35 countries**
- **Over 25,000 trade visitors from 94 countries**
- **High customer satisfaction in organization, internationality and atmosphere**

INHORGENTA 2026 reaffirmed its role as Europe's leading trade fair for the jewelry, watch and gemstone industry. From February 20 to 23, 2026, Munich became the vibrant center for decision-makers, buyers, brands and manufacturers from around the world for four days.

Around 900 exhibitors with 1,200 brands from 35 countries — 55 percent of them international — presented their latest collections and innovations. More than 25,000 trade visitors from 94 countries filled the exhibition halls. This underlines the show's growing importance in the global market environment. INHORGENTA continues to expand its reach and relevance.

"INHORGENTA has gained significant visibility and influence in recent years," says Stefan Rummel, CEO of Messe München. "We are continuously developing it — in terms of content, design and international reach. This year, we have established a guiding theme that will shape the years ahead: Craftsmanship — a tribute to the industry's artisanal excellence and passion."

### **Business, Stage and Encounter**

INHORGENTA presented itself as energetic, creative and confident. The vibrant entrance in Coral Orange Glow and Marigold Yellow, featuring an installation by Polish artist Oskar Zięta, set a striking visual and atmospheric statement. This energy, creativity and optimism shaped the experience throughout all halls.

Today, INHORGENTA is far more than a traditional trade fair. It is a place where commerce, culture and community merge — a forum for dialogue, inspiration and personal exchange. In an increasingly digital world, it stands for trust, authenticity and human connection — values that have always defined the watch and jewelry industry.

### **The Value of Craftsmanship**

For the first time, INHORGENTA was held under a clearly defined guiding theme: "Craftsmanship" — a tribute to the artisanal expertise, passion and quality that characterize the industry. For four days, the exhibition halls

transformed into a vibrant open workshop. At more than 30 stations, visitors experienced gemstone setting, engraving and watch assembly live — impressive, authentic and up close.

“With its focus on Craftsmanship, INHORGENTA is opening a new path — one of recognition and appreciation for artisanal work,” said Stefanie Mändlein, Exhibition Director of INHORGENTA.

Today, customers want to know who stands behind a product. Transparency builds trust. A substantial part of a product’s value lies in artisanal skill: it transforms raw materials into unique pieces, giving them character and desirability. Making this human expertise visible creates emotion — and sets a new benchmark in the international trade fair landscape.

Special areas such as “MasterCraft Live,” the “Craftsmanship Area,” “THE ATELIER,” the “Silbertriennale International,” the “new Precious Metal Forum,” and the expanded “FHH Cultural Space” placed artisanal mastery center stage. Modern technologies such as 3D design, laser applications and CNC milling demonstrated their role as creative partners of craftsmanship.

## **Brands, Markets, Margins – Europe in Focus**

INHORGENTA serves as the gateway to the European market with its strong purchasing power. While the number of German visitors declined slightly, international participation increased. The largest visitor groups came from Austria, Switzerland, the Netherlands, Italy, the United Kingdom, the Czech Republic and Belgium. The strongest growth in visitor numbers was recorded from Sri Lanka, Sweden, Ukraine and the United States. INHORGENTA thus remains the central European platform for the jewelry, watch and gemstone industry.

The show also set new benchmarks in communication: thanks to strong international media presence, growing social media reach and an active influencer community, INHORGENTA achieved significantly increased visibility. With a customer satisfaction score of 80 points, the fair reached top ratings, particularly in organization, internationality and atmosphere.

## **Clear Growth in Retail – A Strong Signal in Challenging Times**

Economically, the industry also sent a clearly positive signal. According to the German Retail Association of Jewelers, specialist retail turnover increased by 2.1 percent in 2025. Watch exports rose by 5.9 percent, while jewelry exports increased by 13.3 percent — marking the fourth consecutive year of growth. The sector thus clearly outperformed the broader economic environment.

The premium segment remains particularly strong: gold jewelry, bespoke creations and renowned watch brands continue to see high demand. With a market share of 73 percent in the jewelry sector, brick-and-mortar specialist retailers hold an exceptional position — unmatched in any other industry.

## **INHORGENTA AWARD Sets New Record**

The emotional highlight was the glamorous INHORGENTA AWARD ceremony held before more than 500 guests at the Bavaria Film Studios. With 148 submissions from 19 countries, a new record was achieved. New categories — including “Mechanical Watch of the Year,” “Goldsmith of the Year,” “Jeweler of the Year,” and “Luxury Watch of the Year | Public Choice” — underscore the growing international significance of this industry award.

More information about this year’s winners can be found [HERE](#).

## **International Voices: Munich as a Strategic Business Hub**

The strong international participation was reflected not only in the numbers but also in the feedback from exhibitors and visitors.

“My days at INHORGENTA have been outstanding. The breadth of content is extraordinary, and the organization and atmosphere contribute to an overall great experience. I applaud the range of design from the highest level to the more mainstream. I especially appreciate the stands from some of the most important jewelry schools in Europe”, said Bryna Pomp, Director of MAD About Jewelry at the Museum of Arts and Design, New York.

“In just a few days at INHORGENTA, we meet a large portion of our international partners from the U.S., India and, of course, Europe. This efficiency makes the fair a perfect platform for us,” says Tanja Brassler, Managing Director of the German watch manufacturer MeisterSinger.

“This year, we brought our international sales team for two days for the first time. The response was consistently positive: our Europe and Middle East team was fully booked for one and a half days. This clearly shows how international INHORGENTA has become,” says Amelie Hennig, Head of Marketing at Movado Group Germany, represented with brands such as Ebel, HUGO BOSS, Coach and Tommy Hilfiger.

“INHORGENTA was a huge success for us. We welcomed visitors from all over the world to our booth. That is a strong signal of the show’s international appeal,” says Doris Mancari, Managing Director Europe of Maurice Lacroix.

“Our debut at INHORGENTA in Munich was exciting and a successful start. We aim to expand specifically into the German market and were delighted to see many visitors discover our collection and show great interest in the brand. A pleasant surprise was the visit of international customers, including from the U.S. and Canada,” says Cédric Carapyen, Sales Development Director MEA, APAC & Americas at Akillis, France.

“INHORGENTA was a very successful show for us. We met around 90 percent of our customers from Germany and Austria here — an excellent rate. In addition, we welcomed contacts from countries such as Romania, Belgium and Denmark and held promising discussions with new prospects,” summarizes Cristiano Benvenuti, Sales Director EMEA of the Italian jewelry brand Marco Bicego.

“Especially in a challenging market environment, it is crucial for a trade fair to bring together all relevant stakeholders and provide a strong platform for exchange and business development. That is exactly what we experienced at INHORGENTA and we had many valuable conversations over the past days. We support the

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international orientation of the show and look forward to returning next year,” says Bhavesh Patel of Rosy Blue, one of the world’s leading diamond trading and manufacturing companies.

“My visit to INHORGENTA this year was entirely positive. I am returning to Berlin with fresh ideas, new contacts and great motivation for the upcoming projects,” says Lutz Reuer of Juwelier Reuer.

“We come to INHORGENTA from the United States every year to experience the curated selection of international designers and to further deepen our long-term partnerships in contemporary design. The great friendliness and hospitality of the exhibitors and the trade fair team, as well as the special atmosphere in Munich, make the show a truly special experience for us every single time,” says Sarah Hill, owner of Hamilton Hill Jewelry.

“For us, INHORGENTA is far more than a trade fair – it is the pulse of the market. Here, we experience the full breadth and depth of the industry, build valuable connections, sense trends in real time and discover innovations that move our business forward,” says Olrik Laufer, Managing Director of Juwelier Laufer.

“The entire INHORGENTA event is a world class production in every detail including the Awards ceremony which was so elegant and wonderful. Seeing so many young and passionate minds mixed with experienced jewellers that respect one another was fabulous“, says Jeff Buzbuzian of Knar Jewellery.

“The INHORGENTA show was a tremendous success. It was very well organized, with efficient and user-friendly security and easy access between the halls. The creativity and focus on craftsmanship, artisanal skills and innovation were impressive, especially through the live demonstrations at the workbenches. The Top Buyers Luncheon was a wonderful opportunity to relax and connect, and it was a pleasure to reconnect with long-standing suppliers as well as meet new ones”, says Karen Alliata, Coin of the Realm.

## Save the Date

The next INHORGENTA will take place from **February 19 to 22, 2027**, in Munich.

Why the February date fits ideally into the annual planning of many industry players is explained by Dominik Maegli, owner of “Uhrsachen” in Bern and “Bijouterie Maegli” in Solothurn and Olten: “For us, the February date is ideal: the year is still young, but we are no longer caught up in the hustle and bustle of the turn of the year. The tasks associated with the start of the year have already been completed, allowing us to take the necessary time to focus on the trade fair in a targeted way and with anticipation.”

Further information, press releases and images on INHORGENTA can be found [HERE](#).

For enquiries or interview requests, please contact: [inhorgenta.press@messe-muenchen.de](mailto:inhorgenta.press@messe-muenchen.de)

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## **About INHORGENTA**

INHORGENTA is Europe's leading platform for jewelry, watches and gemstones—a key meeting point for the industry and a reflection of the market in all its diversity. Across six halls at Messe München, exhibitors from around the world present their latest creations. With a comprehensive supporting program and special events such as the INHORGENTA AWARD and TRENDFACTORY, the trade fair offers deep insight into global trends and developments. In 2025, the fair welcomed 1,334 brands from 38 countries and attracted around 25,300 trade visitors from 97 nations. Based on this success, the next INHORGENTA will be held from 20 to 23 February 2026 in Munich.

## **About Messe München**

As one of the most important trade fair organizers, Messe München showcases the world of tomorrow at its approximately 90 trade fairs worldwide. Its portfolio includes trade fairs for investment and consumer goods as well as for new technologies. These include 14 world leading trade fairs such as bauma, BAU, IFAT, and electronica, cooperation events such as IAA MOBILITY, and numerous guest events. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its approximately 1,200 employees in the group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the USA, and Saudi Arabia. Around 150 events per year attract over 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, generating billions in purchasing power.