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Press Release

Final Report

More international than ever: INHORGENTA sets new standards

- Strong business and growth, especially among international exhibitors and visitors
- INHORGENTA provides momentum for the industry in challenging times
- International collaborations and partnerships strengthen INHORGENTA's global presence
- High visitor satisfaction and successful trading-up

Munich, February 25, 2025 – INHORGENTA 2025, Europe's leading platform for jewelry, watches, and gemstones, set new standards once again from February 21 to 24, 2025. The four days were filled with inspiration, captivating worlds of jewelry, watches, and gemstones, and many exciting highlights. With international growth and groundbreaking partnerships, INHORGENTA provided momentum for the industry in challenging times.

Growth Across All Areas

The exhibition halls were filled with energy, innovation, and surprises. INHORGENTA 2025 set the stage for another successful year for the industry. With 1,334 brands from 38 countries, it grew by 3.4% compared to the previous year, after the 2024 edition had already seen a 9% increase. This continued strong growth is primarily due to the high level of international participation—more than half of the exhibitors came from abroad. INHORGENTA is now more international than ever. Italian exhibitors occupied the largest space, the Francéclat pavilion expanded its area, as more French watch brands joined each year.

INHORGENTA's international growth is driven by two key factors: On one hand, by industry-specific events such as the international TRENDFACTORY. On the other hand, by the strong global presence of Messe München, one of the largest exhibition organizers in the world. With 13 subsidiaries in Europe, Asia, Africa, and South America, as well as around 70 representations in over 100 countries, Messe München is well-positioned to further expand INHORGENTA's reach. INHORGENTA attracts jewelers, retailers, and industry experts from around the world. With over 25,000 visitors from around 100 countries, the fair once again recorded a roughly 1% increase compared to the previous year. The international visitor marketing efforts are paying off. Particularly encouraging were the increases from key markets such as the Middle East (Bahrain, Israel, Qatar, Kuwait, Lebanon, Oman, Saudi Arabia,

United Arab Emirates), Switzerland, Italy, Denmark, the United Kingdom, and Belgium.

"Especially the growing international interest clearly shows: INHORGENTA remains Europe's leading platform for jewelry, watches, and gemstones in 2025. It provides the industry with momentum in challenging times," says **Stefan Rummel, CEO of Messe München**.

High Visitor Satisfaction and Successful Trading-up

INHORGENTA enjoys exceptionally high customer satisfaction. 98% of visitors rated INHORGENTA 2025 as "good" to "excellent," a 2-percentage point increase. Particularly praised were the international diversity of exhibitors, the atmosphere, and the security at the fair.

The trading-up at INHORGENTA was also successful. The proportion of visitors interested in high-priced products starting at 5,000 euros increased from 11% to 24% in the jewelry sector and from 14% to 24% in the watch sector. This strengthens the fair's role in the premium and luxury segment. "I see the potential for INHORGENTA to become a Watches & Wonders for High Jewellery," says **Elke Wolf, CEO of Juwelier Jasper**.

"We are very grateful that our vision has been so well received," says **Stefanie Mändlein, Exhibition Director of INHORGENTA**. "With strong international growth, successful trading-up, and high visitor satisfaction, we look to the future with great confidence."

Internationalization in Focus

The spotlight was on the partner country India, in collaboration with the Gem & Jewellery Export Promotion Council (GJEPC). More than 50 exhibitors showcased high-quality diamond jewelry, gold and platinum works, and gemstones to visitors. **Kirit Bhansali, Chairman of the GJEPC**, said at the opening: "Jewelry from India is the shining star of the Indian economy, with exports worth 32 billion US dollars. The planned free trade agreement with the European Union will create even more opportunities for growth and collaboration between India and Europe."

The collaboration with the Fondation Haute Horlogerie (FHH) was also a great success. The "FHH Cultural Space" focused on the craftsmanship and cultural heritage of watchmaking. The FHH Cultural Space is becoming a new highlight of INHORGENTA and establishing itself as a central hub for watch enthusiasts and emerging talents. The "Watches and Talents" exhibition presented eight exceptional artisans, and the Horology HUB showcased the history of timekeeping. Under expert guidance, visitors had the opportunity to experience firsthand how much practice and patience it takes to disassemble and reassemble a Unitas 6497-1 movement.

Innovative Highlights and New Discoveries

A special highlight was the "Timeless Brilliance" exhibition, which immersed visitors in the fascinating facets of a diamond. Nine exclusive pieces of jewelry showcased the heritage and symbolism of these

precious gemstones. 74 top-tier speakers from Europe, the USA, Canada, Asia, the UK, and Saudi Arabia spoke at the TRENDFACTORY and the WATCH TALKS. Together with the new Guided Tours, visitors were able to gain a quick and expert overview of current industry topics.

A Sparkling Celebration of the 8th INHORGENTA AWARD

The highlight was the presentation of the 8th INHORGENTA Award, regarded as the highest honor in the jewelry, watch, and gemstone industry. In a glamorous gala, the best in the industry were honored across nine categories. The festive evening at the Kleine Olympiahalle, hosted by Rebecca Mir, attracted numerous VIP guests. The show-stopping performance by Icelandic singer Ásdís was a highlight of the event.

More information about the INHORGENTA AWARD : [INHORGENTA AWARD](#)

The next INHORGENTA will take place from February 20 to 23, 2026, in Munich.

Voices from the Industry

INHORGENTA in Munich is the most important trade fair for new products and orders in the jewelry sector throughout the year. Here, we meet the majority of our suppliers from Germany and Italy. But the gemstone and technology halls also have their appeal, and the range of offerings is very large. The fair is very well organized, and Munich, with its opportunities and well-developed public transport system, has all the potential to further establish itself on the international trade fair circuit.

Friedrich Jasper, Owner of Juwelier Jasper in Lippstadt and Paderborn

INHORGENTA has become a very important trade fair for us. I see the potential for it to develop into a Watches & Wonders for High Jewelry. The problem in our industry is that many luxury brands are withdrawing from trade fairs. Here, I see INHORGENTA, with its central location in Europe and favorable timing, as the right organizer. It has impressively developed in recent years with a lot of fine-tuning; I've discovered many new things: The entrance area with the sea of flowers is luxurious, the showcases as wave-breakers in the B1 central aisles are inspiring, and the layout is very well done. INHORGENTA, with its exhibitors, shows us the luxury that our customers expect. We also invested and created added value for our customers with the 2024 remodelling, making it the best year since 1797.

Elke Wolf, CEO, Juwelier Jasper, Erfurt

To ensure that our fast-paced business works and that we get the best releases, we need personal dialogue. That's why we haven't missed INHORGENTA in years, because it's where we meet most of our brands.

Arjan Bouma, Brand Manager, Holland Watch Group

We founded Krisonia in 2021. After the USA and the Middle East, we will build our dealer network in Europe over the next three years. We chose INHORGENTA because it is not only the market leader among trade fairs. It is also impressive in terms of service, organization and communication, such as the Blogger Walk. The INHORGENTA AWARD was like an Oscar for luxury. I am impressed.

Vace Istanboulli, CEO Krisonia, CEO Art. OR, SRL Mailand

INHORGENTA is Europe's leading trade fair for jewelry, and this year it once again proved that impressively. The response to the introduction of our new Charm Club concept exceeded all expectations. Our partners were excited and placed excellent orders. In addition, we were able to acquire some interesting new customers.

Ralf Barthelmeß, Senior Vice President Wholesale, Thomas Sabo

It was a pleasure to meet so many watch enthusiasts at the FHH Cultural Space of the Fondation Haute Horlogerie. The presentation was very well received by them. Our recent launch of the Miss Piggy watch in this context was also well received. It's wonderful to see that visitors to INHORGENTA are interested in high-quality Swiss watchmaking. I am already looking forward to INHORGENTA 2026.

Rolf Studer, CEO ORIS

INHORGENTA, with its pleasant and welcoming atmosphere, is always worth the trip to discover great new products. The perfect organization of the event adds the finishing touch.

Christina von Halasz, Juwelier Hunke, Ludwigsburg

I come to Inhorgenta every year because it's a place where jewellery from all over the world comes together, offering endless inspiration. It's also a chance to explore German craftsmanship and understand how their engineering approach sets them apart. Personally I feel INHORGENTA is more than just jewellery—it's the insightful talks that run for days and the special exhibitions within the main event, like the current one on diamonds, that make it such a rich and immersive experience.

Katerina Perez, Founder and Editor-in-Chief

About INHORGENTA

INHORGENTA, Europe's leading platform for jewelry, watches, and gemstones, is the industry's ordering and communication platform, reflecting the market in all its diversity. Exhibitors from around the world present their latest creations across six halls at Messe München. With its extensive supporting program, including the INHORGENTA AWARD and TRENDFACTORY MUNICH, it offers a comprehensive overview of international trends and developments. In 2025, the fair recorded more than 25,000 visitors from around 100 countries, as well as 900 exhibitors and 1,334 brands from 38 countries – a strong indicator of its international significance. The next INHORGENTA will take place from February 20 to 23, 2026, in Munich.

About Messe München

As one of the world's leading trade fair organizers, Messe München showcases the world of tomorrow with around 90 trade fairs worldwide. Among them are twelve of the world's leading trade fairs, such as bauma, BAU, IFAT, and electronica. The Messe München portfolio includes trade fairs for investment and consumer goods, as well as new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the USA. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in over 130 countries. More than 150 events per year attract around 50,000 exhibitors and about three million visitors.