



PRESS RELEASE

Positive response from the industry – “We’re already into triple digits!”

Frankfurt, 15.05.2018. Located at the exhibition centre Messecenter Rhein-Main near Frankfurt, INOVA COLLECTION celebrates its debut as a trade fair for jewellery, timepieces and accessories at the end of August 2018. Axel Fehse, Project Manager of INOVA COLLECTION, states: “We’re delighted with the positive response and look forward to offering our visitors an attractive mix of exhibitors. The space originally reserved for the event is already fully booked.” A waiting list has been created for companies interested in exhibiting at the event.

Reputed brands such as BEDRA, Diamond Group, Filius Zeitdesign, Hesse + Co., ILR-Collection, KalbART, Kurt-Eberhard Kalb, MANU Schmuckwerkstatt, Manuela Carl, M&M Uhren, Rolf Cremer and Yvette Ries Collection have already confirmed their appearance at the event. A special area gives newcomers the chance to present their innovations to a wide trade audience.

INOVA COLLECTION not only constitutes a fresh new concept but also provides the sector with a central business and meeting venue. Many exhibitors trust that the fair will offer them a reliable platform that is tailored to their needs. Georg Plum, Managing Director of M&M Uhren, sees INOVA COLLECTION as a golden opportunity for the specialist trade to sharpen its market profile and to create a bespoke, product-centric buying experience for its consumers: “This is a welcome opportunity for players in the sector to talk to each other, to learn about the market and to jazz up their product ranges with the latest collections in time for the Christmas season. Many people have been waiting for a trade fair at this time of year.”

Andreas Filius, Managing Director of Filius Zeitdesign, described the August timing of the event as ideal, giving trade buyers a long enough lead time to test the waters with new collections or to add a few innovations to existing product ranges in time for the autumn and Christmas season: “Consumers need a fair amount of time to become aware of new models and collections in shop windows and thus to be incentivised to buy.”

Frank Heringer and Anke Schmidt, Managing Directors of the Diamond Group, sum up their view of the event in one terse sentence: “The time is right for a new autumn fair.”

Besides a comprehensive market overview, INOVA COLLECTION aims to encourage visitors to think outside the box when planning their product ranges. Thomas Kalb, Managing Director of Kurt-Eberhard-Kalb KG, states: “These days, an open and frank conversation and a search for new concepts are essential in shaping the future.”

Trade visitors will be supported by exciting networking formats and an attractive supporting programme. A Puk Workshop and a new Jeweller’s App are designed as a source of inspiration for businesses. A 3D program will also be featured, which can be used to design and then print products on a 3D printer.

Attendees interested in forging new contacts, can do so at INOVA NIGHT on the Sunday evening. At this exclusive networking event, visitors, exhibitors, industry service providers and journalists can bring the day to an enjoyable close in a relaxed atmosphere.

Last but not least, INOVA COLLECTION offers its trade visitors an abundance of all-inclusive services, such as free entry to the event, excellent catering, parking directly next to the exhibition centre and an airport shuttle service. Partnerships with selected hotels in the local vicinity add to the convenience for all attendees.

Dates: 25-27 August 2018

Further information about the fair can be found at www.inova-collection.de

Bandlist: <http://nova-collection.de/brands/?lang=en>

What the industry says: <http://nova-collection.de/category/what-the-industry-says/?lang=en>

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Venue

Messecenter Rhein-Main
Robert-Bosch-Straße 5-7
65719 Hofheim-Wallau

Opening hours

Saturday from 9 am – 6 pm
Sunday from 9 am – 6 pm
Monday from 9 am – 5 pm

MUVEO GmbH

Muveo GmbH, the wholly owned subsidiary of CDH Mitte (Wirtschaftsverband für Handelsvermittlung u. Vertrieb Hessen, Thüringen und Rheinland-Pfalz e.V.) has been successfully organising trade fairs and congresses for more than 50 years. Over the years, its nine trade fairs – the majority of which are seasonal – have become firmly established in their industries, attracting today more than 10,000 trade buyers. Since the establishment in 1997 of INNATEX, Europe's leading trade fair for sustainable textiles, MUVEO GmbH has been committed to sustainability in event organisation.

www.muveo.de

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