



## **PRESS RELEASE**

### **INOVA COLLECTION – the trade fair for jewellery, timepieces and accessories – is poised for its second event**

**Frankfurt, January 2019. Following its successful debut, INOVA COLLECTION will be introducing a whole host of new features when it opens its doors for the second time from 24–26 August 2019. Innovative concepts, a quality product portfolio and attractive networking formats are set to establish INOVA COLLECTION as an important platform for promoting business between trade and industry in the Rhine-Main region.**

“Our first event attracted an impressive number of exhibitors and we even had to start a waiting list. In response to high demand among prospective exhibitors, we’ve decided to open up another level for the upcoming edition,” explains Axel Fehse, Project Manager INOVA COLLECTION. Top brands such as BEDRA, Gerhard Kühnel, Govind Jain & Sohn, Diamond Group, Fine Gems Collection, Gebrüder Schaffrath, Hesse + Co., ILR-Collection, Kreuchauff, Manuela Carl, PINK CITY, Rolf Cremer, Triangel and many others have already submitted firm bookings to exhibit at the trade fair in August 2019. A detailed list of exhibitors will be released by the organiser at the end of April.

The “Philipp Becker Area”, which will be showcasing even more quality gold and jewellery designers this year, will be joined for the first time by a special area for complementary ranges, accessories and services. The spectrum includes everything from insurance providers, safes and security systems to cash systems, tools and packaging.

In addition to industry-specific workshops and talks, the supporting programme at this year’s INOVA COLLECTION also features training for retailers. “Smart watches are one of the top themes for tomorrow’s jewellers. In collaboration with our media partner Blickpunkt Juwelier, we’re shining the light on this trend and are keen to offer retailers added value for their POS sales activities by providing targeted product training from quality smart-watch manufacturers,” continues Axel Fehse.

The supporting programme is rounded off on 24 August 2019 with INOVA NIGHT, an exclusive networking event on the island of Nonnenau.

#### **Other free services for trade visitors:**

- free admission
- more than 660 free parking spaces directly on site
- quality catering every day
- shuttle service to Frankfurt airport
- affordable accommodation at partner hotels

Further information at <https://inova-collection.de/?lang=en>

Exhibitor testimonials: <https://inova-collection.de/category/what-the-exhibitors-says/?lang=en>

Visitor testimonials: <https://inova-collection.de/category/what-the-visitors-say/?lang=en>

Impressions of the fair: [You will find these in our flickr Gallery](#)

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### **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](http://www.muveo.de)

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