

## **PRESS RELEASE**

### **INOVA COLLECTION Showroom Hamburg – trade fair for jewellery, gemstones, pearls and timepieces – repositioned**

- **Dates shifted to 23–25 April 2022**
- **Better strategic alignment and year-round ordering capability**

**Frankfurt am Main, September 2021.** With the halls fully booked and visitor quality enhanced, the INOVA COLLECTION that took place in Wallau at the end of August successfully rang in the autumn season. Despite the difficult conditions, organisers MUEVO GmbH once again produced a safe and companionable trade fair. More visitors than ever made their way to Wallau and placed orders for the forthcoming Christmas trading season.

"We are delighted that we're back on track with the INOVA COLLECTION in Wallau, and that in just our fourth year we have established ourselves as the autumn kick-off fair for the jewellery sector," says Jens Frey, Managing Director of MUEVO GmbH. As a result, the organisers see an opportunity to gain an ideal strategic position for the regional satellite events, too, and to extend them further.

"Given the possibility of a turbulent autumn with the coronavirus, we do not feel that the conditions are right for staging a successful INOVA COLLECTION Showroom in Hamburg at the end of October. With the broad agreement of the sector," he continues, "we have therefore decided to reschedule this event to **23–25 April 2022.**"

#### **Holistic schedule for INOVA COLLECTION Showroom**

By permanently shifting the Hamburg Showroom event to the spring and holding the main fair at the end of August, INOVA COLLECTION seeks to offer the specialist retail trade a year-round presence and ordering capability, with immediate effect.

In addition, partners MUEVO GmbH and MW Edelsteine, Martin Weskamp are planning to strengthen their collaboration. From next year, the Düsseldorf BOSTON CLUB event will be held as another Showroom format for the first time, in close collaboration and as part of the INOVA family, thereby strengthening the local satellites.

**Next dates for INOVA COLLECTION Showroom Hamburg: 23–25 April 2022, MesseHalle Hamburg-Schnelsen**

For further information, visit <https://inova-collection.de/showroom-hamburg/>

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# INOVA

— COLLECTION —

SHOWROOM HAMBURG

## **MUVEO GmbH**

MUVEO GmbH, the wholly owned subsidiary of CDH Mitte (Wirtschaftsverband für Handelsvermittlung und Vertrieb Hessen, Thüringen und Rheinland-Pfalz e. V.) has been a successful player in the trade fair business for more than 50 years. The exhibition formats – which carefully target specific areas of industry – are designed to meet the bespoke needs of each sector. The company’s success is built on close and collaborative cooperation with all stakeholders. 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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