INOVA
COLLECTION

PRESS RELEASE

INOVA COLLECTION 2024: an exclusive community event with a focus on networking – presented in an innovative and contemporary way

- **Fully booked exhibition hall displaying a selective and high-value brand portfolio**
- **New car parking arrangements, BBQ grill catering and additional free services for visitors, rekindling that INOVA feeling**

Frankfurt am Main, April 2024 **After one edition of the fair in Frankfurt in 2023, the organisers of the INOVA COLLECTION, together with the industry, took the decision to return home to the Messecenter Hofheim Rhein-Main. At only the start of the second quarter, the organisers MUVEO GmbH are delighted that space at this 'new and previous location' is already fully booked.**

"Preparations are going very well. Despite the commercial challenges currently facing the sector, we are fully booked," comments Martin Weskamp, co-organiser and partner of the INOVA COLLECTION. Verena Westphal, Project Manager for the fair since February, adds: "This year we're bringing together the best elements of a fair and an event; moreover, at the Messecenter Hofheim Rhein-Main we'll be focusing on a selective event with a high quality overview of the relevant trends and patterns. The very high level of bookings and the positive feedback from both exhibitors and visitors in recent months endorse our decision to bring the INOVA COLLECTION back to the Wallau site."

Brands that have already booked include 'old favourites' such as Fritsch Sterling, BEDRA, Boccia Titanium, Breuning, DiamondGroup, Fischer Trauringe, ILR Collection, Hesse, M&M, Palido, Rolf Cremer, UNA, Varell, Yvette Ries and Zaremski, alongside first-time exhibitors in Wallau such as Bruno Söhnle, Bullnheimer, FH Trautz GmbH, Ganpati Edelstein, gemhype.com, H. Rudolf Becker, MIG-O-MAT, NXT LVL Brands (with Maserati, ESPRIT, Jette, Daniel Wellington and Morellato) as well as Sternglas and Vater & Sohn. The organisers are also particularly pleased to see brands such as Filius Zeitdesign and Kühnel Trauringe, which took a break last year, rejoining for 2024 in Wallau.

As well as a high quality, curated brand portfolio, there will be community areas, outdoor lounge areas, practical workshops and INOVA NIGHT to provide plenty of space at the exhibition centre again for information-gathering, dialogue and networking.

In addition, with the GOLDENE NOVA, the fair has for many years been making an important and sustained contribution to promoting the next generation: young design talents can still apply for the award until 30 June 2024 under the theme 'Love of the sea – maritime jewellery for all the senses'. Attractive prizes from sponsors await the top three award winners, along with diverse promotional opportunities and a multitude of industry contacts. This year the awards for new entrants are being supported with valuable monetary and material prizes from Carl Schaefer Gold- und Silberscheideanstalt, Rudolf Flume Technik, Dahlinger, Studex Deutschland and Goldschmiede Zeitung, the goldsmiths' newspaper. The official prizegiving takes place on site at 11 am on 30 Aug 2024 in the GOLDENE NOVA area.

To help trade visitors arrive feeling even more relaxed, the previous car parking arrangements have been fundamentally revised and expanded. At the Diedenbergen Speedway Track, for the first time some 1200 free parking spaces will be available to trade visitors. From there, a free shuttle service will transport all participants to the Messecenter Hofheim Rhein-Main in just a few minutes. Free admission, attractive terms at selected partner hotels and the popular grill and BBQ catering will also help to ensure plenty of that INOVA feeling.

More information: **https://inova-collection.de/?lang=en**
Current exhibitor list: **https://inova-collection.de/facts-figures/exhibitor-list-2024/?lang=en**
Visitor registration: **https://inova-collection.de/for-visitors/?lang=en**

Instagram: **https://www.instagram.com/inovacollection/**
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INOVA COLLECTION – Trade fair for jewellery, gemstones, pearls and watches:
The INOVA COLLECTION celebrated its premiere in 2018 with 109 exhibitors at the Messecenter Hofheim Rhein-Main. With its fresh and innovative concept, the INOVA COLLECTION rapidly became an established industry event. In the future, the fair will be positioned as a community platform with a curated portfolio of brands for jewellers and goldsmiths.

At the heart of INOVA | MUVEO GmbH, Organiser of the INOVA COLLECTION:
As the operator of the Messecenter Hofheim Rhein-Main, MUVEO GmbH is your expert partner for events of all kinds. Not only do we offer a comprehensive set of skills but we also have all the services under one roof. As one of the largest fair organisers in the Messecenter Hofheim Rhein-Main, we understand the needs of our customers at the site very precisely, and can offer a solution to almost any requirement. Not only that – as a 100% subsidiary of CDH-Mitte (the wholesale and retail industry association for the German states of Hessen, Thuringia and Rhineland Palatinate), MUVEO GmbH can draw on over 60 years' experience in the trade fair business. And since 1997 and the founding of INNATEX, Europe's leading trade fair for sustainable textiles, MUVEO GmbH has been committed specifically to sustainability in events organisation.
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