

PRESS RELEASE

INOVA COLLECTION – the trade fair for jewellery, gemstones, pearls and timepieces – also receives go-ahead for its Hamburg event

Frankfurt am Main, July 2020. “A fully booked exhibition space in Hofheim-Wallau and dates for Hamburg officially confirmed by the authorities fill us with a sense of optimism for the second half of this year. We’re delighted to get the go-ahead for the INOVA Showroom in Hamburg which will take place from 19 – 20 September 2020,” stated Jens Frey, Managing Director of exhibition organiser MUVEO GmbH.

Working in close collaboration with the local authorities and the venue operator, the organiser has drawn up a safe and comprehensive Health & Hygiene Concept for exhibitors and visitors so that the second edition of the B2B Showroom can take place safely and successfully. The planned measures include, among others, a visitor guidance system in the hall and a turnstile system in the entrance area which will regulate the flow of visitors whilst maintaining social distancing rules.

Important for everyone attending the INOVA COLLECTION Showroom Hamburg:

This year, visitors will only be admitted to the event if they are in possession of an online ticket which can be obtained by registering on the website in advance of the fair. It will not be possible to register at the venue. To prevent people from congregating, the Showroom will not be running its customary supporting programme this year.

Exhibitors and visitors are encouraged to read the [Covid-19 FAQs](#) on the website, detailing the current Health & Hygiene Concept. It can be accessed at any time and will ensure that all participants are well prepared and can attend the fair safely.

Among the exhibitors are reputed brands such as BEDRA, Boccia Titanium, Filius Zeitdesign, Adolf Heinz, Hesse, ILR Collection, KREUCHAUFF DESIGN, Lorena, Marcin Zaremski, Palido, Pebro, Pica Design, PINK CITY, Rudolf Flume Technik, Singhania & Sohn, Stones in Style, Tezer, Unique Time and many more. They are poised to show visitors their latest trends and collections whilst helping specialist retailers to create extraordinary product ranges for the upcoming Christmas season through targeted on-the-spot orders.

The free catering concept has likewise been adapted to the current regulations defined by the health authorities. Food stations located in the outdoor area of the fair will create a stylish atmosphere and ensure that all participants are well looked after. Free admission and free parking directly next to the location are included in the welcome services for visitors.

Further information at <https://inova-collection.de/showroom-hamburg/>
Health & Hygiene Concept (Covid-19 FAQs): <https://inova-collection.de/fuer-besucher/corona-faq/>

Provisional list of exhibitors: <https://inova-collection.de/die-messe/ausstellerverzeichnis-showroom-hamburg/>

Instagram: <https://www.instagram.com/inovacollection/?hl=de>

What the visitors say: <https://inova-collection.de/category/besucherstimmen/>

What the exhibitors say: <https://inova-collection.de/category/ausstellerstimmen/>

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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 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.

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