



PRESS RELEASE

INOVA COLLECTION – Trade fair for jewellery, gemstones, pearls and timepieces – This year’s edition goes functional

Frankfurt am Main, July 2020. Equipped with a comprehensive health and hygiene concept, INOVA COLLECTION is the first jewellery fair since the easing of lockdown to receive authorisation to take place under COVID-19 conditions. Although it is a task that comes with considerable responsibility, the organiser is well prepared to rise to the challenge and provide the industry with a successful business platform.

Jens Frey, Managing Director of exhibition organiser MUVEO GmbH, commented: “We were thrilled when the authorities gave us the go-ahead for INOVA COLLECTION 2020. It’s our job now, in this extraordinary situation, to ensure that the fair runs smoothly and that everyone can work in a safe and responsible environment. We have drawn up a comprehensive health and hygiene concept that will maximise the safety and success of meetings between colleagues and customers in these unusual times.”

The planned measures include, among others, a signage system to guide visitors through the halls and a new covered entrance in the outdoor area, designed to keep queuing to a minimum. Furthermore, the fair will only admit visitors with online tickets acquired in advance of the fair. It will not be possible to register on arrival this year. Attendees can read up on the current health and hygiene measures at any time by visiting the [Covid-19 FAQs](#) on the company’s website. This will enable them to prepare their time at the fair efficiently, whilst also ensuring their safety.

To prevent large crowds from gathering at visitor attractions, INOVA COLLECTION 2020 has decided to cancel its on-site supporting programme and, therefore, also INOVA NIGHT. Commenting on the move, Frey stated: “I see this year’s INOVA COLLECTION more as a functional expo – a targeted trading platform that gives jewellers the opportunity to fill their stockrooms in preparation for the Christmas season. Internationality and visitor records are not what we’re aiming for – our objective is to bring the right level of demand to the halls just at the right time.”

Visitors to the event can look forward to meeting reputed brands such as 925 Masters, Armin Kühnel, Axel Fritsch, BEDRA, Boccia Titanium, Ch. Dahlinger, Diamond Group, Ernstes Design, Fischer Trauringe, Hesse & Co., Marcin Zaremski, Monomania, Palido Fine Jewels, Rudolf Flume Technik and STUDEX Deutschland.

The free catering concept has likewise been adapted to the latest regulations from the health authorities. “Food Stations” located in a generous outdoor space will create a stylish ambiance whilst ensuring that all attendees are well looked after.

Free services for trade visitors:

- free admission
- free parking just outside the venue
- high-quality catering on all days of the fair
- affordable accommodation at partner hotels

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

Health & hygiene concept (Covid-19 FAQs): [https://inova-collection.de/for visitors/covid-19-faqs/](https://inova-collection.de/for-visitors/covid-19-faqs/)

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

Impressions from the fair: [Available 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. 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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