

TRADE FAIR FOR WATCHES AND JEWELLERY

Organiser

- Leipziger Messe GmbH

Dates

- 01.09. – 03.09.2018

Results 2017

■ Exhibitors and brands:	205
■ Visitors:	3,100
■ Proportion of trade visitors:	100%
■ Gross floor area:	10,000 m ²

Segments

- Fine Jewellery
- Watches & Timepieces
- Trendy Jewellery
- Young Designers
- Goldsmith Supplies, Pearls, Gemstones
- Fashion Jewellery and Accessories

Event profile

MIDORA Leipzig has established itself firmly as Germany's biggest autumn order and information event. With its convenient timing, sophisticated range of products and easy accessibility, it is the ideal place for making Christmas orders particularly for specialist retailers in the new federal states. MIDORA has a high proportion of repeat visitors who account for around 40 per cent of all those attending. The Watch & Timepiece segment – especially in the mid-price range – is traditionally well represented. The trade fair's specialist programme gives visitors the opportunity to inform themselves on many issues including watch and jewellery trends or marketing themes.

The exhibition is divided into a closed area – exclusively for watch and jewellery retailers – and the trendy jewellery, accessories and ready-to-go products section. The two latter areas are also open to trade visitors attending the CADEAUX Leipzig show, taking place at the same time. With its broad palette of gift items and home accessories, CADEAUX Leipzig also offers interesting choices for watch and jewellery dealers who wish to integrate additional lines into their range of products.

Project management

- **Andreas Zachlod**
Project director
Leipziger Messe GmbH
Messe-Allee 1 | 04356 Leipzig
Tel.: +49 341 678-8270
Fax: +49 341 678-8272
a.zachlod@leipziger-messe.de
www.midora.de

