

In this issue of JewelBharat, we interview

Stefanie Maendlein

Exhibition Director at INHORGENTA MUNICH.



Driven by passion, Stefanie believes that determination leads to success. Her diverse experiences have honed her ability to work independently and communicate effectively in global settings. She values teamwork and knowledge sharing, approaching customer interactions with empathy and a commitment to continuous learning.

We had the privilege of meeting Stefanie during IIJS 2024, where we shared our questions with her, and her insights have been carried over in this issue. Join us as we delve into her vision for the future of the jewelry industry.

Can you share your initial impressions of the IIJS in Mumbai and what made this year's 40th anniversary particularly special?

This was my first time attending IIJS and it was a remarkable experience, especially as it was the 40th anniversary of this prestigious event. The scale, energy and diversity of exhibitors and attendees was impressive. The side events and Innov8 talks were very exciting and all in all it shows the significant role of India as a global leader in jewellery design and manufacturing.

What were some of the key highlights or standout moments from your visit to the IIJS?

The main highlights included the opening ceremony, the Honoring of the Legends and the networking evening. It was very inspiring to interact with various industry players and see the innovative designs and technologies firsthand. Celebrating the 40th anniversary in the presence of India's Minister of Commerce and Industry, Piyush Goyal, was a memorable moment that reflects the lasting impact of IIJS on the global jewellery scene.

How do you think the collaboration between INHORGENTA and India as the official Partner Country for 2025 will influence the future of the jewelry industry?

This collaboration is poised to bring immense value to both the European and Indian jewelry markets. India's unparalleled craftsmanship and expertise in jewelry making, coupled with INHORGENTA's position as a leading trade platform in Europe, will create new avenues for trade, innovation, and cultural exchange. It will further strengthen the global jewelry industry by fostering deeper connections and setting new trends.

What specific insights did you present about INHORGENTA during your various presentations at the IIJS?

During my presentations, I focused on INHORGENTA's role as a leading European platform for the jewelry, watches and gemstones industry, highlighting its international reach, diverse exhibitor base, and commitment to innovation. I also shared insights into how we are expanding into new markets, including our collaboration with India as the Partner Country for 2025, and the new opportunities this will bring for exhibitors and visitors alike.

Can you elaborate on the nature of the partnership between INHORGENTA and The Gem and Jewellery Export Promotion Council of India? What are the goals of this collaboration?

Our partnership with The Gem and Jewellery Export Promotion Council of India aims to foster stronger trade relationships between Europe and India. The goals are to provide Indian jewelers with greater access to European markets and to offer European buyers unique opportunities to source high-quality Indian jewelry. This collaboration will also showcase India's rich jewelry heritage, craftsmanship, and innovation on a global stage, especially through their participation as the Partner Country at INHORGENTA 2025.

What were the most significant trends or innovations you observed at the IIJS this year?

The IIJS 2024 showcased several key trends, including a strong emphasis on sustainability and ethically sourced materials. I also noticed an increasing demand for customization and personalized jewelry, with many exhibitors offering unique, tailor-made designs. Additionally, advancements in jewelry-making technology, such as 3D printing caught my attention.

How do you envision the impact of India's participation in INHORGENTA 2025 on both the European and Indian jewelry markets?

India's participation in INHORGENTA 2025 will significantly boost bilateral trade and create a new wave of collaborations between European and Indian jewelers. Indian jewelers will have the opportunity to showcase their craftsmanship and innovative designs to a broader European audience, while European buyers will gain access to high-quality Indian jewelry. This partnership will also drive innovation and introduce fresh trends, benefiting both markets.

Were there any memorable interactions or networking opportunities that stood out during your time at the IIJS?

One of the most memorable interactions was meeting with several young and emerging designers who are pushing the boundaries of traditional jewelry-making. Their fresh perspectives, combined with India's rich heritage, were truly inspiring. Additionally, the discussions with key industry leaders about future collaborations and market expansions were invaluable for fostering long-term partnerships.

What message or impression did you aim to convey about INHORGENTA through your participation at the event?

My goal was to showcase INHORGENTA as a dynamic and future-oriented platform that is deeply committed to fostering global connections. We're Europe's leading platform for watches, jewelry and gemstones. By highlighting our ongoing innovations and our focus on international collaboration, particularly with India as our Partner Country, I aimed to reinforce INHORGENTA's position as the premier event for businesses looking to expand and innovate.

Looking ahead, how does INHORGENTA plan to integrate the insights and feedback gathered from the IIJS into its future events and strategies?

We plan to incorporate the valuable insights from the IIJS, particularly in terms of sustainability, customization, and technological innovation, into our future strategies. Feedback from exhibitors and visitors will help us refine our offerings and further internationalize our platform. The collaboration with Indian partners will also inspire new event formats and networking opportunities at INHORGENTA 2025, ensuring that we remain at the forefront of industry trends and developments.