

## 4th International Pearl Forum: Unexpected Pearls



After the large success of International Pearl Forums at INHORGENTA MUNICH in the last three years, a fourth Pearl Forum in 2017 demonstrated once again that it can bring together international speakers and be a place in which current global market trends are discussed and shared with a wide audience.

The theme for the 2017 edition focused on unexpected types of pearls, finding innovative ways of using pearls in jewellery and creative means to market them.

### Program for the 4th International Pearl Forum, Unexpected Pearls

Topic	Speaker
The rare and unique world of natural pearls	Dr. Hubert Bari (Qatar)
Pearls from Mexico: marine rarities from the Americas	Douglas McLaurin (Cortez Pearls, Mexico)
Pushing the boundaries of pearl design	Melanie Georgacopoulos (London and Japan)
Selling pearls online: connecting with the millennial market	Jeremy Shepherd (Pearl Paradise, USA)
Screening of clip of "Power of Pearl"	with presence of directors Ahbra Perry and Taylor Higgins (On the Reel Productions, USA). This documentary film on the pearl industry and ocean health has been nominated to the prestigious Sundance Festival 2017.

### Save the date

**INHORGENTA MUNICH**

Date: Feb 16 - 19, 2018