



V O D

DUBAI

INTERNATIONAL JEWELLERY SHOW
معرض دبي الدولي للمجوهرات

15 - 18 NOVEMBER 2017
DUBAI WORLD TRADE CENTRE

YOUR GATEWAY TO THE
MIDDLE EAST
JEWELLERY MARKET





UNMISSABLE JEWELLERY EVENT IN THE DUBAI CALENDAR

TAKING PLACE FROM
15 - 18 NOVEMBER 2017 VOD
DUBAI INTERNATIONAL JEWELLERY SHOW

The unique jewellery event designed for trade and retail, taking place in one of the luxury destinations in the world at the **DUBAI WORLD TRADE CENTRE.**

The innovative exhibition format, dividing the show into **4 DIFFERENT AREAS** is conceived and developed to meet the most dynamic needs of the international gold and jewellery demand for traders and consumers.

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VICENZAORO DUBAI

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DUBAI

INTERNATIONAL JEWELLERY SHOW
معرض دبي الدولي للمجوهرات

DUBAI™
INTERNATIONAL JEWELLERY WEEK
اسبوع دبي الدولي للمجوهرات

NEW ZABEEL HALLS

1-4-5-6

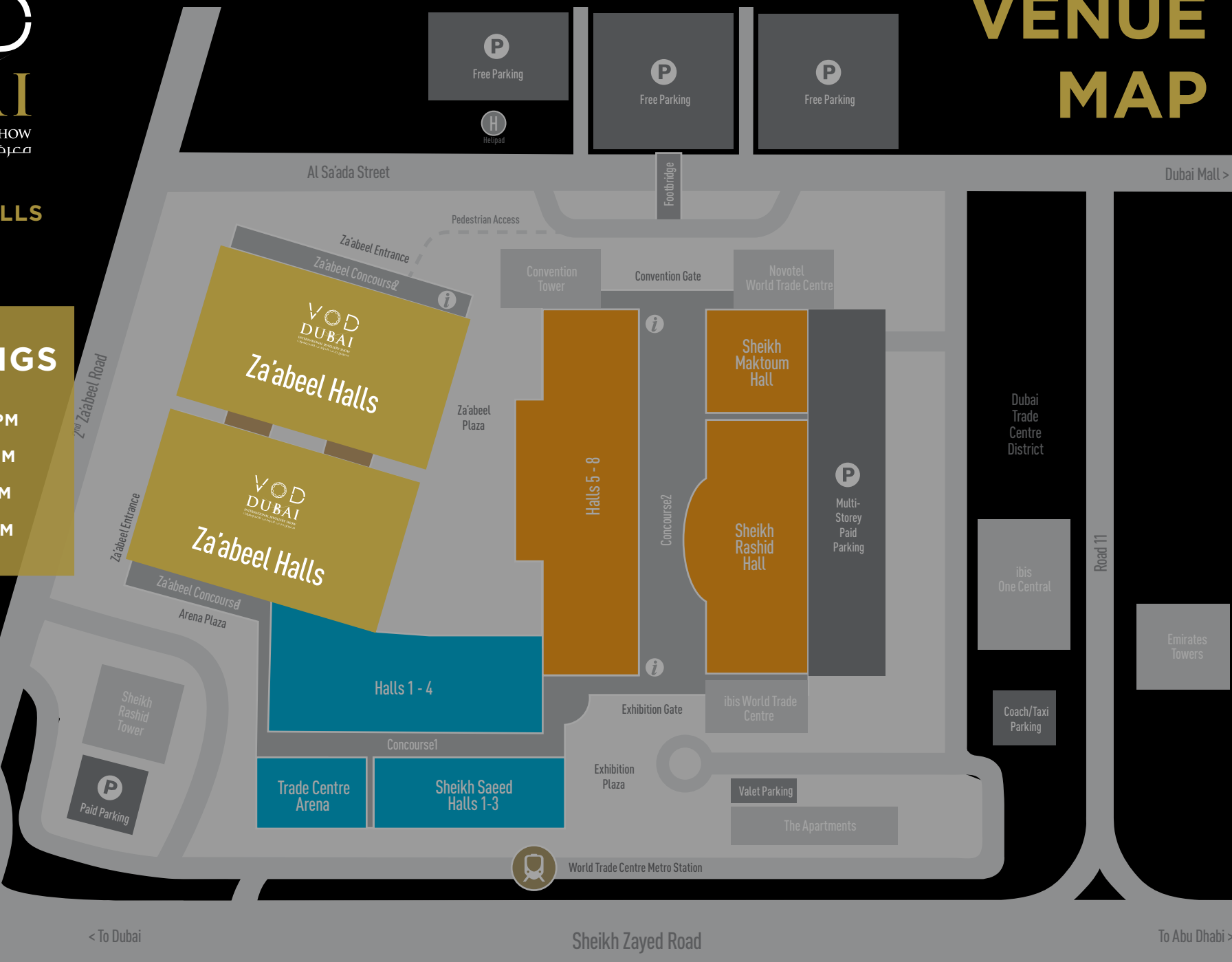
SHOW TIMINGS

15TH WED: 2PM - 10PM

16TH THU: 2PM - 10PM

17TH FRI: 3PM - 10PM

18TH SAT: 2PM - 10PM





THE VOD DUBAI INTERNATIONAL JEWELLERY SHOW PARTNERS

IN ORDER TO ENSURE SUCCESS AND NURTURE BUSINESS RELATIONS IN THE JEWELLERY INDUSTRY VOD - DUBAI INTERNATIONAL JEWELLERY SHOW COOPERATES WITH LEADING WORLDWIDE TRADE ORGANIZATIONS, CHAMBERS OF COMMERCE AND INDUSTRY, INSTITUTIONS AND CONSORTIUMS.

VOD - DUBAI INTERNATIONAL JEWELLERY SHOW has strengthened its strategic partnerships with:

GJEPC (Gem Jewellery Export Promotion Council) organizing the official Indian participation and promoting the show in the region through their strong trade relations;

DMCC (Dubai Multi Commodities Centre), a strategic initiative of the government of Dubai that support and promotes the show as the definitive global jewellery show;

DGJG (Dubai Gold & Jewellery Group), the nonprofit association that supports Dubai's status as "City of Gold" is a major contributor in presenting the show to the local market;

L'AZURDE, the Saudi Arabian company and market leader in jewellery distribution helps promoting the show across the MENA region.

TRENDVISION Jewellery + Forecasting is the first permanent independent research center charged with tracking socio-cultural phenomena in art, architecture and fashion while uncovering the underlying connections in the jewellery, watches and luxury goods sectors.

STRATEGIC PARTNERS:

IN ASSOCIATION WITH:

IN SUPPORT OF:



WHY EXHIBIT?

FINE JEWELLERY

TRADE ONLY

A POWERFUL SALES OPPORTUNITY

10,000 + TRADE VISITORS

BUYERS PROFILE:

33% WHOLESALERS

24% JEWELLERY MANUFACTURERS

19% CHAINS

13% TOP BRAND RETAILER, EXCLUSIVE BOUTIQUE

11% OTHERS

ROLE IN THE COMPANY:

60% OWNER OR CEO/MANAGING DIRECTOR

30% MANAGER

10% OTHER

HOW DO WE ATTRACT THE RIGHT BUYERS?

ROAD SHOW & DOOR TO DOOR CAMPAIGN

AIMS TO COLLECT PROFILED BUYERS IN ORDER TO FACILITATE THE MATCH MAKING WITH EXHIBITORS. THE INCLUSION OF NEW BUYERS IN THE PROGRAM YEAR AFTER YEAR WILL ENLARGE AND STRENGTHEN BRAND AWARENESS.

DOOR TO DOOR CAMPAIGN IN **13 COUNTRIES** & **21 CITIES** IN **MIDDLE EAST, ASIA AND AFRICA.**

300+ HOSTED BUYERS FROM **25 COUNTRIES**

10,000 BUYERS FROM **107 COUNTRIES**

CUSTOMIZED CALLS & INVITATIONS TO

+ 15,000 CONTACTS IN NIGERIA, TANZANIA, KENYA, ANGOLA, GHANA, ZIMBABWE, SINGAPORE, MALAYSIA, INDONESIA, PHILIPPINES



WHY EXHIBIT?



FINE JEWELLERY

RETAIL & TRADE

A PRICELESS OPPORTUNITY

23,000 + PRIVATE VISITORS FROM ACROSS
76 DIFFERENT COUNTRIES

US\$ 5.1 MILLION OF SALES
IN **4 DAYS**.

HOW DO WE REACH THE CONSUMER MARKET?

MULTICHANNEL MEDIA CAMPAIGN

A WIDE COVERAGE OF SEVERAL MEDIA CHANNELS
GUARANTEES A GREAT AWARENESS

140+ MUPIS ACROSS **7 EMIRATES**

700 RADIO SPOTS ACROSS **MAJOR STATIONS** FOR
2 WEEKS

+50 MEDIA PARTNERSHIPS WORLDWIDE

6,8 M PR VALUE

111,530 WEB CLICKS

53,779 FACEBOOK ENGAGEMENT

REACHING >30,000 UNIQUE VISITORS
THROUGH OUR DIGITAL MARKETING CAMPAIGN

4,472 INSTAGRAM ENGAGEMENT



WHERE WOULD YOU LIKE TO BE?

GLOBAL BRANDS

This community refers to brands internationally renowned for their high levels of expertise in haute couture creations. Global Brands are the leading innovators and the benchmark companies from the industry. The community is dedicated to exclusive jewellery and timeless collections made with refined metals and precious stones. If you are a global brand and want to exhibit please do let us know and we will design tailor made packages for you.

GEMSTONES & DIAMONDS

Gemstone community is dedicated to the most qualified companies and distributors, skilled in trading certified stones.

PACKAGING & TECHNOLOGY

Packaging & Technology invites two types of experts that are the formers, from the world of packaging and visual merchandising, and the latter, companies specialized in machinery, technology and development of new solutions in the jewellery production.

FINE JEWELLERY

This community is dedicated to companies and artisans making high-quality creations with a mix of gold, silver, gems and other innovative materials. Fine Jewellery is characterized by unbranded jewellery collections, valued for their everlasting commitment to variety and creativity.

FINE JEWELLERY - TRADE ONLY

Get a true Return on Investment from the Middle East Jewellery Market. During the four days, an exclusive calendar of networking events, seminars on the latest trends, one-to-one business meetings, conferences and workshops, will be organized in cooperation with leading International Organizations, aiming at supporting the future development of the jewellery industry on a global scale.

FINE JEWELLERY - RETAIL & TRADE

Dubai International Jewellery Show brings together retailers, boutique owners, wholesaler and industry professionals looking to establish direct customer relations within the UAE and beyond. Come face-to-face with the most affluent end consumers in this highly lucrative market.





SAVE THE DATE!

SHINE BRIGHT WITH US

SHARE YOUR FINEST DESIGNS AT THE REGIONS MOST PRESTIGIOUS JEWELLERY SHOW.
TALK WITH US ABOUT THE OPPORTUNITIES!

**CONTACT US NOW TO BOOK YOUR SPACE
OR TALK ABOUT THE OPPORTUNITIES**

Sameera Said

Sales Manager

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Nadeera Jayaratne

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Ombretta Battistello

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Paola Daddelli

Sales Manager

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EXHIBITING OPTIONS AND RATES

MINIMUM SIZE 12 SQM (AND MULTIPLE)

FINE JEWELLERY TRADE ONLY ROW STAND

1 OPEN SIDE - 632 USD/SQM

FINE JEWELLERY TRADE ONLY CORNER STAND

2 OPEN SIDES - 692 USD/SQM

GLOBAL BRANDS ROW STAND

1 OPEN SIDE - 700 USD/SQM

GLOBAL BRANDS CORNER STAND

2 OPEN SIDES - 767 USD/SQM

FINE JEWELLERY RETAIL AND TRADE ROW STAND

1 OPEN SIDE - 632 USD/SQM

FINE JEWELLERY RETAIL AND TRADE CORNER STAND

2 OPEN SIDES - 692 USD/SQM

GEMSTONES & DIAMONDS ROW STAND

1 OPEN SIDE - 632 USD/SQM

GEMSTONES & DIAMONDS CORNER STAND

2 OPEN SIDES - 692 USD/SQM

PACKAGING & SUPPLY ROW STAND

1 OPEN SIDE - 612 USD/SQM

PACKAGING & SUPPLY CORNER STAND

2 OPEN SIDES - 670 USD/SQM

ALL ABOVE PRICES ARE FOR SPACE + FULLY FURNISHED BOOTH + ELECTRICITY

SPACE ONLY OPTIONS

ROW OPEN SIDE

398 USD/SQM

CORNER 2 OPEN SIDES

438 USD/SQM

MANDATORY APPLICATION FEE

245 USD/EXHIBITOR

INSURANCE + SHOWGUIDE + 1 WI-FI CONNECTION INCLUDED

1 USD = 3,67 AED

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CONTACT US:
www.jewelleryshow.com

Strategic partners:

DMCC



DUBAI GOLD & JEWELLERY GROUP



LAZURDE

In association with:



SPONSORED BY THE MINISTRY OF COMMERCE & INDUSTRY

www.gjepc.org

In support of:

DUBAI

ITALIAN
EXHIBITION
GROUP
A merger of
Rimini Fiera and Fiera di Vicenza

DV GLOBAL LINK



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE