



V O D

DUBAI

INTERNATIONAL JEWELLERY SHOW
معرض دبي الدولي للمجوهرات

13 - 16 NOVEMBER 2019

Dubai World Trade Centre

UNMISSABLE JEWELLERY EVENT

THE ONLY TRADE & RETAIL JEWELLERY
EVENT IN THE REGION



DUBAI: CITY OF GOLD

FROM DESIGN TO DESIRE

Dubai's reputation as the 'City of Gold' plays a major role in establishing the city as the preferred destination for jewellery buyers from all over the world. Its ideal geographical location and innovative product offerings are key factors to the development of the jewellery industry. Imported from over 30 countries, Dubai's jewellery retailers satisfy over 200 nationalities.

UAE is the wealthiest country in the Middle East and Africa, with the total wealth held by all the individuals living in the country at \$925 billion in net asset.



55,400

HNWIs living in Dubai, each with net assets of US\$1 million or more.



2,590

multi-millionaires living in the UAE, each with net assets of \$10 million or more.

TRULY INTERNATIONAL SHOW



19,398

visits by visitors from
83 countries



82%

consumers would
recommend the show
to a friend or colleague



200

Hosted Buyers from
20 countries



77%

trade visitors expressed that the
show is important for their business.





YOUR ULTIMATE JEWELLERY TRADE PLATFORM

TRADE AREA - DO BUSINESS WITH TRADE BUYERS FROM 83 COUNTRIES

Specifically designed on the business and product needs. It covers the entire spectrum of Gold jewellery, Fine jewellery, Diamonds & Gemstones and Packaging & Technology exhibitors.

If your business operates in any of these key areas, showcasing your products will introduce you to the most significant buyers from MENA region.

WHAT WE OFFER

- Support in understanding your products and connecting you to the right buyers from the international markets.
- Hosted buyers guided tour within the trade exhibitor's area.
- Target buyers who have given our show a 77% importance ranking to their business.
- Opportunity to invite top buyers from select markets & hosted by VOD DIJS.

WHO SHOULD EXHIBIT

Diamantaires: Dedicated companies into diamond manufacturing, producers or artisans making high - quality creations with diamonds, gemstones and other innovative materials.

Gold Jewellers: Gold jewellery manufacturers, wholesalers and distributors in 18k, 21k, 22k & 24k.

Packaging & Technology: Technology companies providing specialized machinery and development of new solutions in the jewellery production and Packaging companies doing business in world of packaging and visual merchandising.

Business matchmaking program with no additional cost!

54%
of trade visitors
finalized major
deals at the show
generating over
250 \$ Million worth
business

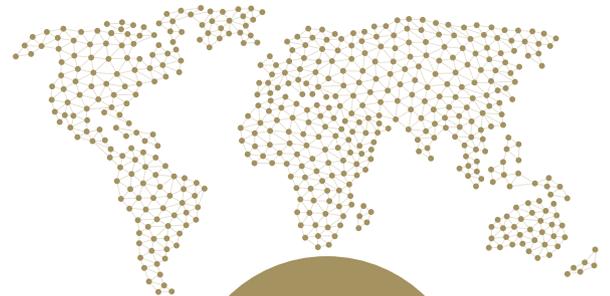
TOP 10 TRADE VISITOR COUNTRIES

Algeria ○ Bahrain ○ India ○ Kuwait ○ Pakistan ○ Russia
○ Saudi Arabia ○ Sri Lanka ○ UAE ○ UK ○ USA



HOW DO WE ATTRACT THE RIGHT BUYERS?

Road Shows with a dedicated team conducting one to one meetings to select top wholesalers, import-export and retailers for the premium and hosted buyers program.



One to One meetings with **1000+** Jewellery decision makers in 25 major cities during the road shows.



Digital Media Plan reaching out to target markets in Africa.



23 Global trade media partnerships with readership reaching out to 700K industry professionals globally



15,000 trade flyers distributed in 4 different languages



Trade Road Show covering

25 CITIES

in 13 countries.

- Egypt
- Hong Kong
- India
- Italy
- Jordan
- KSA
- Kuwait
- Lebanon
- Pakistan
- Russia
- Switzerland
- Turkey
- UAE



RETAIL & TRADE AREA

SELL TO CONSUMERS WITH REAL SPENDING POWER!

Specifically designed to promote international and local retailers by enhancing a boutique shopping experience for the most affluent consumers.

HOW WE PROMOTE YOU

- Exclusive pre show marketing opportunities via newsletters, website and social media promotions.
- Onsite brand enhancement through exclusive fashion shows
- Special endorsements and support for product/brand launches.
- Affordable sponsorship opportunities to boost your presence.

80%

of visitors attended the show with the sole purpose of making a direct purchase.

WHO SHOULD EXHIBIT

Global Brands: Leading International and regional brands/retailers representing various haute couture creations & exclusive bespoke jewels.

Fine Jewellery : Companies and artisans making high quality creations with diamonds, gemstones & other innovative materials.

Gemstones & Diamonds: Highly qualified gemologists, niche gem expert companies and distributors skilled in trading certified diamonds and gemstones.

Product sales program
with no additional cost!

HOW DO WE ATTRACT CONSUMERS?



A comprehensive global **PR and advertising campaign** worth over USD\$ 3 Million.



Radio campaign focusing Arabic broadcasting stations.



PR reaching out to 94 **Arabic & 165 English media** within the GCC.



49 **mega digital screens** at Dubai City Walk & Sharjah.



75K **door hangers** distributed in the High Net worth Individuals residential areas in the UAE



SMS campaign reaching out to 110K ladies only across UAE.



Strong digital coverage reaching out to 6.28 Million with **13.5 Million post impressions** across all media channels.



Newspaper and lifestyle magazine campaign reaching out to 800K consumers within the GCC.



PRICING

TAKE ADVANTAGE OF OUR EARLY BIRD RATES.



APPLICATION FEE

(BASIC INSURANCE + SHOW CATALOGUE ENTRY + 1 WI-FI) Aed 900/\$USD 250

ALL IN PACKAGE Space + Furnished booth + Electricity (Minimum 9 sqm)	BLUE ZONE		GREEN ZONE	
	PRICE PER SQM	EARLY BIRD RATE (PER SQM)	PRICE PER SQM	EARLY BIRD RATE (PER SQM)
With counter showcases, row	2,366 AED/654 USD	2,128 AED/588 USD	2,083 AED/575 USD	1,962 AED/542 USD
With counter showcases, corner	2,592 AED/716 USD	2,330 AED/644 USD	2,281 AED 630 USD	2,148 AED/593 USD
With cube showcases, row	2,621 AED/724 USD	2,383 AED/658 USD	2,338 AED/646 USD	2,217 AED/612 USD
With cube showcases, corner	2,872 AED/793 USD	2,610 AED/721 USD	2,561 AED/707 USD	2,428 AED/671 USD
With info counter NO showcases, row	2,290 AED/633 USD	2,052 AED/567 USD	2,007 AED/554 USD	1,886 AED/521 USD
With info counter NO showcases, corner	2,507 AED/693 USD	2,245 AED/620 USD	2,196 AED/607 USD	2,063 AED/570 USD

SPACE ONLY (Min. 18 sqm)	BLUE ZONE		GREEN ZONE	
	PRICE PER SQM	EARLY BIRD RATE (PER SQM)	PRICE PER SQM	EARLY BIRD RATE (PER SQM)
Row	1,489 AED/411 USD	1,251 AED/346 USD	1,206 AED/333 USD	1,085 AED/300 USD
Corner	1,638 AED/452 USD	1,376 AED/380 USD	1,327 AED/367 USD	1,194 AED/330 USD



“ This exhibition has been very important for me as an independent designer and very happy for all the support provided to me. I’m looking forward to be a part of the 2019 edition ”

Marie Cabirou, CEO Aura Design, France



WHAT'S NEW!

SHAPED BY
DIFFERENT EXPERIENCES

FASHION JEWELLERY & SILVER

Looking beyond the confines of traditional segmentation, we are inviting companies specializing in sterling silver and high end fashion Jewellery that are appealing to millennials and generation Z.



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Organised by

DV GLOBAL LINK

ITALIAN
EXHIBITION
GROUP
Providing the future



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about partnership opportunities:

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