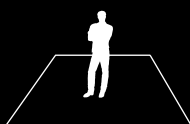


## STANDARD EXHIBITING PACKAGES

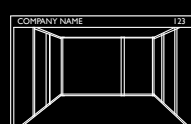
### SPACE ONLY



AED 1,265/SQM  
(MINIMUM 12 SQM)

Bare floor space for exhibitors who wish to design and build their own stand. Power supply is charged separately

### SHELL SCHEME



AED 1,905/SQM  
(MINIMUM 9 SQM)

Includes carpet tiled floor, walls, name plate in English, 1 x 13 amp power point and 3 spotlights

### ALL-IN-PACK AGE



AED 2,026/SQM  
(MINIMUM 12 SQM)

Includes carpet tiled floor, walls, name plate in English, 1 x 13 amp power point, 3 spotlights, 2 counter showcases with halogen lights, 1 coffee table, 4 upright chairs and 1 dustbin

#### OPTIONAL SERVICES FOR EXHIBITORS

The following are available at extra cost: Enhanced e-marketing ♦ Additional electrics ♦ Furniture ♦ Telephone/ Fax/ Data connections ♦ Audiovisual systems ♦ Design and construction services ♦ Display aids ♦ Temporary promotional staff ♦ Stand cleaning service

The above services need to be ordered by the deadline specified in the exhibitor services manual in order to avoid any surcharge or inconvenience.

#### WORLD CLASS MANAGEMENT

##### About Dubai World Trade Centre (DWTC)

**Dubai International Jewellery Week** is professionally managed and hosted by the **Dubai World Trade Centre (DWTC)** which provides more than three decades of experience in delivering world-class events in the Middle East, featuring local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. The extensive portfolio of leading trade and consumer brand events includes GITEX TECHNOLOGY WEEK, Gulfood, Dubai International Boat Show and Dubai International Motor Show.

For further information, please contact:

Dubai International Jewellery Week Team, Dubai World Trade Centre (L.L.C)  
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Fax: +971 4 318 8607 ♦ Email: [jewelleryweek@dwtc.com](mailto:jewelleryweek@dwtc.com) ♦ [www.jewelleyshow.com](http://www.jewelleyshow.com)

Organised by



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE

Supported by



دبي  
DUBAI DIAMOND EXCHANGE



DUBAI CITY OF GOLD  
DUBAI GOLD & JEWELLERY GROUP



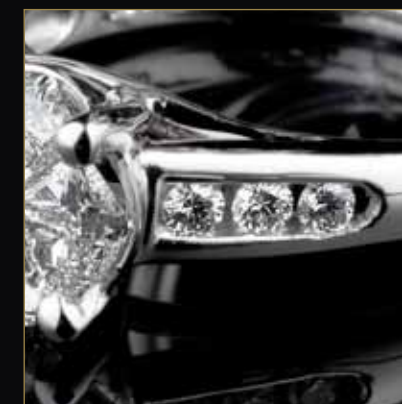
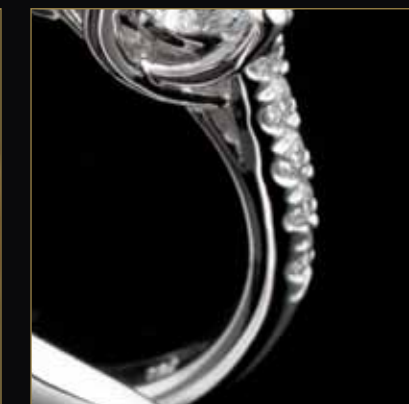
World Gold Council

# DUBAI

INTERNATIONAL JEWELLERY WEEK  
اسبوع دبي الدولي للمجوهرات

10 - 13 NOVEMBER 2011

DUBAI INTERNATIONAL CONVENTION AND EXHIBITION CENTRE



WWW.JEWELLEYSHOW.COM



# 16<sup>TH</sup> EDITION DUBAI INTERNATIONAL JEWELLERY WEEK

**Dubai International Jewellery Week** provides the ideal platform for manufacturers, wholesalers, retailers and industry professionals looking to establish relations within the UAE and beyond and come face-to-face with buyers in this highly lucrative region.

The event is privileged to be held under the patronage of **Her Highness Sheikha Manal bint Mohammed bin Rashid Al Maktoum, Wife of His Highness Sheikh Mansour bin Zayed Al Nahyan**, Deputy Prime Minister and Minister of Presidential Affairs and President of Dubai Women Establishment.

**65%**  
International  
Exhibitors

**35%** UAE  
Exhibitors

Trade Visitor  
Countries  
Represented

**37**

## WHY DUBAI?

- ◆ Dubai's total diamond trade volumes for the first half of 2010 reached a record **131 million carats**, up from **59 million carats** traded in the first half of 2009  
*(Source: Dubai Customs Strategy and Corporate Excellence Department)*
- ◆ The UAE's rough diamond imports doubled in value to **\$1.43 billion** year on year, with total import volumes at **24.15 million carats**, up **34%** from last year's figure of **15.72 million**.  
*(Source: DMCC, 24 Oct 2010)*
- ◆ Rough diamond exports stood at **\$1.67 billion**, a **96% increase** compared to the first half of 2009  
*(Source: DMCC, 24 Oct 2010)*
- ◆ The volume of gold traded through Dubai for the first six months of 2010 held steady at an overall value of **US \$21.17 billion**, up 20% year on year reflecting the higher price of gold  
*(Source: Dubai Customs Strategy and Corporate Excellence Department)*
- ◆ Countries in the Middle East, led by the United Arab Emirates are major consumers of gold. Dubai is the **largest importer and consumer of gold** in the Gulf.  
*(Commodity Online)*
- ◆ Nearly **90% of gold purchased** by consumers in the Middle East is in the form of jewellery.  
*(Commodity Online)*
- ◆ In the first half of 2010, **gold imports to Dubai totalled 384 tons**, up **4.3%** from the same period in 2009. Meanwhile, gold exports from Dubai fell 6.7% to 225 tons, compared to the previous year, highlighting the local retail market has also shown a greater appetite with an increased consumption, reinforcing **Dubai's position as the City of Gold** (DMCC)
- ◆ Custom duty as low as **5%**

## PRODUCT CATEGORIES

◆ Antique Jewellery ◆ Associations ◆ Bridal Jewellery ◆ Certification ◆ Coloured Gemstone Jewellery ◆ Diamond Jewellery ◆ Gold, Silver & Platinum Jewellery ◆ Loose Diamonds ◆ Loose Pearls ◆ Machinery & Equipment ◆ Packaging & Display Materials ◆ Pearl Jewellery ◆ Precious & Semi-Precious Stones ◆ Software & IT Solutions ◆ Training & Education ◆ Watches

## INTENSIVE MARKETING CAMPAIGN

A year-long marketing campaign will utilise national press, trade press, fashion and lifestyle publications, radio, PR, social media, e-marketing, direct mail and will leverage our partnerships with leading industry bodies to generate trade and consumer attendance.

**83%** of visitors rated the show as **Good or Excellent**

**78%** of exhibitors rated the show as **Good or Excellent**

## OBJECTIVES FOR VISITING DIJW



**36%** To buy a gift  
**31%** Compare costs  
**24%** To get preferential rates  
**9%** To buy a watch



**36%** Meet suppliers and buyers  
**24%** To get preferential rates  
**18%** Source products & services  
**13%** Source finished jewellery  
**9%** Source loose/uncut gemstones  
**9%** Establish new distribution channels

## EXHIBITOR QUOTES

“We believe Dubai International Jewellery Week is one of the best shows of its kind in the world. Ze'la Jewels is very happy to be here as an exhibitor this year.”

- CIHAN AKDERE, ME SALES MANAGER, ZELA JEWELS

“We have been participating for the past fifteen years and year on year it's been a great platform to showcase products for local consumers from the UAE and all around the Gulf. This year's show saw many high end clients visiting.”

- AMIT DHAMANI, CE, MANAGING DIRECTOR, DHAMANI

## EVENTS AND FEATURES

- ◆ 3<sup>rd</sup> jewellery design competition ◆ Machinery equipment and software pavilion
- ◆ Taste of the exotic with over 10 country pavilions ◆ Diamond Discovery Workshop



No. of Exhibitors  
**301** from  
**30** countries

No. of Country  
Pavilions  
**10**

