



## **GLITTERING EXPECTATIONS FOR DUBAI INTERNATIONAL JEWELLERY WEEK 2011**

### *Surge in UAE's Gold and Diamond Trade Set to Deliver Record Middle East Jewellery Show*

**Dubai, United Arab Emirates, 31 July 2011**

With an unprecedented increase in gold and diamond trading in Dubai in 2010, Dubai International Jewellery Week 2011, the most prestigious consumer and industry event of its kind in the Middle East, is expected to deliver record results this year.

According to a recent report by the Dubai Chamber of Commerce and Industry, US\$ 41.3 billion worth of gold was traded in Dubai in 2010 – an increase of 18% on the previous year – while the Dubai Diamond Exchange reported 128% growth in polished diamond exports, valued at US\$14.6 billion<sup>1</sup>.

Now in its sixteenth edition, Dubai International Jewellery Week will attract tens of thousands of visitors with an unrivalled showcase of one-off jewellery pieces and luxury collections, unique watches and stylish designs at exclusive show prices. The exhibition will run from 10-13 November 2011 at the Dubai International Convention and Exhibition Centre (DICEC) and is organised by the Dubai World Trade Centre (DWTC).

This year's event will feature over 300 exhibitors from 30 countries presenting stunning collections of fine jewellery and watches. National pavilions representing retailers from Hong Kong, India, Italy, Korea, Lebanon, Singapore, Thailand, Turkey and the United Kingdom will be taking part, in addition to new exhibitors from Poland, the first time the nation will have a presence at the show.

"Exhibitors from around the world bring the widest selection of rare and popular precious metals, gemstones, and finished jewellery to Dubai International Jewellery Week. We provide the perfect forum to connect leading jewellers and brands with a highly discerning and well developed regional target market," said Trixee Loh, Senior Vice President, DWTC.

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<sup>1</sup> [Dubai Chamber](#), 17 July 2011

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With many jewellery analysts expecting gold prices to climb to record highs later in the year, the show will provide leading retailers and manufacturers the perfect platform to showcase their products. Dhamani Jewels, Mouawad and Mahallati Jewellery Group are just a few of the jewellery retailers who have confirmed their participation this year.

Amit Dhamani, CEO, Dhamani Jewels said: “We have participated at the Dubai International Jewellery Week for 10 years and are delighted to be doing so once again. Dhamani Jewels is renowned for its exquisite fine diamond and colour stone jewellery collections, and we are recognized globally as one of the largest fine jewellery retail groups in the region. We are anticipating keen interest for our collections at this year’s show.”

Rosy Blue, one of the key global players in the diamond industry with a primary focus in manufacturing, is also a long-standing participant at Dubai International Jewellery Week. Rihen Mehta, Executive Director of Rosy Blue, said: “We have participated at the Dubai International Jewellery Week since its first edition. Dubai is a strategic location catering to nearly three billion people within a radius of five hours flying time, and participating at this event means that we reach a considerable segment of our global customer base. Rosy Blue will be showcasing a full range of products and we expect a record event this year.”

This year’s event introduces a number of glittering new elements, including the Pearl Lounge, with exclusive access for VIPs, the ultra-premium Boutique Boulevard featuring luxury jewellery from across the region and around the world, and the 1,500 square metre Diamond World, dedicated to the finest selection of loose diamonds and exquisite diamond jewellery.

Emerging jewellery design talent will also be a key feature of the show, with pieces from the winners of the third annual Dubai Jewellery Design Awards on display.

In keeping with its position as the must attend industry event of the year, Dubai International Jewellery Week will host a series of seminars and workshops, including a two day seminar hosted by the Gemological Institute of America, discussing the latest regional market trends and opportunities.

Dubai International Jewellery Week runs from 10 – 13 November 2011 and is open between 3pm – 10pm on Thursday and Friday and 11am – 10pm on Saturday and Sunday. The exhibition will be held in Halls 5-8 at the Dubai International Convention and Exhibition Centre.

Entry to the show is free – to register and for the latest show information visit [www.jewelleryshow.com](http://www.jewelleryshow.com) today.

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## Dubai World Trade Centre

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DUBAI WORLD TRADE CENTRE

### **About Dubai International Jewellery Week**

**Website:** [www.jewelleryshow.com](http://www.jewelleryshow.com)

- The 15<sup>th</sup> edition of Dubai International Jewellery Week (DIJW) was organised by Dubai World Trade Centre (DWTC) and took place 7-10 October 2010 and attracted more than 20,000 visitors
- DIJW is open to consumers and trade
- Dubai International Jewellery Week is organising the 3<sup>rd</sup> annual Jewellery Design Competition
- Gemological Institute of America (GIA) will host a 2-day seminar on the latest industry trends in the Middle East

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

**Website:** [www.dwtc.com](http://www.dwtc.com)

As the organiser of Dubai International Jewellery Week, Dubai World Trade Centre offers more than 32 years' experience of delivering world-class events in the Middle East, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge.

Our team organises 18 of the largest and most successful international and regional shows in the Middle East, providing an ideal platform for business development in the region. Our commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows, and delivered consistent satisfaction to exhibitors and visitors.

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