



UNMISSABLE JEWELLERY EVENT

V O D
DUBAI
INTERNATIONAL JEWELLERY SHOW
معرض دبي الدولي للمجوهرات

THE ONLY TRADE & RETAIL JEWELLERY
EVENT IN THE REGION

2018 POST SHOW REPORT

VOD DUBAI INTERNATIONAL JEWELLERY SHOW DUAL PURPOSE SHOW

A consolidated jewellery event in the city of gold serving both the B2B and B2C markets.

Created to link all corners of the global jewellery industry chain: manufacturers, wholesalers, traders, machinery suppliers, retailers and designers.



Why Dubai

As a meeting point between the East and West, Dubai has become the perfect place for both trade and consumers to meet the world's most exciting jewellery companies and designers. Exhibitors can benefit from the presence of visitors coming from over 80 countries while visitors can benefit from the wider jewellery variety available in the region.

Around the world in 4 Days



500+

brands
from across
the globe



25,000

unique jewellery
designs from
21 countries



19,398

visits by
visitors from
83 countries



50K

miles covered
on promoting the
show in 25 cities



EXHIBITOR PROFILE

4 COMMUNITIES & TRADE AREA

This year's show was divided into four easily - identifiable strategic districts - **Global Brands, Fine Jewellery, Gemstones & Diamonds and Packaging & Technology.**

“

This exhibition has been very important for me as an independent designer and very happy for all the support provide to me. I'm looking forward to be a part of the show next year!

Marie Cabirou
CEO Aura Design, France

”

Fine Jewellery

This community is dedicated to companies and artisans making high - quality creations with combination of gold, diamonds, gemstones and other innovative materials.



Global Brands

This community refers to leading innovators internationally renowned for their high level of expertise in haute couture creations.



Gemstones & Diamonds

This community comprises of highly qualified gemologists, niche gem expert companies and distributors skilled in trading certified stones.



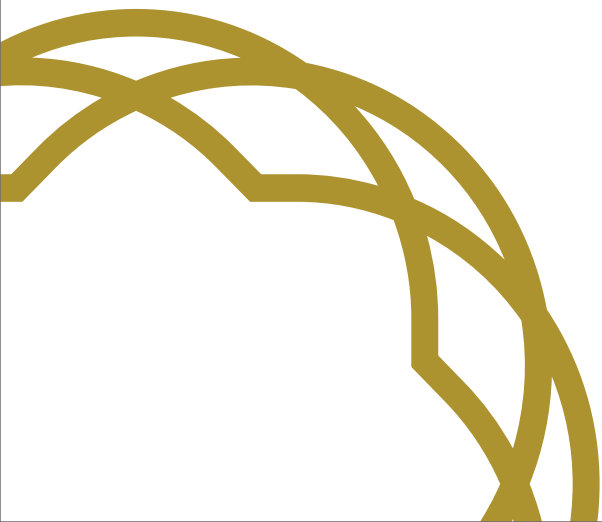
Trade Area

A special area dedicated to the exhibitors that are mainly interested in dealing in the trade market.

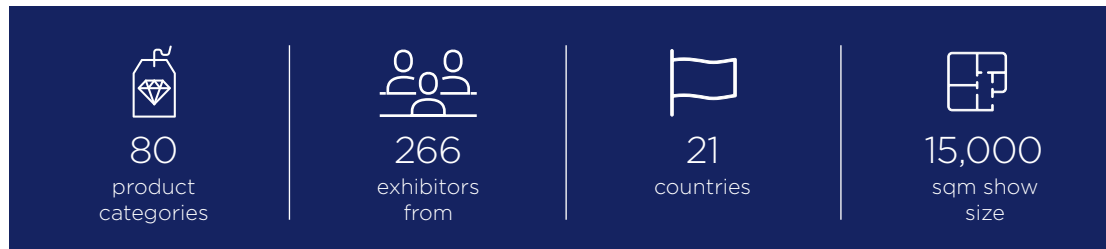


Packaging & Technology

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



- International & Regional Retailer's • Manufacturers • Wholesalers
- Mounting companies • Gemstones & Diamond traders
- Packaging & Technology suppliers presented over



Bahrain, China, Denmark, Iran, India, Italy, France, Hong Kong, Japan, Lebanon, Lithuania, Poland, Russia, Saudi Arabia, Singapore, Spain, Thailand, Turkey, United Arab Emirates, United Kingdom, USA.

Visitors top 10 countries:

UAE, Saudi Arabia, Pakistan, Bahrain, Kuwait, India, Russia, Sri Lanka, USA and UK





MEDIA PRESENCE

106

media
representatives
from 11 countries

INTERNATIONAL & REGIONAL, TRADE AND CONSUMER

Retail store owners, Top jewellery brand CEO's & dealers, wholesalers, import-export professional, department Store purchase heads, online retailers, independent designers and professional jewellery association members walked through the gates visiting the show for more than one day. The region's most stylish private consumers attended the show and spent more than 5 hours at the show.

VISITOR PROFILE



19,398

visits



82%

consumers would recommend the show to a friend or a colleague



86%

consumers reside in one of the most affluent markets in Middle East. - United Arab Emirates



56%

trade visitors reside in one of the most affluent markets in Middle East. - United Arab Emirates



77%

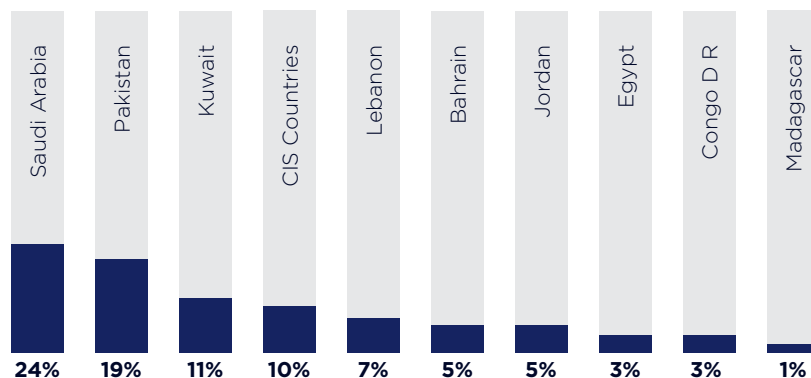
trade visitors expressed that the show is important for their business and 54% finalized major deals at the show



HOSTED BUYERS PROGRAM

Even this year the show team traveled to key markets meeting and conducting one - one meetings with influential buyers. The objective of the Road Show was to promote the VOD DIJS Brand into strategic markets and invite top industry buyers in the interest of exhibitors. The hosted buyers programme included exclusive benefits such as 5* hotel accommodation, lounge access, wi-fi, shuttle service, pre-printed badge and many others.

TOP 10 COUNTRIES PROVINCE



strictly selected
international hosted
buyers from over 20
countries

“

I was extremely satisfied with the planning of the buyers program. I was able to meet new suppliers & place orders for my next collection.

This show provides a lot of business support and a perfect stage for buyers like us.”

Funke Kaka

CEO Fluffy World Ventures,
Nigeria

”

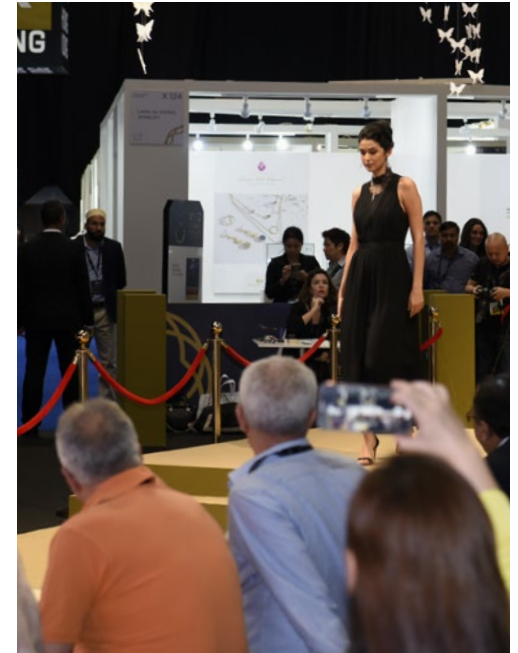
CATWALKS CREATIONS

Hundreds of jewellery & fashion lovers had eyes on the most meticulous designs from leading jewellery designers that added sparkle to the show. 4 days of fashion catwalks, featured international models showcasing the latest trends.



Tedora, Shenzhen Sunrise, Hasbani,
Diacolor International DMCC

DAY 1



Kabarovsky,
Jawhara

DAY 2



N K Chains (P) Ltd. India, Leonori Gioielli,
Renee Jewellers, Dhamani Jewels, Malabar
Gold & Diamonds, Oreficeria Di Rienzo

DAY 3



Kiswah Jewellery, Ferrari Firenze,
55Fifty7, Dani by Daniel K,
Yunnan Shizhiyu Trade Co. Ltd.

DAY 4

HIGHLIGHT KNOWLEDGE SHARING

Trendvision

Jewellery + Forecasting presented a knowledgeable seminar on "What DO Consumers Want? Emerging phenomena and their impact on luxury living."



IGI & GIA

Presented interesting seminars about emeralds and synthetic diamonds

Congratulations to Winners!

Children Designers' Competition prize giving – an initiative primarily focused on nurturing, enlightening, and inspiring the creativity



MARKETING & PR



A comprehensive global PR and advertising campaign worth over

USD \$3M



Radio spots on

2

main Arabic
broadcasting stations

Official Regional
Advisors meetings
inviting trade
professional's and
decision makers in

17
countries

Promotional road shows in
25 major cities worldwide.
One to One meetings with over

1000
jewellery professional globally



49

mega digital screens at the
Dubai City Walk and Sharjah

Jewellery trade
readership reaching out to

1.2M

industry professionals
globally through our 23
media partners.



Social media reaching out to

6.28M

With

13.5M

post impressions across all
social media channels



75K

door hangers distributed
in the HNI residential
areas in the UAE



PR

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

Partnership with Arab Fashion Week

2019 EDITION

VOD DUBAI

INTERNATIONAL JEWELLERY SHOW
معرض دبي الدولي للمجوهرات

13-16 NOVEMBER 2019

Dubai World Trade Centre



Organised by

DV GLOBAL LINK

ITALIAN
EXHIBITION
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Providing the future



Thanks to our Partners and Sponsors



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