



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.

V O D

VICENZAORO DUBAI

APRIL 2016

DUBAI™

INTERNATIONAL JEWELLERY WEEK  
اسبوع دبي الدولي للمجوهرات

DECEMBER 2016

V O D

DUBAI

INTERNATIONAL JEWELLERY SHOW  
معرض دبي الدولي للمجوهرات

15 - 18 NOVEMBER 2017  
DUBAI WORLD TRADE CENTRE

# VOD DUBAI

INTERNATIONAL JEWELLERY SHOW  
معرض دبي الدولي للمجوهرات

15 - 18 NOVEMBER 2017  
DUBAI WORLD TRADE CENTRE

## NEW ZABEEL HALLS

1-4-5-6

## SHOW TIMINGS

- 15<sup>TH</sup> WED: 2PM - 10PM
- 16<sup>TH</sup> THU: 2PM - 10PM
- 17<sup>TH</sup> FRI: 3PM - 10PM
- 18<sup>TH</sup> SAT: 2PM - 10PM

# VENUE MAP



< To Dubai

Sheikh Zayed Road

To Abu Dhabi >



# 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**  
FROM **107 COUNTRIES**

**BUYERS PROFILE:**

**33%** WHOLESALERS

**24%** JEWELLERY MANUFACTURERS

**19%** CHAIN STORES

**13%** TOP BRAND RETAILER, EXCLUSIVE BOUTIQUE

**11%** OTHERS

**ROLE IN THE COMPANY:**

**60%** OWNER OR CEO/MANAGING DIRECTOR

**30%** SENIOR MANAGER

**10%** OTHERS

## 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**

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**.

**90% VISITORS** FROM **MIDDLE EAST**

**86% VISITORS** RATED **THE SHOW**  
**GOOD TO EXCELLENT**

**VISITORS** WILLING TO **SPEND**  
**US\$ 5,000 - US\$ 7,000** PER VISIT

## 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

**US\$ 1.8 MILLION** 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

+9714 3086324

sameera.said@dwtc.com

### **Nadeera Jayaratne**

Sales Manager

+9714 3086477

nadeera.jayaratne@dwtc.com

### **Ombretta Battistello**

Sales Manager

+39 347 9266579

ombretta.battistello@vicenzaorodubai.com

### **Paola Daddelli**

Sales Manager

+39 349 5753666

paola.daddelli@vicenzaorodubai.com

## 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**



VOD  
DUBAI  
INTERNATIONAL JEWELLERY SHOW  
معرض الذهب والفضة العالمي  
15 - 18 NOVEMBER 2017  
DUBAI WORLD TRADE CENTRE

CONTACT US:  
[www.jewelleryshow.com](http://www.jewelleryshow.com)

Strategic partners:

DMCC

DUBAI  
CITY  
OF  
GOLD  
DUBAI GOLD & JEWELLERY GROUP

L'AZURDE

In association with:

GJEPC  
INDIA  
SPONSORED BY THE MINISTRY OF COMMERCE & INDUSTRY  
[www.gjepc.org](http://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