**VOD Dubai International Jewellery Show 2018 comes to an end after a successful four-day premium event at DWTC**

**VOD Dubai International Jewellery Show seals its reputation as MENA’s unmissable and only B2B and B2C jewellery industry event.**

**Dubai, UAE (November 20th):** VOD Dubai International Jewellery Show (VOD DIJS), an event organised by DV Global Link, a joint-venture company between Dubai World Trade Centre (DWTC) and Italian Exhibition Group (IEG), has come to an end after hosting local, regional and international exhibitors from 21 countries, showcasing over 25,000 exquisite jewellery pieces and holding valuable trade and exciting consumer lifestyle events. Following the success of this year’s show, VOD DIJS organisers are already looking forward to next year’s show, which will take place from November 13 to 16, 2019.

The hosted buyers program saw international retailers and wholesalers being paired with exhibitors to ensure access to unique collections, competitive advantage, and the chance to build new relationships in the industry. The 2018 visitor figures have affirmed the international influence of the show, with the presence of over 80 countries, with UAE, India, Saudi Arabia, Pakistan, Russia, Kuwait and China at the top of the charts. Some new entries from central Africa have been recorded as a result of a highly effective promotional roadshow focused on sourcing new buyers for the exhibitors.

Commenting on the conclusion of the four-day event, Show Director, Luca Veronesi said, “The consolidation of the new format, which started last year and continued on for this instalment, confirms it is the most strategic, optimum and suitable considering the market dynamics. The impact of such a beneficial B2B and B2C showcase will provide a boost for Dubai’s jewellery industry, and that of the entire MENA region, going forward into 2019.”

Industry experts were present to tackle the highest trending topics across the globe. Paola de Luca, the co-founder of TRENDVISION Jewellery + Forecasting, gave an overview of TrendBook 2020, unveiling an extract of their latest forecast for the upcoming seasons, consumers insights, and product directions in diamonds, gemstones and gold jewellery. International Gemological Institute (IGI) led a seminar on “Emeralds: A Royal Gem” with the aim of deciphering the mystery and history behind this precious jewel and why women, from Cleopatra to Kate Middleton, will continue to be fascinated by this green legend.

In addition, The New Jeweller hosted the Middle East Jewellery Designer’s Forum 2018 which explored the “Era of Design”, with respected resource speakers discussing the dynamic design movements, its value in the market now and how it will continue to shape, in particular, the future of the Middle Eastern gem and jewellery sector. Finally, Gemological Institute of America (GIA) gave an important talk on identifying synthetic diamonds.

The promotion of local designers also played an integral role in the show as VOD DIJS, in collaboration with Dubai-based diamond studio 55FIFTY7, hosted an Independent Designer’s Space and Children’s Competition – two initiatives primarily focussed on nurturing, enlightening, and inspiring local jewellery talent. Organisers also proudly welcomed participants from Qelada, a government programme that provides an empowering platform for people of determination to employ their immense creative talents to design beautiful jewellery pieces, which proved popular and sought-after throughout the four days. Overall, the visitors were treated to the most unique and latest selection of jewellery pieces, special offers and 19 glamorous fashion shows.

With positives to take away from VOD DIJS 2018, anticipation will be paramount for next year’s show at DWTC. Stay tuned and check out <https://www.jewelleryshow.com/> over the coming year for updates, announcements and information.

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**VOD Dubai International Jewellery Show**

Organised by DV Global Link, a joint-venture company between Dubai World Trade Centre (DWTC) and Italian Exhibition Group (IEG), VOD Dubai International Jewellery Show is 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. <https://www.jewelleryshow.com/>

**Dubai World Trade Centre (DWTC)**

DWTC brings more than 35 years’ experience delivering world-class events in the Middle East and provides local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. Our team organises more than 20 of the largest and most successful international and regional shows in Middle East, providing an ideal platform for business development in the region. Our commitment to on-going 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. DWTC works with the leading trade bodies and industry associations to ensure that all exhibitions deliver full value and are built upon the real needs of their specific sector. For more info, please visit [www.dwtc.com](http://www.dwtc.com).

**Italian Exhibition Group (IEG)**

Italian Exhibition Group (IEG), with structures in Rimini and Vicenza, is leader in Italy for organized trade fairs and among the main European operators in the exhibition and congress sector. IEG Group specializes in organizing events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness and Leisure; Green & Technology. In recent years, IEG has embarked on an important path of expansion abroad, also through the establishing of joint ventures with local operators (for example in the USA, United Arab Emirates and in China). IEG closed the 2017 financial reports with total consolidated revenues of 130.7 million euro, an EBITDA of 23.2 million and a consolidated net profit of 9.2 million. In 2017, IEG, in the exhibition and congress venues of Rimini and Vicenza, totaled 50 organized or hosted events and 206 congress events. <https://en.iegexpo.it/>