**For immediate release**

**VOD Dubai International Jewellery Show signs two strategic partnerships in support of designers**

**Dubai, UAE (November 8th, 2018):** VOD Dubai International Jewellery Show (VOD DIJS) – the definitive B2B and B2C jewellery event in the MENA region organised by DV Global Link – a joint venture between Italian Exhibition Group (IEG) and Dubai World Trade Centre (DWTC) – has reaffirmed its commitment to supporting local talent with the announcement of two exciting partnerships with 55FIFTY7 and Qelada, an initiative of the Ministry of Community Development, for this year’s show at Dubai World Trade Centre, from November 14th to 17th.

55FIFTY7, the unique diamond studio, will launch two projects: the Independent Designer’s Space and the Children’s Competition. Both are primarily focussed on nurturing, enlightening, and inspiring aspiring local jewellery design talent, as well as providing a fun and educational workshop and competition for children at the 55FIFTY7 studio, with the winner being announced at VOD DIJS.

Qelada is a government initiative which aims to empower people of determination aged between 17 and 20 years, and employ their immense creative talents to design exquisite jewellery and showcase artistic products, such as bracelets, necklaces, brooches and cufflinks. 55FIFTY7 then transforms their designs into physical items of jewellery, which will be available at VOD DIJS.

Speaking about VOD Dubai International Show’s involvement with the upcoming initiatives, Luca Veronesi, Show Director with DV Global Link, commented, “It’s a privilege to host the Qelada and 55FIFTY7 Children’s Competition at this year’s show. VOD DIJS is the perfect platform for these two empowering and uplifting projects and we are extremely encouraged by the massive response to such positive design-focused initiatives – a real sign of the huge interest in and demand for new and creative designs in the jewellery industry. We are confident that these two beneficial projects will leave a lasting impression on retailers, media representatives and visitors at VOD DIJS, and demonstrate the immense creative potential that exists among children and people of determination.”

***The Independent Designer’s Space***

The Independent Designer’s Space will showcase six talented designers allowing them to feature their remarkable designs and will also open retail opportunities with consumers attending the show.

***The Children’s Competition***

VOD DIJS and 55FIFTY7 will also host an exciting competition offering children, between the ages of 10 and 16, the chance to channel their creative skills by designing pendants that represent ‘Happiness’.

Expressing her enthusiasm about the collaboration with VOD DIJS, Maryam Hassani, Co-Founder of and Principal Designer for 55FIFTY7, stated, “I’m so honoured to join this year’s VOD Dubai International Jewellery Show to present not only my own collections, but to also be able to showcase, on an international platform, the works of some of the most talented local designers we have. We are eager to utilise this show as an outlet to encourage aspiring young designers to continue to hone their skills, learn and get inspired, by meeting some of the most successful people in the global jewellery industry."

***Qelada***

Qelada is part of an initiative that ties in with the national policy which was launched by His Highness Sheikh Mohammad Bin Rashid Al Maktoum, Vice President, UAE Prime Minister and Ruler of Dubai, to empower people of determination. The project creates artistic jewellery products designed by people of determination from the UAE: about 10 girls, aged between 17 and 20, have been chosen to present their designs at the VOD DIJS.

The products displayed will include bracelets, necklaces, brooches, and cufflinks, crafted using red, green, blue, and RGB stones, as well as gold-plated silver and silver-plated rhodium.

Speaking about the upcoming collaboration with VOD DIJS, Wafa Hamad Bin Sulaiman, Director of Welfare & Rehabilitation Department for People of Determination, in the Ministry of Community Development, said: “We are so proud to be showcasing the creative efforts of Qelada at such a prestigious event. It is important that we highlight the active role the people of determination play as designers in the UAE’s jewellery sector. Their designs are unique and reflective of their beautiful hearts and stories. They are worth discovering and supporting, so we look forward to seeing you all at this year’s VOD Dubai International Jewellery Show.”

The highly anticipated VOD Dubai International Jewellery Show 2018 opens from 2pm to 10pm on November 14th, 15th and 17th, and from 3pm to 10pm on Friday, November 16th. Entry is free. [Registration](http://evento.eventoregistrations.com/vod2018/TradeVisitor.aspx) for trade visitors is now open. For more details, please visit [www.jewelleryshow.com](http://www.jewelleryshow.com).

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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/>

**55FIFTY7**

A unique, first-of-its-kind diamond studio, founded in 2015 by Dr. Harshad Mehta, Founder and Chairman of 7Cs Group, and Ms. Maryam Hassani, graduate Gemologist and Interior Designer. The concept behind 55FIFTY7 is to inspire guests to passionately create their own designs and translate them into signature jewellery, using state-of-the-art technology and, with the help of the 55FIFTY7 design team, to bring any concept to life. For more info, please visit <http://www.55fifty7.com>.

**Qelada Project**

“Qelada” project is a trademark for creative girls who have mental disabilities from the people of determination categories in the jewellery world. The project showcases their capabilities and artistic talents to the community and promotes their self-reliance. About 10 girls, between 17 and 20 years of age have participated in the project.

The project comes as part of an initiative policy to empower people of determination which was launched by His Highness Sheikh Mohammad Bin Rashid Al Maktoum, Vice President, UAE Prime Minister and Ruler of Dubai, to provide these categories with training and employment opportunities. The Qelada Project is characterized by its artistic products, made of currency paper clips which can be formed with fascinating and charming touches, inspired by the people of determination and designed by Emirati designers. The project supports their creative minds and bright futures, and, at the same time, encourages them to participate through giving and self-affirmation.