**Excitement all around as VOD Dubai International Jewellery Show 2018 is declared officially open at a jampacked first day**

**VOD Dubai International Jewellery Show – the Middle East’s definitive jewellery and gem exhibition – got off to a spectacular start.**

**Dubai, UAE (November 14th)**: 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) - was officially opened today by His Excellency Butti Saeed Al Ghandi, Second Vice Chairman of the Dubai World Trade Centre. His Excellency was joined by His Excellency Helal Saeed Almarri, Director General of Dubai’s Department of Tourism and Commerce Marketing and CEO of Dubai World Trade Centre; Gianpaolo Bruno, Italian Trade Commissioner to the UAE, Oman and Pakistan; Valentina Setta, Italian Consul General to Dubai; H.E. Mr. Vipul, Consul General of India Dubai; Mr. Johnson Kam, Director and Ms. Catherine Chan, General Manager of Hong Kong Jewellery & Trade Manufacturers Association; Luca Veronesi, VOD DIJS Show Director; and Marco Carniello, Jewellery & Fashion Division Director - Italian Exhibition Group.

The ribbon-cutting ceremony marked VOD DIJS up and running ahead of a jampacked first day of exhibition, special offers, glamourous fashion shows, seminars and meet-&-greets. This year’s show has been divided into four distinct categories – Global Brands, Fine Jewellery, Gemstones & Diamonds, and Packing & Technology – and visitors have been able to immerse themselves in the vital aspects of the global jewellery industry, such as craftsmanship, production, distribution, precious materials, trends, and much more on the opening day.

Spectators were amazed by the exquisite jewellery pieces showcased by BNM Jewellery, Shenzen Sunrise, Hasbani, Tedora, and Diacolor International DMCC at the VOD DIJS fashion show. Designs from Kabarovsky and Jawhara will take centre stage at tomorrow’s catwalk sessions.

On top of even more breath-taking fashion shows, visitors have lots more to look forward to on Day 2 of VOD DIJS 2018, including plenty of exclusive offers from participating jewellers and the chance to browse through over 25,000 jewellery pieces from local, regional and international exhibitors.

After hearing great things about previous editions of the show, MAS Jewels Co-Founder and luxury lifestyle influencer Fatma Husam is participating for the first time ever at VOD DIJS, where she has been showcasing her two new collections – Hayma and Melikah.

Registration to visit for free and enjoy everything the show has to offer is still open [**HERE**](http://evento.eventoregistrations.com/vod2018/Default.aspx), so get down to the DWTC from 2pm to 10pm on November 15th and 17th and from 3pm to 10pm on Friday, November 16th, 2018!

**-End-**

**For media enquiries please contact:**

Tricia Jimenea, Engagement Director, Katch International, tricia@katchthis.com, +971 50 913 3438

Anna Aine, Senior Engagement Consultant, Katch International, anna@katchthis.com, +971 50 103 2855

**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/>