

Dubai World Trade Centre

DUBAI
INTERNATIONAL JEWELLERY WEEK
أسبوع دبي الذهبى للمجوهرات



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The Region's Premier Jewellery Event Unveils A Glittering New Format

After the dazzling success of last year's Watch & Jewellery Dubai, Dubai World Trade Centre (DWTC), leading organiser of the region's premier exhibitions, will now introduce a new jewellery extravaganza that is set to cater to three distinct audiences, in a glittering new format.

The **Dubai International Jewellery Week** scheduled for the 11-15 December 2007, will feature three unique exhibitions – **Areeq Dubai**, an exclusive event for the jewellery connoisseur of the region, **Jewellery Collections Dubai** showcasing stunning collections from around the world and **Jewellery Trade Dubai**, the event that should not be missed by anyone seeking to do business with the region's jewellery industry. Each of these three sparkling events will feature the finest collections of leading designers from around the world and over 400 exhibitors from over 20 countries.

"Innovation has been a key factor in the success of our jewellery event since its inception," said Helal Saeed Al Marri, Director General of Dubai World Trade Centre, the show's organiser. "Over the years, the industry has grown tremendously and now demands targeted shows which cater to meet specific market needs. Dubai International Jewellery Week's re-positioning ensures focused platforms for each of the specific industry sectors as well as for both trade and consumers, whilst also providing an enhanced visitor experience" he added.

Areeq Dubai: 13-15 December 2007

Showcasing an exclusive boutique of high-end luxury jewellery timepieces, Areeq Dubai will be held at the Sheikh Rashid Hall in the Dubai International and Exhibition Centre.

Areeq Dubai will offer guests the most exquisite creations in the world, including collections from Adler, Bin Hendi Chopard, Damas, Exclusive Arts & Gems, Harry Winston, Istana and Miki Moto among others. Other key exhibitors exhibiting for the first time in this exclusive event include Ahmed Seddiqui & Sons, Al Tayer Beaudry, Raffaella Mannelli and Hammerman Brothers.

Other unique treats in store include fashion parades with models adorned in stunning jewellery collections from Damas international brands, on the 13- 14 December at 5:30pm and 8:30pm. Taking place in the VIP Nespresso Lounge, guests can watch the fashion show whilst relaxing and enjoying a choice of designer coffee blends. To add to the excitement, one truly lucky visitor will walk away with a Dubai Cut Diamond from Dhamani Jewels on each day of the event.. In addition, Visa Infinite Cardholders will enjoy several advantages and privileges at Areeq Dubai, including an invitation to the Private Preview on the 12 of December, access to an exclusive VIP lounge across all four days and exclusive entry into a Grand Prize Draw if a purchase is made and paid for with the Visa Infinite Card. Guests can also see the one of a kind jewel-studded top, a master piece designed by Gianfranco Ferre, valued at US\$1.3m which is being displayed throughout the show.

Commenting on the special Dubai Cut Diamond Promotion at Areeq, Mr. Amit, Managing Director of Dhamani Jewels said: *"It is our pleasure to be represented at all three shows, and to cater to everything that visitors are looking for. We are also extremely proud to be partnering with Dubai World Trade Centre, to offer the unique Dubai Cut Diamond to lucky visitors as an everyday gift, in which they can take away with them, something truly unique from Dubai. We are confident that such an exciting promotion will generate a lot of excitement among visitors and entice more people to attend this special exhibition."*

The show will be open from 4pm - 10pm on the 13-15 December as well as an exclusive ladies only viewing on the 13 December between 12pm - 4pm. Visitors will be charged an admission fee

of AED 50 which will be refundable upon any jewellery purchase made at the show . An exclusive preview for VVIP invitees only, will be held between 4pm - 10pm, on the 12 December, where the crème-de-la-crème will enjoy a first viewing of what is to come over the next three days of the event. The highlight of this preview will be the unveiling of the one of a kind jewel-studded top, a master piece designed by Gianfranco Ferre, valued at US\$1.3m.

Jewellery Collections Dubai: 11 – 15 December 2007

Dubai's ultimate jewellery retail event of the year, the Jewellery Collections Dubai event will feature an extensive showcasing of stunning jewellery and timepieces from across the globe. Here, guests will discover the latest jewellery collections from top companies including Al Masaood, Dhamani, Damas, Forever Jewels, Pure Gold, Rosy Blue, Samra, Thamina and many more. This spectacular event will be held in Halls 5-8 at the Dubai International Convention and Exhibition Centre.

Visitors to the event can see hundreds of jewellery manufacturers from across the globe all under one roof including stunning displays from national pavilions from India, Italy, Hong Kong, Korea, Pakistan, Thailand and Turkey.

Jewellery Collections Dubai will definitely live up to its promise of having something for everyone and is open to the general public between 4pm and 10pm on the 11- 15 December 2007, while a special ladies only viewing will be held on the 13th between 12pm - 4pm. Entry to the exhibition will be free of charge and visitors can enter a competition to win free air tickets to an exciting shopping destination.

Jewellery Trade Dubai: 11-13 December 2007

Serious buyers and industry players can make the most of this golden opportunity, as Jewellery Trade Dubai is the only dedicated 'trade only' watch and jewellery event in the Middle East. Offering those in the jewellery industry the perfect environment to conduct real business and network with industry peers, Jewellery Trade Dubai is the ideal place to meet fellow traders, manufacturers and suppliers from the Gulf, North Africa, India and beyond. Traders who wish to be a part of Jewellery Trade Dubai can register in advance online at www.jewelleryshow.com or onsite at the venue.

Jewellery Trade Dubai will be held in Hall 4 of the Dubai International Convention and Exhibition Centre between 4pm and 10pm on the 11- 13 December 2007.

Key exhibitors present at Jewellery Trade Dubai include Shrenuj, AMC, Renaissance Diamonds, Dhruvstar, Dubai Multi Commodities Centre (DMCC), Dubai Diamond Exchange (DDE) and Dhamani.

Visitors to the exhibition can also avail of the free highly informative seminars taking place within Jewellery Trade Dubai. Topics include a discussion on Pearls and Diamonds by Russell Shor, Senior Industry Analyst from Gemological Institute of America (GIA) who will cover the following interesting topics:

- “New colours, products – they are not your grandmother’s pearls”
- “How to compete with China”

Another excellent session will be conducted by Roland Loire, CEO of International Gemological Institute (IGI), who will talk about Stones, covering the topics of “Laboratory procedures (updated)” and “Current marketing trends in the jewellery industry”. Other speakers from prominent associations include DMCC, DDE and International Diamond Authority. Check out the website for more information closer to the event

There’s plenty to expect from the exciting Dubai International Jewellery Week and Dubai World Trade Centre looks forward to welcoming visitors from across the region.

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About Dubai International Jewellery Week

Website: www.jewelleryshow.com

Dubai International Jewellery Week presents:

LUXURY

Areeq Dubai - 13 – 15 December, (Preview 12 December)

The luxury watch & jewellery boutique

RETAIL **Jewellery Collections Dubai, 11 – 15 December**
The ultimate jewellery retail event

TRADE **Jewellery Trade Dubai, 11-13 December**
The Middle East watch & jewellery trade event

These dedicated events for luxury, retail and trade provide the ideal opportunity for international suppliers to come face-to-face with high end buyers in this hugely lucrative region.

About Dubai World Trade Centre (DWTC)

Website: www.dwtc.com

As the organiser of Dubai International Jewellery Week, Dubai World Trade Centre offers over 27 years' experience of delivering world-class events in the Middle East, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. Our team organises 15 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 ongoing 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.

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