

# IJWS '11

International  
Jewelry & Watch Show

Jeddah Hilton, K.S.A

18<sup>th</sup>-21<sup>st</sup> January 2011



# IJWS '11

IJWS '11 boasts to be one of the most prestigious events of its kind in the Kingdom aimed at attracting an immaculate quality of visitors. An ideal platform to launch new products and concepts to some of the most sophisticated consumers in the region. Replenished demand for uniqueness and elegance attract the manufacturers and exporters to enter this stylish, multi-billion dollar market.

## “The pioneer Jewelry and Watches event in the Kingdom

International Jewelry & Watch Show 2011 is the perfect venue for jewelry lovers, jewelers, boutique-owners, wholesalers, and industry professionals to meet and negotiate. It is the optimal platform for designers to showcase their latest designs and creations, introduce new products, and network with customers and prospects.

## KINGDOM OF SAUDI ARABIA

*land of unexplored, unlimited opportunities!*

*The obsession of the Kingdom for fine jewelry, when linked with high disposable income, will create the world's largest and the most dynamic multi-billion dollar jewelry market – Kingdom of Saudi Arabia.*

*Jewelry has been a significant element of Arabian dress for centuries and demand for jewelry ranges from simple gold designs for everyday wear, to exclusive customized pieces for social and festive occasions will increase in the centuries to come.*

*An Estimated consumption of US \$ 7.2 billion, apart from being the 70% diamond consumer in the Middle East. Kingdom of Saudi Arabia also accounts for huge business opportunities in this ever expanding jewelry sector.*

*Participate in the International Jewelry & Watch Show 2011 – IJWS '11 to have the bigger slice of the Cake !*



# VISITORS PROFILE

Ingredients to increase your business:

Found abundantly in K.S.A

- » Local Market unable meet the high demand for quality and style.
- » Country with the highest per capita consumption of jewelry in the region.
- » Young, sophisticated demographic with high rate of disposable income.
- » Booming population growing at 3% per year.

## Visitors Profile

- » Trade Visitors
- » Wholesalers and distributors
- » Retail buyers
- » Jewelry manufacturers
- » Timepiece manufacturers
- » Importers / exporters
- » Private Collectors



# EXHIBITORS PROFILE

Visitors will be eager to examine the latest designs in gold, diamond, pearl and silver jewelry and sets, gems, precious stones, loose pearls, crystals, Oriental and Islamic antiques and jewelry, handmade jewelry with precious and semi-precious stones, watches, timepieces, clocks and jewelry displays.

## Participation Cost

Equipped Shell Scheme Stand

**US\$ 550.00 per sqm (min 9sqm)**

An Equipped shell scheme Stand will include

1 table, 3 chairs, 1 shelf unit, 3 spotlights, 1 power socket

## Space Only

**US\$ 450.00 per sqm (min 36sqm)**

## EXHIBITS

Fine Jewelry  
Gold&Silver Jewelry  
Gem-set Jewelry  
Islamic antiques&Jewelry  
Antique Jewelry  
Platinum  
Diamonds  
Gemstones  
Pearls & Corals  
Stones

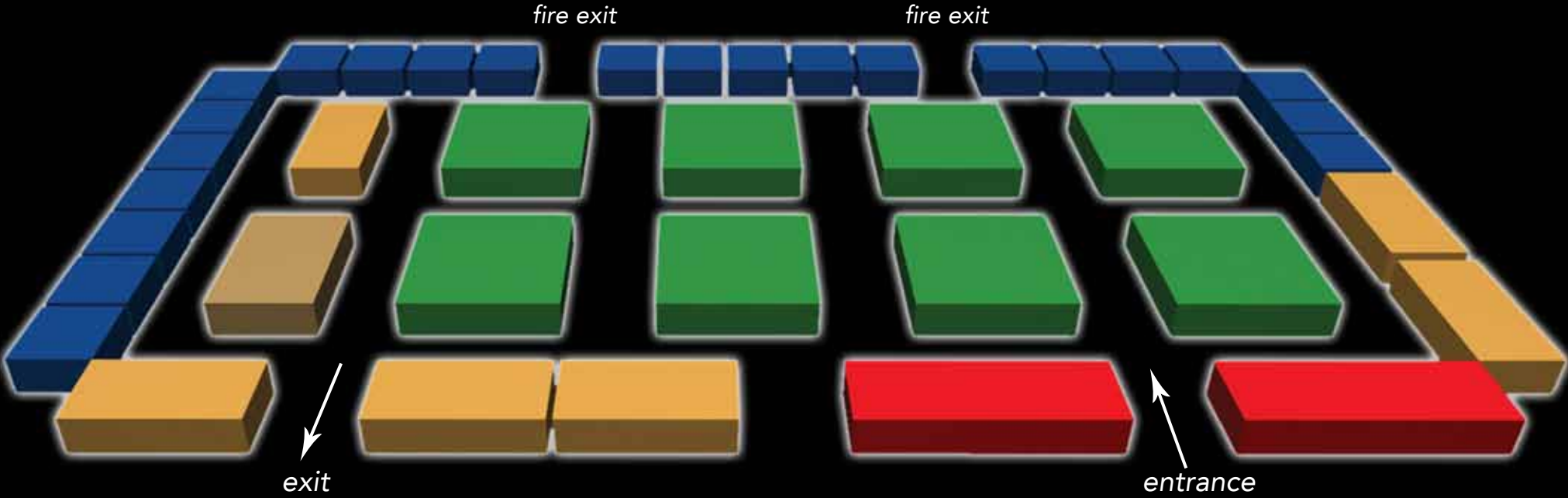
Watches  
Silverware  
Coin Collections  
Packaging Products  
Display Materials  
Special Vaults  
Secure Storage  
Manufacturing Tools  
Semi-precious

The shell scheme provides you with a basic stand shell construction suitable for customizing to your individual requirements, in a wide variety of sizes, with rear and dividing walls. The standard minimum module of 9sqm is equipped with

- » Fascia bearing your company name and stand number
- » 3 spotlights (1 light per 9sqm)
- » 1 electrical socket (110/220v60hz)
- » 1 table, 3 chairs, 1 shelf unit, 3 spotlights, and 1 power socket



# FLOOR PLAN



## LEGEND

- 3x3 m (9sqm)
- 6x3 m (18sqm)
- 6x4 m (24sqm)
- 9x3 m (27sqm)
- 6x6 m (36sqm)



# MEDIA

## Advertising & Promotion Campaign

The exhibition implements a carefully tailored publicity campaign with the sole aim of maximizing the business opportunities created by the exhibition. The show is promoted extensively across the country and the region. With the support of important trade magazines in the region for IJWS '11 will enable a wide range of coverage which will include exclusive articles, show previews and news feeds of the show. Additionally, to ensure the best reach and exposure to the exhibition and to get the best quality and quantity of visitors, the show will be advertised with strategic ads in some of the leading newspapers in the Kingdom.

## Direct mailers & VIP invitations

Direct mailers SMS's to the region's key decision-makers including company owners, directors, agent representatives and buyers. An impressive dedicated show preview catalogue featuring the participants at the show and their products will be sent a month before the show to trade buyers. Personal show invitations to VIP visitors are also included.

ORGANIZED BY:



SUPPORTED BY:



MANAGED BY:



MEDIA PARTNERS



# CONTACT US

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