

REPORT ON JEWELLERY ARABIA 2018, NOVEMBER 20-24, 2018) MANAMA, BAHRAIN



Overview

Jewellery Arabia is the largest and most prestigious jewellery exhibition in the Middle East, was showcase world famous names and unique designers from across the globe. Ranging from incredible finished jewellery to luxury time pieces, to precious stones of every size, shape and cut. The exhibition is open free of charge to the public.

The 27th edition of Jewellery Arabia 2018 established in 1992 the largest and most prestigious Jewellery and watch exhibition in the Middle East inaugurated under the visionary patronage of the Prime Minister of the Kingdom of Bahrain His Royal Highness Prince Khalifa bin Salman Al Khalifa on 20th November, 2018 at 10.15 AM. Promising the most impressive assembly of Jewellery, watches, gems and luxury accessories the region has ever seen, Jewellery Arabia 2018 was showcase tens of thousands of exquisite pieces to discerning private buyers, as well as wholesalers, manufacturers, traders and retailers. Jewellery Arabia was the largest and most prestigious jewellery exhibition in the Middle East, showcasing over 550 leading manufacturers, world famous brands and unique designers from across the globe.

As it celebrates more than two successful decades, Jewellery Arabia 2018 welcome over 600 exhibitors from 31 countries, are participating in the Bahrain International Exhibition Centre with large national group from Singapore, Hong Kong, India Malaysia and Thailand. Whose exhibits range from incredible finished Jewellery to luxury time pieces, to precious stones of every size, shape and cut.

Held under the patronage of His Royal Highness Prince Khalifa bin Salman Al Khalifa Prime Minister of the Kingdom of Bahrain, Jewellery Arabia consistently attracts over 600 exhibitors from 30 nations; whose exhibits range from incredible finished jewellery to luxury time pieces, to precious stones of every size, shape and cut.

World famous international jewellery houses, watch manufacturers and high profile designers are regular participants, many of whom choose Jewellery Arabia to introduce new collections and limited edition pieces to the Middle East collector's market.

Fair Dates: Jewellery Arabia 2018, 20nd Nov – 24th Nov 2018

Venue: Bahrain International Exhibition & Convention Centre Manama, Kingdom of Bahrain.

Organizers: UBM/AEM, Kingdom of Bahrain
Exhibition Statistics. Total Gross Area 21,000 sq. meters

Highlights of the show:

Bringing together over 600 exhibitors from 31 countries for a dazzling 5-day display of classic and contemporary design, a huge range of finished jewellery, timepieces, precious gems, clocks, fine writing instruments, luxury accessories and more from around the globe will go on sale.

Open free of charge to members of the public, show organisers UBM AEM anticipate over 50,000 visitors will attend the 21,000 square metre jewellery extravaganza.

World famous watch and jewellery houses will be making a return appearance at Jewellery Arabia 2018, including major brand names. Many of these high-profile international exhibitors will use the event as a platform to introduce exclusive collections and limited-edition pieces to the Middle East collectors' market.

Complementing these iconic brands are 7 national groups from leading jewellery export countries. They include returning delegations of the finest retailers, designers and manufacturers from Hong Kong, India, Lebanon, Singapore and Thailand.

A pavilion of flagship jewellers from Russia are set to make their debut at Jewellery Arabia 2018, introducing the very best designs and craftsmanship inherent in the works of jewellers from Moscow, St. Petersburg, Yakutsk and other cities to a Middle Eastern audience.

Jewellery Arabia 2018 will also turn the spotlight on independent designers and leading manufacturers from Bahrain who are breathing new life into jewellery-making traditions through their customised collections. Visitors will discover unique pieces that meld local heritage, craftsmanship and luxury with fashion.

"Bahrain's rich jewellery heritage chimes perfectly with Jewellery Arabia and makes it a natural host. Our island archipelago's pearling industry traces its history back 4,000 years. In modern times, the exhibition perpetuates a legacy of international trade and hospitality," said UBM AEM Director of Sales and Marketing Fawzi Al Shehabi.

"As we look to the future, annual global jewellery sales are expected to grow at five to six percent annually to over US\$ 28 billion by 2020. It is more important than ever that jewellers are attuned to changing consumer preferences, and successful exhibitions such as Jewellery Arabia play a vital role in ensuring commercial success," he continued.

Fine jewellers from Austria, Belgium, Brazil, China, Cyprus, France, Germany, Greece, Italy, Jordan, Kuwait, Latvia, Lebanon, Lithuania, Malaysia, Oman, Saudi Arabia, Spain, Switzerland, Taiwan, Turkey, the UAE, the UK, Ukraine and the USA are also set to make a splash at the fair. Visitors can also extend their knowledge of gems and precious stones by attending free of charge daily seminars led by world's foremost authority on gemmology and the inventor of the 4 Cs, the Gemological Institute of America (GIA).

Objective:

1. Facilitate Indian exhibitors participating under India Pavilion
2. Promotion of Council and its activities with special emphasis on IJS Signature 2015, Mumbai and VOD 2015
3. Promoting the Councils activities
4. Arranging meetings with different agencies
5. Meeting the organizers and plan for next year's show



The Prime Minister was cut the ribbons, and officially declared the exhibition open. He then toured the pavilions of eminent national and international Jewellery houses, and expressed admiration of the displayed precious gems, finished Jewellery and luxury watches, as well as the latest innovations in gold and silver handicrafts.

His Excellency Mr. Alok Kumar Sinha, The Ambassador of India, Bahrain, was present in inaugural ceremony. Mr. Anurag Kumar and Mr. Pranabes Hazra received his Excellency and thereafter had took a round to whole India Pavilion and discussed brief meeting with Indian Exhibitors.

H.E Ambassador came and met the owner of Devji and took a round to hall no 2 and discussed few in general about the jewellery industries in Bahrain and in India.

The Gem & Jewellery Export Promotion Council (GJEPC), an apex body of India's Ministry of Commerce and Industry, is bringing a 60-strong group of leading companies from the Indian gem and jewellery industry to Jewellery Arabia 2018 from 20 – 24 November at the Bahrain International Exhibition and Convention Centre.

Occupying 878 square metres of space across hall 1, hall 2, hall-3 and the main entrance hall, the pavilion will showcase exquisite local craftsmanship and a wide selection of high-end and fine diamond jewellery.

“The Middle East remains one of the key focus areas for India and we will continue to put our concerted efforts into increasing gem and jewellery trade in this region. Jewellery preferences and design sensibilities in the Middle East are very similar to that of India, and this has been an advantage for our manufacturers. There is a substantial demand for Indian designed products from this region.

Exhibitors within the India pavilion will showcase exquisite craftsmanship and jewellery collections including high-end diamond jewellery, gold and platinum jewellery, fine jewellery, loose diamonds, studded gold jewellery, designer handmade jewellery, bridal jewellery and exclusive pieces. Exhibitors will also showcase products that are specific to the tastes of Middle East market, including jewellery with colour stones, sapphires, emeralds, rubies and solitaire diamonds.

The Council was organizing joint participation for the 16th consecutive year at Jewellery Arabia 2018. The India Pavilion was organized in four locations one at Hall No 1-3 & main entrance with 878 sq. mtrs, occupied by ___ exhibitors who will be displaying precious metal Jewellery both plain and studded (ii) loose gemstones including diamonds, precious and semi-precious colored stones.



Council had one promotional booth at Hall No 2, stall no -1031 to facilitate the exhibitors from where all the promotional materials were distributed to the visitors and was promoted IJS Signature 2019. and also be used to facilitate the exhibitors and the promotional materials will be distributed from this booth. Refreshments like tea/coffee/water etc will be provided to the exhibitors at this booth.

• Following promotional measures have been planned to promote the India Pavilion at Jewellery Arabia 2018:

- Exclusive Design for India Pavilion
- Mass e-mailing to the trade buyers in UAE inviting to visit the India Pavilion
- Sponsorship- India Banner above the India pavilion
- SMS Campaign - SMS will be sent to all the visitors in Saudi Arabia, Kuwait and Bahrain (in Arabic) which will loudly speak about the mega scale of the Pavilion and the jewellery displayed.
- Exhibitors' directory giving details of the exhibitors of India Pavilion
- Promotional Bags
- Promotional Posters incorporating the Exhibitors name and the Booth Nos.
- One Hostess/interpreter
- Press Kits

Meetings held during the Show

On 22nd November afternoon Mr. Anurag Kumar met organizer of Sharjah Show Mr. Abid Maqsood, Exhibition Manager, Expo Centre Sharjah, and discussed about forthcoming 44th Middle East Watch and Jewellery show, 2019.

Ms. Susan Dyar, Project Manager of OES was met in VIP meeting area in Exhibition Centre and discussed the next year agreement will be separate for 9 sqm 18 sqm, 12 sqm like this between AEM and GJEPC, she told us she will send the agreement copy to our Head Office for signature. Also informed for hall no- 1, Indian Exhibitors should have customized wooden structure, it spoils the look of branded jewellery hall 1. After two-year i.e 2021 exhibition will shift to new area, (not disclosed the name of the area.) Mr Anurag Kumar and Mr. Pranabes Hazra was present in the meeting and discussed Malaysia show 2019 which will be held on October 10-13, 2019, she informed she will send Sales Guide browsers price list and Floorplan.

Mr. Anurag Kumar and Mr. Pranabes Hazra met up with the organizers Mr Adam Ridgway, General Manager of UBM

The agenda of the meeting was to discuss the below:

1. We suggested the organizers must consider allotting India pavilion booths together to have a unified location for India Pavilion instead of the scattered area allotted to us.

In this regard the organizers have suggested that the organizer have changed and they will try the best for next year.

2. Also, we discussed about the Jewellery Arabia exhibition and some general topics with Also he explained if we sign contract before cutting out date, we will get more discount benefit. Additionally, the organizers have requested for a payment schedule wherein they receive the 100% payment 3 months prior to the exhibition. They had indicated that as per the terms they collect 50% advance payment on booking from exhibitors who participate directly.
3. Meeting with Mr. Marcus Chua, City Neon

We met Mr. Murcus and Ms. Raiz of City neon in Cafeteria of Exhibition Centre on same day and discussed about India pavilion of JA 2018, we informed that few exhibitors had light issue (Yellow/White) but it was rectified later, he informed that due to Air show in Bahrain few days back the stock of light was not adequate in Bahrain.

Also, he informed that from next year no metal headier 60- and 100-watt light will available in Jewellery Arabia show due to harmful ray of light it may occur skin cancer eye burn etc, all the other pavilion is using LED except India pavilion. When we informed the price difference, he communicated that only 40 USD will increase per sqm for first year for purchase of light again next year the cost will be less. Henceforth he informed GJEPC should communicate and confirm six-month prior of the show.

The second day of the show was started at 4.00 PM . The number of visitors increased compared to day 1 and apart from locals, visitors have started arriving from neighboring states. Most of the visitors crowded the India Pavilion and exhibitors conveyed a positive feedback on the response received.

There was a suggestion by the exhibitor to incorporate the Arabic translation of their name and stall number and Indian flag on their fascia board and requested the council to look into this option for next year.

Majority of the exhibitors made good business. However, on the ladies morning there were less foot falls compared to the previous year . However, they felt that the continuous presence at the show was the factor of paramount importance. Most of the visitors crowded the India Pavilion and Hong Kong pavilion and it is reported that most of the Indian jewelers had brisk business. Some of the jewelers were of the view that the number of visitors that they have witnessed in the two days exceeded their expectation against the backdrop of election in Bahrain.

During the Exhibitions, the numbers of visitors were reported to be less than that of last year but all were mostly locals. The exhibitors who were little apprehensive initially regained confidence seeing the turnout and were hopeful to do more business as most of the stalls were found to be busy. On the other hand, the exhibitors were found to be quite satisfied with the arrangements made by GJEPC and were found to be quite happy to come and participate at the Jewellery Arabia 2018.

On 24nd November,2014, the show started at 12.00 PM and was scheduled to be for women till 2.00 PM. It was observed that there were good number of visitors in the morning session that too mostly in the India and Hongkong pavilions. It was expected that due to anticipated unrest, many buyers from Saudi Arabia would moderate. Though the show was to commence again at 4 pm onwards, but due to election in Bahrain visitors came after cast their vote. it was seen that the visitors continued to do business during the day which peaked after 6.00 pm Exhibitors were delighted to see the swelling in number of visitors and were found to be engaged throughout the day and had good business.

MR. Pranabes Hazra, Manager Exhibitions were collected The feedback form from the exhibitors and majority of them expressed interest to participate in the next year show with few inputs on possible improvements.

The show ended on a good note.

Representatives:

Shri Anurag Kumar, Asst. Director Intl Exhibitions

Shri. Pranabes Hazra, Sr. Manager, Exhibitions

GLIMPS OF JEWELLERY ARABIA 2018

