

POST – EVENT REPORT

Jewellery Arabia 2016, Manama, Kingdom of Bahrain

22nd – 26th November, 2016



Overview:

Jewellery Arabia 2016, the Middle East's premier Jewellery and watch exhibition, was officially inaugurated under the patronage of His Royal Highness the Prime Minister of the Kingdom of Bahrain Prince Khalifa bin Salman Al Khalifa at the Bahrain International Exhibition and Convention Centre on Tuesday 22 November 2016. The 25th exhibition in this prestigious annual series runs until Saturday 26 November 2016. The spectacular event brings together over 600 exhibitors from 30 countries for a dazzling 5-day gala of glitz and glamour. Spanning 21,000 square meters of exhibition space, a huge range of finished Jewellery, luxury timepieces, precious stones, clocks, fine writing instruments, accessories and more from around the globe was on sale.

Eminent Jewellery houses and watch manufacturers are regular participants, including Audemars Piguet, Cartier, Chopard, De Beers, Graff Diamonds, Harry Winston, Hublot, Patek Philippe, Piaget and Van Cleef & Arpels amongst many others.

Complementing these iconic brands are 8 national groups from leading Jewellery export countries. They include returning delegations of the finest retailers, designers and manufacturers from Hong Kong, India, Italy,

Singapore, Thailand, Turkey, United Kingdom and the United States of America. Collectively, these groups reflected the very best manufacturing capabilities, design expertise and gemological resources that their respective countries have to offer.

Joining international brands and national groups are a hosted of designers, retailers and manufacturers from all over the world, including a selection of Bahrain's leading jewellers.

Fair Dates: Jewellery Arabia 2016 22nd Nov – 26th Nov 2016

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

Organizers: Arabian Exhibition Management Manama, Kingdom of Bahrain

Exhibition Statistics. Total Gross Area 21,000 sq. meters

Highlights of the show:

Island Wedding Fashion Show & Exhibition

The Bahrain Tourism and Exhibitions Authority (BTEA) was taking part at Jewellery Arabia 2016 with a curated pavilion of wedding sector service providers and a high-end bridal fashion show.

BTEA's participation is in line with its 2016-2018 strategy aimed at promoting Bahrain as a wedding destination, specifically targeting Saudi Arabia and India.

The Island Wedding Exhibition pavilion was feature 14 participants representing various five-star hotels and wedding planners.

The latest bridal trends and luxury accessory collections were come life on the catwalk from 23 to 25 November, from 7 pm to 9 pm. The Island Wedding Fashion Show was showcased exclusive collections of the finest wedding dresses produced by some of the biggest names in the fashion industry at a local, regional and international level. Participants include

Tagreed Al Arryed and Zahraa Al Mousawi from Bahrain, Amina Al Jassim and Sherwin Darrel from Saudi Arabia, Nashmia Al Shoryaan from Kuwait, Fashion Dalinda from France, Vyacheslav Zaitsev from Russia, Saiid Kobeisy and Naja Saade from Lebanon and Cristina Edu from Romania.

Jewellery Education Seminars

To assist visitors with making informed buying choices at Jewellery Arabia 2016, the world's foremost authority on gemology, the Gemological Institute of America (GIA), was offered complimentary seminars daily from 22 to 26 November.

Experienced GIA instructors had provide visitors with information on different facets of gems and Jewellery. Topics include diamonds, colored stones, pearls, how to read GIA grading reports and important tips when purchasing Jewellery.

GIA are joined by one of the world's most advanced laboratories accredited by The World Jewellery Confederation (CIBJO), The Gem and Jewelry Institute of Thailand (GIT), who are participating for the first time at Jewellery Arabia. GIT experts were offered onsite laboratory services, Jewellery and gemstone consultancy, and an academic seminar on two of the most important gemstones on the market – rubies and sapphires. Entitled "Ruby and Sapphire from Mine to the Market," the seminar takes place on 24 November in collaboration with the GCC Gold & Jewellery Association and the Royal Thai Embassy in Manama.

Total Visitors Analysis:

The five-day shows attracted over 50000 buyers from 53 countries. Overseas visitors from Saudi Arabia – the region's single largest Jewellery market – increased by a massive 2.5%, yielding a total visitor share of 32% These included High net worth private collectors, General public, Wholesalers, Dealers, Importers, Jewellery designers, Retailers, Retail Chain Owners, Agents, Distributors, Procurement professionals

INDIA PAVILION AT JEWELLERY ARABIA 2016

Jewellery Arabia is the largest and most prestigious Jewellery exhibition in the Middle East. Since its inception in 1992, it has provided international Jewellery houses with unrivalled direct access to trade buyers and private collectors from throughout this important economic sector. This is a B2C show and the visitor include wholesalers, retailers and end customers. Since sales is permitted during the show, the end users visiting the show and buy Jewellery on spot and 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.

The Council is organizing joint participation for the 14th consecutive year at Jewellery Arabia 2016. The India Pavilion organized in two locations at Hall No 2 with 737 sq. mtrs, 49 exhibitors who were displayed precious metal Jewellery both plain and studded (ii) loose gemstones including diamonds, precious and semi-precious colored stones.

India pavilion were featured high-end diamond jewellers, gold and platinum jewellers, fine jewellers, loose diamonds, studded gold jewellers, designer handmade jewellers, bridal Jewellery and exclusive pieces. Catering to the tastes of the Middle East market, Indian participants was focused on Jewellery with color stones, sapphires, emeralds, rubies and solitaire diamonds. Diamond Jewellery in palladium and platinum and in different settings will also be showcased.

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 IIJS Signature 2017 and other International Exhibition.

Promotional Activities Done by GJEPC for Jewellery Arabia 2016



GJEPC was provided with promotional booth "stall - 1031" at Jewellery Arabia 2016. The promotional booth was used to provide information about GJEPC and also for distributing Exclusive Flyer of India Pavilion, Solitaire magazine, Sparkle of Success, Promotional bags to the visitors of the show.

Major Promotional banners were placed at a strategic location to promote India Pavilion.

Following promotional measures have been planned to promote the India Pavilion at Jewellery Arabia 2016:

- Exclusive Design for India Pavilion.
- Mass e-mailing to the trade buyers in UAE inviting to visit the India Pavilion.
- Sponsorship of India Banner above the India pavilion
- SMS Campaign - SMS was sent to all the visitors in Saudi Arabia, Qatar, Kuwait and Bahrain (in Arabic) which will loudly speak about the mega scale of the Pavilion and the jewellery displayed.

- Model – A model with an Indian Attire wearing exhibitor's jewellery had move around the exhibition halls on all the days of the exhibition
- 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

Meeting with Exhibitors

Record notes of the meeting held on 24th November, 2016 with all exhibitors participating at Jewellery Arabia 2016.

1. Change of India Pavilion look

Mr. Anil Sankhwal explained Exhibitors to Exhibitors regarding India pavilion stall are very old design compare to other pavilion so we should change our pavilion look, If exhibits are agreed we can change our stall design from next year. It was decided that GJEPC will send all the details like cost of the stall, design, etc. after consult with stand contractor. Exhibitors agreed and informed that they will send there opinions to GJEPC through Email.

2. Compare in Space rental by other Pavilion

All exhibitors were informed about the cost of other pavilion is cheaper then India pavilion, Shri Anil Sankhwal briefed the exhibitor gathering about the cost bifurcation of 9 sq. mtr stalls. He also explained the Organizer space cost and City neon stall building cost. Also inform to Exhibitors that GJEPC commission also distributed among Exhibitors.

The same was accepted by the exhibitors.

3. Payment schedule as per the new terms.

Mr. Anil Sankhwal informed all exhibitors that the organizers have indicated that they cannot accept payment just prior to the exhibition. They have requested for a payment schedule wherein they must receive 100 % payment 3 months prior to the event. Mr. Sankhwal briefed the gathering

that though the council was negotiating with the organizers on a relaxed payment schedule they are unwilling due to the fact that the organizers are collecting 50% payment in advance from all the exhibitors who book directly with them.

The exhibitors present unanimously agreed that they will abide by whatever council negotiates with the organizers in this regard.

Other Points:

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



Visit by His Excellency Alok K. Sinha, Ambassador of India to Kingdom of Bahrain to India Pavilion on 24th November 2016

His Excellency Mr. Alok Kumar Sinha and his family, visited India Pavilion and the show Jewellery Arabia 2016 on the third day at 5.20 PM. His Excellency was given a grand welcome by GJEPC officials at the India Pavillion promotional booth and also by Regional Chairman, Northern Region Shri. Anil Sankhwal Thereafter His Excellency was escorted and taken around the show by the Regional Chairman along with GJEPC officials. His Excellency interacted personally with the Indian exhibitors about the business conversions; visitor footfall, business projections, market trends etc. He was very happy to learn that such a large contingent of Indian Exhibitors have come to Bahrain to show case their creativity, he was very happy to see a large variety & designs of Gems & Jewellery being displayed at the show.

In addition to the dignitaries visiting India Pavilion, Shri Om Prakash, Second Secretary, with his family visited the show and the Indian Pavilion and appreciated the efforts of GJEPC in organizing the show.



Meetings held during the Show

Mr. Anil Sankhwal, Mr. Anurag Kumar and Mr. Pranabes Hazra met up with the organizers Mr. Stefen Key. Mr. Fawzi and Ms. Susen Lee.

The agenda of the meeting was to discuss the below:

1. Mr. Anil Sankhwal suggested that the organizers must consider allotting India pavilion booths together to have an unified location for India Pavilion instead of the scattered area allotted to us.
2. In this regard the organizers have offered GJEPC that the entire India pavilion may be shifted from Hall 2 to the Main Entrance Hall area and measuring 864 sqm bigger to the combined area occupied this year. Also they informed us about the decrease in space cost for Jewellery Arabia 2017 from USD 540 to USD 500 if GJEPC interest to opt this offer. However have indicated to the organizers that the council will work out the modalities of the decision and get back to them.
3. Additionally Mr Anil Sankhwal have requested Mr. Steffen Key Direct payment system to the organizer account to avoid service tax paid by Exhibitors. Mr. Steffen Key, informed that they will discuss this matter to their accounts team and then they get back to GJEPC.



Meeting With Mr. Marcus Chua, City Neon

Key points discussed:

1. Like Hong Kong pavilion Since most exhibitors felt that the quality LED light should provide at each stall like other pavilion Mr. Anil Sankhwal brought this matter up to the attention of the contractors.
The stall contractors has agreed to change the same for next year with additional cost and four month prior order by GJEPC, Mr. Mercus also informed that the first year LED light cost will increase and from next year cost will reduce, he agreed to send email to GJEPC per booth cost of LED light.
2. Mr. Anil Sankhwal also requested the contractor to suggest some options to enhance the stall looks for next year.
3. Mr. Anil Sankhwal also requested direct payment option to City neon by The Exhibitors will help to reduce stall cost, Mr. Mercus informed that they can make invoice to individual Exhibitors he will come back to us with consulting with account department.

The meeting ended with thanks to Mr. Marcus and his team and GJEPC assured him with feedback after our internal discussion with the analysis.



Majority of the exhibitors made good business. However, on the last day 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.

During the Exhibitions, the numbers of visitors were reported to be more than that of last year but all were mostly locals. The exhibitors who were little apprehensive initially regained confidence seeing the turnout and were pretty 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 2017.

MR. Pranabes Hazra, Manager Exhibitions and Mr. P. Anand Asst. Manager 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.

Exhibitors Feedback: Observations & Recommendations based on Exhibitor's

95% of the exhibitors have exhibited more than once

44% of the exhibitors have achieved their objectives

42% of the exhibitors were looking for International buyers

40% of the exhibitors undertook direct mailing to attract visitors to their booths

42% of the exhibitors were targeting Retailers

69% of the exhibitors were happy with the footfalls and type of visitors

15% of the exhibitors rated "Excellent" on the overall business

83% of the exhibitors rated "Excellent" on their participation related activities by GJEPC

44% of the exhibitors rated "Excellent" on the services provided by GJEPC

44% of the exhibitors rated "Good" on the services provided by GJEPC

GLIMPSES OF JEWELLERY ARABIA 2016

