WATCH & JEWELLERY
MIDDLE EAST SHOW
47 EDITION

The Middle East's premier bi-annual exhibition showcasing the latest designs and trends in watches, gold, precious stones and diamonds.

2019 Autumn Edition
POST SHOW REPORT

Organised by:  Supported by:  Platinum Sponsor:  Newspaper partner:

ExpoCitee Sharjah
Salem Al Shuhada Jewellery
Khaleej Times
A KEY CONSUMER AND TRADE EVENT

Transforming Sharjah and the UAE into a focal point of global jewellery trade.

Twenty-six years and 47 editions on, the show continues to remain a class apart, thanks to its strategic positioning, exclusive content, connect with consumers, and by constantly adapting to new ways of doing business in a digital age.

EXHIBITOR PROFILE

Brands
500+ from master jewelers & designers

Countries
22 countries

UAE
25%

International
75%

Premium exhibition space
30,000 sqm

National Pavilions
Hong Kong | India | Italy
Singapore | Thailand

Other countries displaying exquisite jewelry
Bahrain, Brazil, Japan, Kuwait, Lebanon, Pakistan, Saudi Arabia, Turkey, UAE, USA, UK, Yemen & more
<table>
<thead>
<tr>
<th>Product Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Jewellery</td>
<td>46%</td>
</tr>
<tr>
<td>Fine Jewellery</td>
<td>37%</td>
</tr>
<tr>
<td>Silver Jewellery</td>
<td>4%</td>
</tr>
<tr>
<td>Gemstones</td>
<td>3%</td>
</tr>
<tr>
<td>Pearls</td>
<td>3%</td>
</tr>
<tr>
<td>Watches</td>
<td>2%</td>
</tr>
<tr>
<td>Display / Packaging</td>
<td>1%</td>
</tr>
<tr>
<td>Trade Media Services</td>
<td>3%</td>
</tr>
<tr>
<td>Foreign Exchange</td>
<td>1%</td>
</tr>
</tbody>
</table>
VISITOR PROFILE

66,000+ visits from 52 countries

6.84 % increase over 46th Edition

14.6 % increase over 45th Edition

Large Visitor turnout from:
Bahrain / India / Kuwait / Lebanon / Oman / Pakistan / Russia / Saudi Arabia / Thailand / UAE / Uzbekistan

Visitors by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAE</td>
<td>70%</td>
</tr>
<tr>
<td>Middle East &amp; Africa</td>
<td>16%</td>
</tr>
<tr>
<td>Asia</td>
<td>7%</td>
</tr>
<tr>
<td>Europe</td>
<td>2%</td>
</tr>
<tr>
<td>Rest of the World:</td>
<td>5%</td>
</tr>
<tr>
<td>(includes USA, New Zealand, Australia &amp; Russia)</td>
<td></td>
</tr>
</tbody>
</table>
TRADE VISITORS
1850 Trade Professionals

GCC TRADE VISITORS
- Bahrain: 4%
- Kuwait: 4%
- Oman: 4%
- Qatar: 2%
- Saudi Arabia: 19%
- UAE: 67%

BUYERS’ PRODUCTS OF INTEREST

- Diamond jewelry: 40%
- Fine Jewelry: 27%
- Pearls: 8%
- Gemstones: 8%
- Silver Jewellery: 9%
- Watches: 4%
- Display-Packaging: 4%

Dhs. 75 Million worth of Retail Jewellery sold during the event
EMIRATI DESIGNERS’ PAVILION

A SHOWSTOPPER AT THIS EDITION

Emirati designers showcased eye-catching jewellery designs, inspired by Emirati heritage.

DESIGNERS’ PAVILION

Featured the most stylish & exquisite jewellery creations from renowned designers who are famed for their expertise in accessorizing women and men around the world with their unique designs.

The event hosted this “Record-Breaking Ring” during the show

Guinness World Record Holder for: Most diamonds set in one ring

The “Lotus Temple” Ring

- Valued at USD 4.9 million
- Studded with 7777 miraculous diamonds
- Symbolizing the Lotus Temple in India
- Created By: Lakshikka Jewels
MARKETING & PR

Press Release campaign advertising value of over USD $1.7M

Press Coverage:
- 453 Arabic & 59 English publications within the GCC

- 27,000 invitations sent to potential buyers, Consulates, Embassies, Govn bodies & Jewelry Associations

300,000 SMS
- sent to past visitors, potential buyers, VIPs and Press

1.6 Million emails
- sent to potential buyers & general consumers within the GCC

Social media reach:
- 4.8 Million Impressions:
- 18.9 Million Engagements:
- 1.2 Million

Digital screens advertising
- 377 in Dubai Mall
- 56 in Dubai Airport Terminal 3

301 radio spots in 9 major broadcasting stations

Influencers Reach Audience:
- 1.2 Million Engagements:
- 25K Story Views:
- 1.8 Million

Promotional adverts run in 8 regional newspapers & magazines with a total circulation/readership reach of 695K
THANK YOU
TO OUR PARTNERS

Organised by:

Expo Centre Sharjah

Supported by:

Sharjah Chamber of Commerce & Industry

Platinum Sponsor:

Salem Al Shalabi Jewellery

Newspaper Partner:

Khaleej Times

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IDT

INTERNATIONAL GEMOLOGICAL INSTITUTE

See you at the 48th Edition
14 - 18 April 2020

wjf@expo-centre.ae

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www.mideastjewellery.com