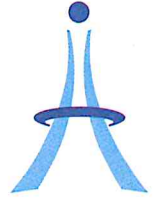


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## LATEST UPDATE

9 September 2020

### **48<sup>th</sup> Watch & Jewellery Middle-East Show - Rescheduled to April 6 – 10, 2021**

Our top priority has always been the health, safety and wellbeing of each & everyone involved at the gatherings, conferences & exhibitions hosted & organized at Expo Centre Sharjah.

In light of the evolving global situation and the unexpected turn of events in the wake of the COVID-19 pandemic, Expo Centre Sharjah has been closely monitoring its impact on the jewelry community, overseas travel restrictions, international buyers & media.

We have received valuable feedback from key stakeholders and affiliates, particularly from our patron Exhibitors, who have raised concerns owing to the looming uncertainty.

As a result, we wish to inform you all that the 48<sup>th</sup> Watch & Jewellery Middle East Show, which was planned to take place from 29-Sep to 3-Oct 2020, will be **rescheduled to 6 – 10 April 2021** and will be organized in accordance with the ECS-All-Secure international health and safety standards & protocols.

This has been a difficult, yet a responsible decision, that it is in the best interests of all participants to run this international event in 2021. This would ensure that we continue to deliver our globally trusted event in safe and conducive operating conditions and provide real value to our customers.

We look forward to working together with our global jewelry family to come back stronger in 2021, once your health & safety can be fully assured.

Sincere apologies for the inconvenience this may have caused and thank you to all exhibitors, visitors and partners for your continuous support and trust during this difficult time.

The management has approved to transfer all payments made till date to the rescheduled edition i.e. **April 6 – 10, 2021**. All confirmed/paid exhibitors will inevitably retain the same location, as communicated and agreed.

If you have any questions regarding the same, please reach out directly to the event team.

Thank you for your understanding and patience.

With best regards,



**SAIF MOHAMED AL MIDFA**  
Chief Executive Officer

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