

56th Watch & Jewellery Middle East Show

Post-Show Report | Sharjah's Enduring Legacy

2025

Brilliance defined the 56th Watch & Jewellery Middle East Show

91,000 visitors and **500 master jewellers** converged at Expo Centre Sharjah. With **AED 136 million in sales**, the event strengthened Sharjah's status as a regional leader in jewellery innovation and craftsmanship.



Success by the Numbers



Visitors

91,000+



Exhibition Space

30,000sqm



Visiting Countries

92 countries



Retail Sales

AED136+
million



Exhibitors

500+



Marketing Reach

125+
million impressions



Designers & Artisans

1,800+



PR & Advertising Value

USD 26+
million



Participating Countries

23

(UAE 32%/International 68%)



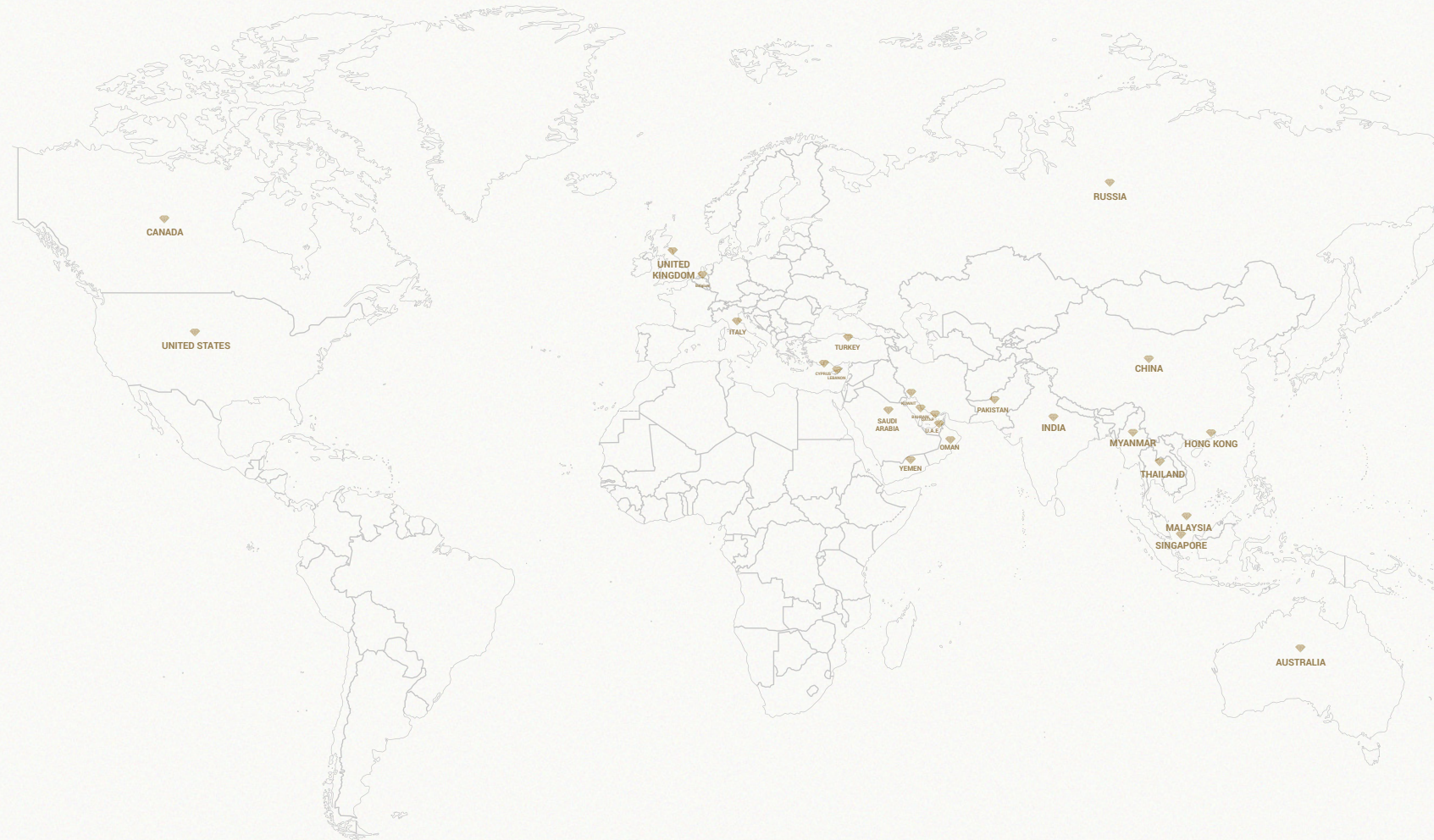
A World United in Brilliance

Pavilions

Hong Kong, India, Italy, Singapore, and Thailand, alongside participation from 23 countries

Countries

Bahrain | Belgium | Canada | China | Cyprus | Hong Kong | India | Italy | Kuwait | Lebanon | Malaysia | Oman | Pakistan | Qatar | Russia | Saudi Arabia | Singapore | Thailand | Turkey | UAE | United Kingdom | United States | Yemen



Pavilions of Prestige

Made In Italy

Refinement & excellence of the Italian industry

50 Italian exhibitors presented a distinguished selection of hand-crafted diamond pieces and premium jewellery brands.



Emirates Jewellers Pavilion

A showcase of heritage-inspired
Emirati collections

A celebration of UAE heritage with 20+ Emirati talents,
including local designers, SME brands, and entrepreneurs of determination.



Treasures on Display

Diamond Jewellery

55%

Fine Gold Jewellery

20%

Labgrown Jewellery

10%

Watches

5%

Silver Jewellery

4%

Gemstones / Pearls

4%

Fashion Jewellery

1%

Display / Packaging

1%

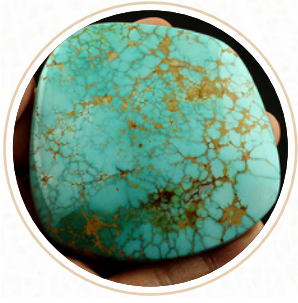


Iconic Showstoppers



World's Heaviest Gold Dress - Dubai Dress

Officially recognised by the Guinness World Records
21-karat gold | AED 4.6M | 10.0812 kg
Showcased by: Al Romaizan Gold and Jewellery



World's Largest Raw Turquoise Stone

20 kg | AED 800,000
Showcased by: Top Turquoise Inc.



World's Largest Gold Mirror - "Miryah Wahaj Al Arabia"

3+ kg | Crafted by talented people-of-determination
Showcased By: Arabia Jewels
Developed with: Sharjah City for Humanitarian Services

A Growing Audience of Connoisseurs

The show welcomed

91,000+

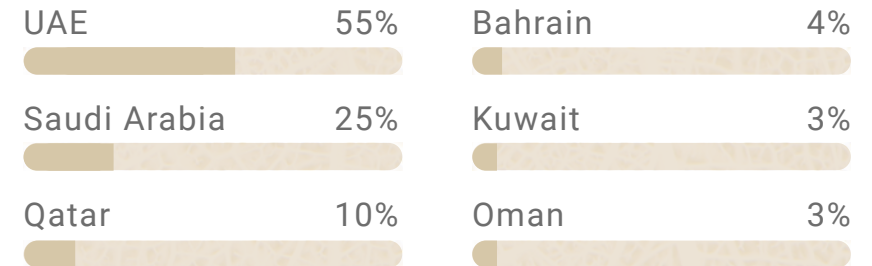
visits, marking a 10.5% increase from the previous edition

Visitors included retailers, distributors, collectors and trade professionals from

92 Countries

countries, with 1,400+ trade visitors from 34 countries

GCC Trade Visitors





The Signature Venue for Premier Business

AED 136+ millions in onsite retail sales underscored robust demand.

Pre-registered trade buyers benefited from exclusive privileges such as fast-track access, complimentary directories, VIP lounges, and accommodation support.

The result: High-value business connections and increased exhibitor ROI

The Global Spotlight Campaign

A bold 360° campaign elevated the 56th Watch & Jewellery Middle East Show into the global spotlight, setting new benchmarks in visibility, brand impact, and multi-channel engagement across the region and beyond..



Exhibitors' Insights

◆ **Primara Jewellery:**

"An excellent platform for visibility and connecting with new customers."

◆ **Al Amani Jewellery:**

"Sharjah remains one of our best platforms to reach loyal clients."

◆ **Vanny Hu:**

"The perfect venue to present enamel creations and heritage craftsmanship."

◆ **Diamoraa:**

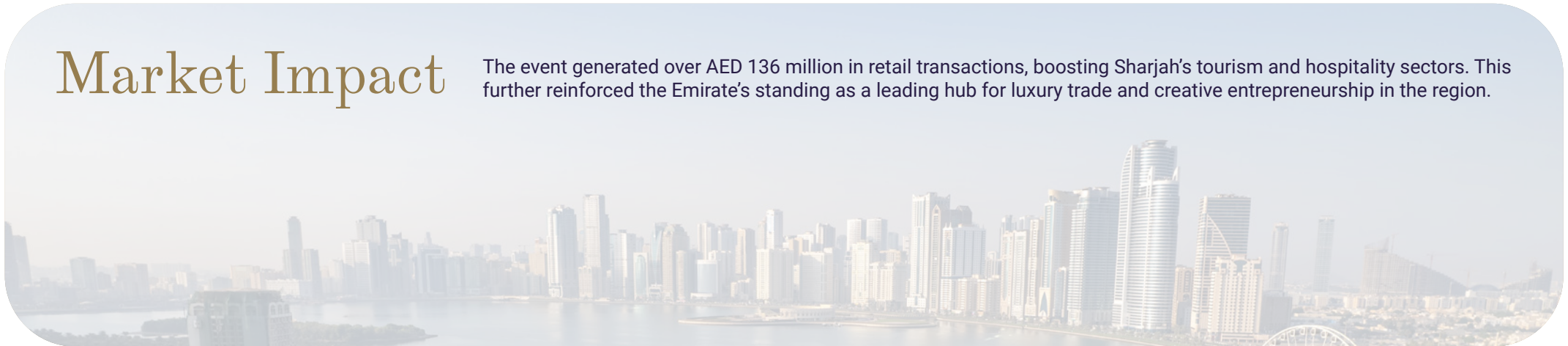
"A rewarding and well-organized event to showcase our latest collections."

◆ **Soit Belle Jewellery:**

"A wonderful opportunity to connect with clients and highlight innovative designs."

Market Impact

The event generated over AED 136 million in retail transactions, boosting Sharjah's tourism and hospitality sectors. This further reinforced the Emirate's standing as a leading hub for luxury trade and creative entrepreneurship in the region.



The Thrill of Winning

<https://www.mideastjewellery.com/raffle.html>

A series of contests and premium giveaways added excitement throughout the event, rewarding visitors across multiple touchpoints.



Raffle Draws

Mega Raffle: Audi A3

Raffle 1: Diamond ring

Raffle 2: Diamond necklace

Raffle 3: Diamond set

Raffle 4: Diamond set



Happiness Survey

Visitors who completed the onsite survey entered a draw for an exquisite diamond ring.



Social Media Contest

An Instagram competition offered an iPhone 16 Pro Max, generating strong participation and follower engagement.



A Glimpse into what's next

Upcoming editions will integrate sustainability, next-generation design awards, and AI-enabled buyer matchmaking.

The show continues its mission to elevate exhibitor experience and spotlight Sharjah as a global centre of modern luxury.



Be Part of the 2026 Ultimate Experience

April 8-12, 2026

Make your mark at the 57th Watch & Jewellery Middle East Show at Expo Centre Sharjah. Experience an unmatched platform where heritage meets innovation, and success continues to shine.

Reserve your space

For booking enquiries, please contact:

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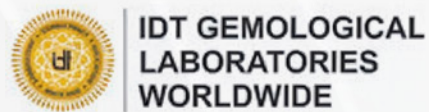
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