

13 October 2021

Players of the Jewelry Industry met in Istanbul for the 50th time, fueling global jewelry commerce with new business deals at the exhibition...

Istanbul Jewelry Show-October 2021 hosted a total of 23.038 visitors from 128 countries!

Organized by Informa Markets under HRD Antwerp sponsorship between 7-10 October 2021, Istanbul Jewelry Show – October 2021, brought together at Istanbul Expo Center, the leading players of the jewelry industry from across the world. Products and services prepared specifically for this exhibition by 800 companies and brands from 10 countries, have been introduced to the likes of sector professionals. Orders given and new business deals made during the exhibition, made positive contributions to the global jewelry trade and especially to Turkish jewelry exports. Compared to October 2019 exhibition, number of visitors saw a 14% increase this year and 43% of the visitors were buyers coming from 127 different countries.

Organized under sponsorship of HRD Antwerp, the leading European Authority of the sector which ensures confidence in the sector all over the world, Istanbul Jewelry Show which is one of the most important jewelry sector events in the global agenda, brought together the leading companies and brands of the sector and sector's professionals in a safe setting, providing new business opportunities and a platform for information sharing.

Ever Increasing Global Interest in the Event

Compared to October 2019 exhibition, number of visitors saw a 14% increase at Istanbul Jewelry Show-October 2021. Again, compared to October 2019 Exhibition, October 2021 event saw a 45% increase in European visitors, 43% increase in visitors from Russia and CIS countries, 37% increase in North America which also includes USA, and 10% increase in visitors from Middle East countries.

The exhibition also featured an "International Buyer Delegation Program" organized with the goal of increasing jewelry exports, finding new markets and preserving the market share. As part of the program, representatives from leading companies and brands from the target markets of the jewelry sector have been hosted as buyers at the exhibition.

Designer Market has been once again where the heart of jewelry design beat!

Designers joining Designer Market which is organized as part of Istanbul Jewelry Show

UBM Rotaforte Uluslararası Fuarçılık A.Ş.

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showcased their latest designs and signature jewelry products. Growing every year and followed closely by professionals, Designer Market is a special platform where trend setting designs of the global jewelry market are showcase for the first time, designers get the chance to meet producers to exchange ideas and where jewelry design ideas for the upcoming year are developed.

Your Health and Safety has been the main focus of our events

Istanbul Jewelry Show has been organized in accordance with Informa AllSecure health and safety standards. As the leading organizer of the prominent trade events in the world, with the goal of achieving maximum levels of hygiene and safety at its exhibitions, Informa has developed a series of detailed measures which aim to ensure all participants feel they are in a safe and controlled setting.

UBM Rotaforte Founding Partner Şermin Cengiz: "We are proud to have successfully completed our 50th Exhibition"

Cengiz said: "It's been a source of pride for us that we've managed to organize Istanbul Jewelry Show for the 50th time since 1986 and also that we've reached the highest number of visitors for an October exhibition with this 50th organization. Growing in parallel to the growth of the sector, our exhibition has been constantly ranked among the top five jewelry exhibitions in the world. We believe it will continue to be the preferred event for the global jewelry industry and especially for the Turkish jewelry industry and number of visitors and exhibitors will continue to increase in the coming years as well". Şermin Cengiz continued as follows: "Exhibitions are the most critical spots for the sectors they're organized for. Exhibitions are the only setting where business deals can be made, new orders can be given at the exhibitions, and new sector professionals can be met in person to reach new markets. All contacts made at our October 2021 exhibition will help accelerate trade in global jewelry industry and especially in Turkey."

Istanbul Jewelry Show – Countries with Highest Number of Visitors in October 2021:

	Country	Number of Visitors
	Turkey	10276
1	Iran	1994
2	United Arab Emirates	505
3	Jordan	505
4	Egypt	485
5	Lebanon	471
6	Russia	460
7	Iraq	378
8	Ukraine	264
9	Morocco	249
10	Libya	238

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11	Azerbaijan	235
12	Israel	234
13	Palestine	232
14	India	229
15	Tunisia	211
16	U.S.A	188
17	Germany	185
18	Algeria	168
19	Syria	163
20	Uzbekistan	147
	Other	2.344
	Total	23.038

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Istanbul Jewelry Show – 2022 Calendar

Istanbul Jewelry Show – March 2022: 24-27 March 2022

Istanbul Jewelry Show – October 2022: 06-09 October 2022

About Informa Markets

Informa Markets develops platforms that help specialized markets and industries carry out commercial activities and start innovative initiatives and support their growth. We offer in-person exhibitions, targeted digital services and actionable data solutions and opportunities for making new business deals and gaining experience. We bring together buyers and sellers from over a dozen global industries including Pharmaceuticals, Food, Medical Technologies and Infrastructure. As the world's leading market developer, we help revitalize various specialized industries, offer them new business opportunities and year-round growth opportunities. Please visit our website for more information:

www.informamarkets.com

About Informa AllSecure:

Informa has developed AllSecure standards to set a higher bar in organizing secure, hygienic, effective and high-quality events across the industry in cooperation with partner associations including UFI, AEO and SISO, industry stakeholders, fairgrounds, suppliers and relevant authorities.

Informa AllSecure shows how to adapt such standards to our business.

All Informa events will be executed in accordance with the recommendations of government and authorities at the first stage as well as the regulations specific to fairgrounds or locations. In addition, "Informa AllSecure 10 Basic Rules" will apply to all Informa events. More comprehensive standards and directives as stipulated in "Informa AllSecure Guidelines" will also be applied to our events, wherever applicable and practicable.

For more information: Cem Funda – Informa Markets – cem.funda@informa.com - +90 216 425 63 00

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