

Players of the Jewelry Industry Came Together for the 51<sup>st</sup> time in Istanbul and new business deals made at the show brought momentum to the global jewelry industry...

## Istanbul Jewelry Show-March 2022 broke records with the number of visitors and hosted 36.500 visitors from 147 countries with a 16% increase!

Organized by Informa Markets, with IGI as the main sponsor, between 24-27 March 2022 Istanbul Jewelry Show – March 2022 brought together, the players of the global jewelry industry at Istanbul Expo Center. Products and services developed specifically for the exhibition by 1250 companies and brands from 15 countries have been offered to the likes of sector's professionals. Orders and new business deals made during the exhibition period brought momentum mainly to Turkish jewelry exports and also to global jewelry trade. While the March-2022 exhibition marked a 16% increase in number of visitors compared to March 2019 exhibition, 30,5% of the visitors comprised buyers from 147 countries.

*30 March 2022, Istanbul* – Recognized as one of the most prominent jewelry industry trade events in the global agenda and as main sponsored by IGI, the Global Authority in Diamond, Gemstone and Jewelry Grading, Istanbul Jewelry Show brought the leading companies and brands of the sector to the professionals of the jewelry industry in a safe manner, offering opportunities for new business collaborations and a unique platform for exchanging knowledge and information.

The exhibition hosted the highest number of visitors ever while achieving a huge increase in number of countries represented by visitors.

Compared to the exhibition organized in March 2019, Istanbul Jewelry Show-March 2022 Exhibition achieved a 16% increase in the number of visitors. Again, compared to March 2019 Exhibition, March 2022 Exhibition saw a 134% increase in number of visitors from South America, 97% increase in number of visitors from Africa, 94% increase in number of visitors from North America, 76% increase in number of visitors from Oceania, 35% increase in number of visitors from Europe and a 4% increase in number of visitors from Middle East. While March 2019 Exhibition hosted visitors from 110 countries, for March 2022 exhibition, this figure increased to 147.

The exhibition also featured the "International Buyer Delegation Program" organized with the goal of increasing jewelry exports, finding new markets and preserving the market share. As part

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of the program, over 1000 representatives from leading companies and brands of the jewelry sector were hosted as buyers at the exhibition.

### Designer Market was again where the heart of jewelry design beat!

Designers joining Designer Market which was organized as part of Istanbul Jewelry Show showcased their latest designs to the visitors of the exhibition. 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.

### UBM Rotaforte Founding Partner Şermin Cengiz: "It's a great source of honor for all of us that our 51<sup>st</sup> Exhibition achieved record number of visitors"

Cengiz said "It's an honor for us that March organization of Istanbul Jewelry Show which we've been organizing since 1986, reached the highest number of visitors among all other March exhibitions ever. Growing parallel to the growth of the sector, our exhibition has been ranked among the top five jewelry exhibitions of the world. We believe that it will continue to be a preferred event for the global jewelry industry and mainly for Turkey and that the trend of increase in number of visitors will continue". Şermin Cengiz said "Exhibitions are critical spots for their respective sectors. Making new business deals, getting new orders and meeting new professionals of the sector in order to enter new markets is only possible at the exhibitions. All meetings made at our March 2022 Exhibition will bring momentum to the global jewelry industry and especially to Turkish jewelry industry."

### Top Countries Represented by Visitors at Istanbul Jewelry Show – March 2022:

	Country	Number of Visitors
	Turkey	25356
1	Iran	1247
2	United Arab Emirates	646
3	Lebanon	528
4	India	493
5	Egypt	441
6	Iraq	432
7	Algeria	382
8	United States of America	364
9	Israel	324
10	Azerbaijan	315
11	Germany	293
12	Tunisia	281

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13	United Kingdom	272
14	Palestine	247
15	Jordan	233
16	Libya	216
17	Romania	202
18	Morocco	199
19	Bulgaria	182
20	Pakistan	174
	Other	3673
	<b>Total</b>	<b>36500</b>

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### Istanbul Jewelry Show – 2022 Calendar

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](http://www.informamarkets.com)

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