

**The 34rd edition of the Istanbul Jewelry Show March
registered 6,95% increase on the percentage of overseas visitor.**

The biggest Jewelry fair that bridges Asia and Europe

34th Istanbul Jewelry Show opened on 22-25, March 2012 hosted more than 1086 companies and brands serving the Turkish and global Jewelry Industry in every field .

Supported by IDMMIB (General Secretariat of Istanbul Mineral and Metal Exporters' Association) and KOSGEB(Small and Medium Industries Development Organization), the fair covered an area of 23.550 and occupied 5 Halls, which means a %10,13 increase on exhibiting area comparing to last year..

Istanbul Jewelry Show March 2012, organized by UBM Rotaforte and held under the main sponsorship of BNP PARIS TEB , became the meeting point of major companies and brands for the 34th times. This year, the show welcomed 20.568 top buyers from 89 countries. Visitor numbers, estimated as %77,04 local and %22,95 from overseas industry professionals , which approximately equal to a 6,95 point increase on the percentage of overseas visits comparing to last year. There were significant increases in visitor's quality from Russia and Iran.

Visitor profile is mainly dominated by manufacturers' suppliers, retailers, wholesalers, exporters & importers, jewellery designers, TV home shopping and mailing, gemologists and jewellery collectors. The fair also welcomed an over helming crowd of foreign buyer group participated through the organization of Undersecretariat of Foreign Trade.

Among the products exhibited at the fair are gold & diamond jewelry, diamonds, precious and semi precious gemstones, gold mounting, pearls, silver jewelry, machines, watches, jewelry equipments and materials, display materials as well as safety devices and softwares.

Top 10 countries and regions by visitor attendance		
	Countries and regions	Number of visitors
1	TURKEY	15846
2	RUSSIAN FEDERATION	438
3	IRAN	349
4	INDIA	298
5	LEBANON	228
6	GREECE	226
7	EGYPT	180
8	IRAQ	171
9	ALGERIA	169
10	ITALY	164

Exhibitors' comments

“Generally speaking, we are quite satisfied with the quality of buyers . We have a new gold machine and we promote it at march fair for the first time. We met a lot of new buyers especially from Russia” said Kadim Kumru, Owner of Kadim Kimya, manufacturer of gold jewellery machinery from Turkey.

“The show was over our expectations. We are satisfied with the buyers' quality. I think, we are overloaded for 6 months with the order that we got during fair.” said Ismail Bas, Owner of Ibas Kuyumculuk, manufacturer of fine jewelry from Turkey.

“We come up a %400 increase in demand. The show was very efficient for us.I hope it was good for all jewelry industry” said, Kemal Hudut, Owner of Hudut Kuyumculuk, manufacturer of gold jewelry from Turkey.

Buyers' Comments

“I was really impressed about the quality of the turkish gold industry I can give them 9/10 on overall .” said Jihad Balechion, Partner of Balechion Jewellery pty ltd,whosaler of fine Jewellery from Australia

“We have been visiting the Istanbul Jewelry Show this March 22nd and have been favourably impressed. Compared to Baselworld, which is much more classical and traditional, the Istanbul Jewelry Show is very innovative. We have found new designs and astounding forms and volumes in Jewelry. Especially small craftsmen from Turkey have retained our attention. We were very satisfied with the number and the quality of the exhibitors. Globally we are very satisfied to have visited this show.” Said Marie Claire Danlos, Manager of Ateliers Jules Dewaele, wholesaler of gold jewelry from Belgium.

“We are very satisfied with the quality of exhibitors and the way in which the exhibition management was done” said Mahendra Ranawat, Owner of Brahammand Jewels, wholesaler of fine jewelry from India

Upcoming event

The next edition of Istanbul Jewelry Show March will be held from 04 – 07, October 2012 at CNR Expo Center in Istanbul.