

Press Release
22.10.2012

SPARKLING SUCCESS AT THE 35th ISTANBUL JEWELRY SHOW OCTOBER 67% MORE OVERSEAS VISITORS

Turkey's number one jewelry show establishing the bridge between Europe and the Middle East, the 35th Istanbul Jewelry Show October –organized by UBM Rotaforte concluded on a high note on 7 October, occupying Halls 1 & 2 of Istanbul Fair Center with total gross exhibition space of 22.000 square meters.

There was a remarkable increase in the number of visiting countries. **Istanbul Jewelry Show welcomed 11,732 top buyers from 93 countries. 68% of the visitors were local and 32% came from overseas. The number of total visitors was up to 11% and overseas visitors was up to 67% compared to 2011 edition with an active trading activity.** This confirms that the Fair is truly a world-class trade event where one can conduct business with suppliers and buyers from all over the world.



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TOP 20 VISITING COUNTRIES		
	COUNTRIES	NUMBER OF VISITORS
1	TURKEY	7.923
2	IRAN	438
3	RUSSIA	394
4	LEBANON	212
5	EGYPT	199
6	UKRAINE	181
7	INDIA	165
8	UAE	160
9	AZERBAIJAN	142
10	GREECE	123
11	ITALY	123
12	MOROCCO	109
13	IRAQ	107
14	BULGARIA	96
15	TUNISIA	95
16	SAUDI ARABIA	65
17	GERMANY	59
18	ALGERIA	57
19	MACEDONIA	53
20	ISRAEL	50
21	USA	50
	OTHER COUNTRIES*	931

*Other countries are; Jordan, Kosovo, Romania, Serbia, Libya, France, Kazakhstan, Spain, Cyprus, Netherlands, United Kingdom, Belgium, Palestine, Syria, Mongolia, Czech Republic, China, Kuwait, Poland, Indonesia, Bahrain, Kyrgyzstan, Moldova, Thailand, Malaysia, Albania, Austria, Pakistan, Tajikistan, Australia, Japan, Uzbekistan, Belarus, Sweden, Georgia, Liberia, Cambodia, Canada, Colombia, Hong Kong, Bosnia and Herzegovina, Slovakia, Lithuania, Turkmenistan, Yemen, Slovenia, Sudan, Swaziland, Switzerland, Croatia, Denmark, Ghana, Hungary, Ireland, Latvia, Nigeria, Qatar, South Korea, Sri Lanka, Brazil, Monaco, Oman, Peru, Philippines, Portugal, South Africa, Venezuela, Afghanistan, Finland, Mexico, Samoa and Taiwan.

This year, 653 companies and brands from Turkey, Austria, Belgium, Canada, China, Denmark, France, Germany, Greece, Hong Kong (group pavilion), India, Israel, Italy, Japan, Lebanon, Mexico, Poland, Singapore, S. Korea, Spain, Sweden, Taiwan, Thailand (country pavilion), United Arab Emirates, UK and USA participated in Istanbul Jewelry Show October 2012.

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“Trade exhibitions are channels for business opportunities and we are always happy to see IJS October successfully fulfill its role in bringing business opportunities to our exhibitors. The rise in exhibitor numbers, exhibition space and number of visitors this year not only confirms the Fair’s international status but also highlights Istanbul’s important role in the global jewelry trade,” said Ms. Sermin Cengiz, Managing Director of UBM Rotaforte.

Ms Sermin Cengiz continued: “Without any doubt, the Buyer’s profile at the October Fair is becoming more international. Despite the challenging economic and political climate around the world, all of our exhibitors were satisfied with the results.”



Supported by the Republic of Turkey Ministry of Economy, Istanbul Precious Minerals and Jewellery Exporters 'Association (IMMIB), Small and Medium Enterprises Development Organization (KOSGEB), Jewellery Exporters' Association (JTR), certified by the Union of International Fairs (UFI) and the Quality Management System ISO-9001, Istanbul Jewelry Show, targeting the Middle East, Eastern Europe, North Africa, Russia, Turkic Republics, United States and Asia once again confirmed its professional and international status in the jewelry industry.

Exhibitors' Comment

“This is our 10th time exhibiting in Istanbul Jewelry Show. We were generally happy with the buyers profile and we met buyers from Egypt which was really important for our company.” Mr. Huseyin Polat, Company Partner-Safe Jewellery, Turkey

“We have been very pleased with buyers from Ukraine and Russia. This Fair attracts many international buyers. We look forward to participating in the next March 2013 with bigger stand.” Mr Safak Uzel, Sales Manager, DST Makine, Turkey

“We would like to explore the international market through this fair, and we had the chance to meet a lot of buyers from Syria, Iran, Ukraine and Russia. We had onsite orders from Yemen and Egypt. Overall we satisfied with the Fair.” Mr. Salih Karats from Piramit - Turkey

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“This edition is getting bigger. We joined the Fair because it offers us a great opportunity to meet international buyers, especially buyers from Dubai, Algeria and Libya. Definitely, we are satisfied and will certainly participate again in the next edition.” Mr. Ahmet Yoldas, Akhas, Turkey

“We are happy with the local and overseas buyers coming to visit the Fair. We had business contacts with potential buyers from Algeria, Tunisia, France and Azerbaijan. Overall the Fair was satisfactory and well-organized.” Mr. Ediz Firtina, Owner, Pusula - Turkey

“We are very happy to be a part of Istanbul Jewelry Show October. We met new customers from different countries. This is our first time at Istanbul Jewelry Show and will definitely exhibit in March 2013. We thought that the Fair is local but 45% of our new customers were from overseas.” Botecchi Ivo, Italy

“Most of the Buyers we met were from India, Russia, Morocco and Bulgaria. This Fair brings us great opportunities to meet more new customers overseas. The fair is well-organised and the services available are very satisfactory. We look forward to participating in the next March 2013 Show.” Mr. Fausta Speciale, Owner, Ilsole - Italy

“The traffic of buyers was better than we expected. We had good business connections with Kazakhstan, Azerbaijan and Iran for the first time. We are really happy to be here. We will certainly join the next Fair.” Mr. Luc Dupart, Owner, Benelux Diamond – Belgium



Buyers' Comments

“Istanbul Jewelry Show provides us the opportunity to update ourselves with the latest market intelligence and make new business contacts. We would like to participate as an exhibitor for the coming show instead of visitor.” Mr. Cem Akcaoglu – Akcaoglu Jewellery, Turkey

“I'm happy to see so many quality exhibitors here. The organiser provided good service. The Fair enables me to meet new suppliers and provides me with a wide range of competitively priced products.” Mr. Salih Yesil – Ros Design, Turkey

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"I was able to source just about everything I wanted. We placed orders with some exhibitors. I will definitely visit next show." Mr. Said Doran – Doran Jewellery, Turkey

The exhibits at the Fair are of excellent quality . The Fair has categorized so I found all the machinery together which was very convenient. Overall, I'm happy to be here." Mr. Oguz Kural – Silveks, Turkey

I have been visiting Istanbul Jewelry Show every year, this time registration was very fast. The exhibits at the Fair are varied and of high quality. The staff is helpful and friendly. Thanks!" Mr. Wejdan Adulwahab – Almfiti - Kuwait

"The Fair was very well organized, Great job! We're really satisfied with the Machinery products this time. We already placed orders and certainly I will attend to the next show." Mr. Hassan S.H. Dishad –Iraq

"New collections of Cetaş, Zen, Arpaş were so good! We can find good quality products with reasonable prices at Istanbul Jewelry Show. Organiser's professionalism and the quality of exhibits were good. Thank you." Farhad Moghaddasi - Iran

"I'm extremely satisfied about the machinery & equipment products. I want to be a part of it for the coming 2013 shows." Mariella Martini / Ekisson –Arezzo, Italy

"The Fair is quite good, very satisfied. This year product groups and organization are better than last shows. It was easy to locate the products." Hany Glgamal / Cairo, Egypt

"The Fair is really good this time. I'm happy to see so many quality exhibitors here. The organiser provided good service. The Fair enables me to meet new suppliers and provides me with a wide range of competitively priced products."Sami Abid - Sfax, Tunisia

"I found the quality of the exhibits very good and was impressed by the wide variety available. I met a lot of new machinery companies and put some orders as well. I will definitely visit again." Vlademir Kropachev – Karat, IIC. – Russia

"I'm interested in gold and machinery and I found the Show very well organized and convenient. I'm happy to see so many quality exhibitors here. The organiser provided good service. Serik Olga – Serik, Russia

-END-

Next Show Dates

36th Istanbul Jewelry Show March 21-24 March 2013

37th Istanbul Jewelry Show October 03-06 October 2013

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Editor's Note

About UBM Rotaforte (www.ubmrotaforte.com)

UBM Rotaforte, a joint-venture company formed by UBM Asia and Rotaforte International Fairs Inc., owns the Istanbul Jewelry Show, an international exhibition for jewellery, gems, watches and related equipment. Now in its 26th year, the exhibition is held twice a year, in March and in October. Overall, the shows attract almost 60,000 visitors and 1,700 exhibitors, occupying net show floor space of more than 35,500 square metres. Products covered include gold, diamond and silver jewellery, precious and semi-precious stones, pearls, gold mountings, watches and clocks, machinery, tools and equipment, display units and security devices. The business is supported by the Turkish Jewellery Association JTR, a national trade body which represents more than 1,100 jewellery companies, including the major manufacturers. UBM Rotaforte also publishes a supporting magazine RFJ (in Turkish and English) and organises Turkish jewellery pavilions at a number of third-party events in Dubai, Italy, and India, as well as selling exhibition space into jewellery events in Russia and Ukraine.

About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 240 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia, we stage the leading events of their kind across the region. Our 200 events, 24 publications and 16 vertical portals serve over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant market news and industry trends, and round-the-clock online trading networks and sourcing platforms. We have 1,100 staff in 21 major cities across Asia, stretching from Japan to Turkey.

For further information and visual support:

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