

Post Show Release
01.04.2013

The 36th Istanbul Jewelry Show March Smashed Records

Overall visitor attendance up 30%

Serving as the meeting point for the world jewelry industry and an outstanding trade bridge between Europe and the Middle East, the 36th Istanbul Jewelry Show March—organized by UBM Rotaforte with the Main Sponsorship of Türk Ekonomi Bankası (Turkish Economy Bank/TEB), concluded on a high note on 24 March, occupying Halls 2, 4, 6, 7, & 8 of Istanbul Fair Center with total gross exhibition space of 40.000 square meters.

The Istanbul Jewelry Show March received a remarkable **30% increase in total visitors** compared to the 2012 edition. A total of **26,523 top unique buyers**, 81% of whom were domestic visitors and 19% overseas representing 110 countries, convened across four days to conduct business and meet suppliers and buyers from all over the world.



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TOP 20 VISITING COUNTRIES	
COUNTRIES	NUMBER OF VISITORS
TURKEY	21.448
RUSSIA	415
INDIA	302
GREECE	272
IRAN	234
ALGERIA	208
LEBANON	198
IRAQ	196
UNITED ARAB EMIRATES	188
UKRAINE	180
MOROCCO	156
GERMANY	149
BULGARIA	148
ITALY	147
TUNISIA	146
AZERBAIJAN	144
SAUDI ARABIA	141
EGYPT	132
MACEDONIA	122
ROMANIA	98
USA	93
OTHER	1406

There has been an impressive increase of a buyer attendance from Jordan, Kosova, Israel, Serbia, Syria, Libya, France, Kazakhstan, Northern Cyprus Turkish Republic, Spain, Belgium, China, Malaysia, Netherlands, Liberia, Albania, Canada, Georgia, Pakistan and United Kingdom compared to the 2012 edition of Istanbul Jewelry Show March. Once again, this confirms the Fair is truly a world-class trade event where one can conduct business with suppliers and buyers from all over the world.

This year, in addition to the country and group pavilions of Hong Kong, Italy and Thailand, more than 1000 companies and brands from Belgium, Egypt, Germany, India, Singapore, Spain, UAE and more (total 29 countries) participated in Istanbul Jewelry Show March 2013.

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Ms. Sermin Cengiz, Managing Director of UBM Rotaforte said “We are extremely happy and proud to organize such a successful Show which has become one of the top events for all professionals of the industry for the 36th time. We believe that Istanbul Jewelry Show, which allows the exhibitors and visitors to follow all novelties and developments in the industry, is of great importance for Turkey which aims to become the largest jewelry producer in the world. Trade exhibitions are channels for business opportunities and we are always happy to see IJS successfully fulfil 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. We are more confident than before on the road to become the leading show in the jewelry industry globally. We heartily thank the Jewelry Industry of Turkey which empowers us with the big moves they have made in exports in recent years and now compete with the giants of the world”.



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, CIS Countries, United States and Asia once again confirmed its professional and international status in the jewelry industry.

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Exhibitors' Comments

“This is a very impressive Show. I would like to have a larger stand. We’re very satisfied with the buyer profile. We had a chance to meet a lot of buyers from Jordan, India, Saudi Arabia and Lebanon. Overall we satisfied with the Fair.” Mr. G. Hassan, General Manager-Hammer Jewellery Group Dubai, UAE

“We are very satisfied with the wholesaler and visitors profile. Info boards, registration area and behaviour of the staff and services available are very satisfactory. We look forward to participating in the next show. Thanks.” Ms. Nayeema Saikh, Manager-Rising Star, UAE

“Although this is our first participation to the show, we received very good results. We had the chance to get closer with buyers from Anatolia. This is the first time that Multifinish enters to Turkish market. We are satisfied with the request on quotation demands and orders. Know-how and service requests especially from India, Jordan and Lebanon was too much. We will certainly participate again in the next edition.” Mr. Ozben Ulu, Company Partner-Ayvaz Yuzey Islemleri/Multifinish, Turkey

“We believe the charm of March show. It is impossible not to do a business in such a successful fair with the right products and reasonable prices. We had good business with buyers from Jordan, Syria, Oman and Russia. In addition, surprisingly, this time we are pleased with the customer profile from India.” Mr. Hasan Akay, Owner – Akay Kuyumculuk, Turkey

“This Fair brings us great opportunities to meet at least 3 or 4 new customers overseas each time. We think both March and October shows are great success and very-well organized shows. We are pleased to meet buyers from Jordan, Egypt, Libya and India.” Burak Bilal Gürkan, Owner – Dafne, Turkey

“It was a successful show for our company. The organization and the buyer profile exceed our expectations. We had good business connections with buyer delegations especially from India, Malaysia, Indonesia, Lebanon and Algeria.” Imdat Dereli, Owner – Guven-Is Kalip, Turkey

“It was a very-well organized fair. We are happy with the buyers profile. We had a chance to meet with new buyers from Brazil, Morocco, Russia, Egypt, Saudi Arabia, Greece, Lebanon and USA and even started to make business with some of them.” Nuri Açılan, Owner – Sercan Otantik, Turkey

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Buyers' Comments

“I’m happy to see so many quality exhibitors here. I ordered gold products from 4 different companies; Regold, Riva, Kaya and Asgold. The show provides us a great chance to meet new suppliers from different countries.”

Fady Bardawil - Mafali Jewellery, Dubai-UAE

“The design and the product quality of Herca, Sade İş and Eriş were so good! I already gave orders from Sade İş and Herca. The exhibits at the Fair are varied and of high quality. 5 halls are not enough, you should increase the number of halls for your next edition. Overall, it’s very well-organized”

Asaar Al-Maliki – Al-Maliki Jewelry, Iraq

“This is our first time, first Show in Turkey. I get used to co-work with Turkish companies. I am looking for new partners that’s why I decide to visit Istanbul Jewelry Show. It’s much better than I expected! It’s definitely the right place to meet new suppliers from all over the world.”

Sandor Orban - Muzeum Antik Ltd., Hungary

“I think the March edition of Istanbul Jewelry Show is getting better. It’s indicating the growth of Turkish Jewellery industry and the region. I’m happy to see so many quality exhibitors here. The organiser provided good service. Thanks for your effort!”

Valdet Sahatciu – Anker Jewellers, Kosova

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“I’ve been 3 times in this fair. Models and designs are very good. I already put order from Midas and still have meetings with some other silver & gold companies. The Fair enables me to meet new suppliers and provides me with a wide range of competitively priced products.” Kotler Ronen – Adı Gold, Israel

“I have visited Indian and Thailand Pavilions and their new collections are so good! We can find good quality products with nice price in Istanbul Jewelry Show. I already made a deal with Eurostone & Aspire. Thanks a lot for this successful organisation” Arthur Merkulev - Trade Hours Merkulev, Russia

“This is very well done organization, It’s a great job UBM Rotaforte! We’re very satisfied about Machinery & Equipments products this time. We have already put orders from Nokta Model. We had a chance to meet with new suppliers from Turkey. Thank You!” Antima Modi / Neptune Gold, India

“We are visiting March Show for more than 10 years. We ordered diamonds from Thailand , Hong Kong Pavilions. Products and collections of Arpas and Figur were really good. We have already placed orders.” Farhad Moghaddasi - K & K Jewellery, Iran

“I have been visiting Istanbul Jewelry Show every year, this time registration was very fast. Registration area in a tent is very good idea. The exhibits at the Fair are of excellent quality . I mostly put my orders from Eriş this time.” Erdal Kıratlı, Orhan Gezer, Bursa - Turkey

“The Fair is really good this time. I’m happy to see so many quality exhibitors here. The organiser provided good service. The number of exhibitors and the exhibit profile was above our expectations. We placed orders from Esgold, Gamilo and Nida Watch.” Mustafa Öztürk - İtimat Kuyumculuk, Turkey

-END-

Save the Coming Show Dates!

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 28th 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 38,500 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 Italy-Vicenza, U.A.E-Dubai, India-Mumbai, Thailand-Bangkok, Ukraine-Kiev and Germany-Freiburg.

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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