

Post Show Release

Whole Jewellery Industry Gathered At The World Class International B2B Gold and Jewellery Trade Fair; 40th International “Istanbul Jewelry Show”

Istanbul, Turkey – 23rd March 2015 – The benchmark of the jewelry industry; 40th International “Istanbul Jewelry Show” March edition organized by UBM Rotaforte and sponsored by Turkish Economy Bank (TEB), assembled worldwide jewellery industry at one stop in its 30th year anniversary at Istanbul CNR Expo (Istanbul Fair Center).

One of the most important and number one jewellery trade fair bridging Europe and the Middle East, international, jewelry, gold, watch and equipment fair in the world organized by **UBM Rotaforte** ended successfully on 15th March at the Istanbul Fair Centre.

The Fair, which celebrates its 30th anniversary this year, sponsored by **Turkish Economy Bank (TEB)**, featured **local and overseas exhibitors in National and International Pavillions** from **27 countries** including Turkey with an extensive display of Fine Gold Jewellery, Pearl Jewellery, Silver Jewellery and Households, Diamonds & Precious Stones Jewellery, Diamonds, Precious and Semi -Precious Stones, Pearls, Watches, Jewellery Display & Packaging Materials, Gemological Labs, Softwares, Safes, Mold, Machinery, Jewellery Tools & Equipments just for industry professionals in gross **60,000 square metres** of exhibition space.

Enormous Interest From Overseas Industry Traders

The Fair welcomed **28,537 visitors in total from 111 countries** with a significant increase of **10% in overseas unique visitors** compared to the 2014 March edition. 40th edition of **International “Istanbul Jewelry Show” March** hosted **7.950 overseas** and **20.587 local** industry visitors.

As one of the leading jewelry exhibitions for industry professionals and the ultimate trade event in the region, **Istanbul Jewelry Show, once again provided an ideal platform for international buyers and sellers** and brought East and West jewellery industry professionals together strategically position at the cross roads of 3 continents.

Visitor Profile

28,537 top buyers, 72 % from the domestic market and 28% from overseas, visited Istanbul Jewelry Show March 2015 edition from 111 countries across the globe. The top 20 visiting countries of Istanbul

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Jewelry Show” March 2015 Edition are; Turkey, Iran, United Arab Emirates, Algeria, India, Iraq, Lebanon, Saudi Arabia, Russia, Tunisia, Greece, Morocco, Israel, Italy, Jordan, Germany, Syria, Azerbaijan, Egypt, Bulgaria.

TOP 20 VISITING COUNTRIES	
COUNTRY	NO OF VISITORS
TURKEY	20.587
IRAN	675
UNITED ARAB EMIRATES	563
ALGERIA	427
INDIA	416
IRAQ	404
LEBANON	367
SAUDI ARABIA	342
RUSSIAN FEDERATION	321
TUNISIA	313
GREECE	288
MOROCCO	259
ISRAEL	235
ITALY	195
JORDAN	164
GERMANY	161
SYRIA	161
AZERBAIJAN	159
EGYPT	150
BULGARIA	147
OTHER	2.203

As a worldwide distribution hub, the recorded significant uptrend in overseas visitors of **Istanbul Jewelry Show March 2015** from **111 countries** confirms both the fair’s international importance and also the highlights of Istanbul’s status for the jewelry trade industry globally.

Ms. Sermin Cengiz, Managing Director of UBM Rotaforte stated that the sector in Turkey is currently planning a target of USD 5 billion worth of exports in the coming 3 years, and USD 12 billion in 2023. Considering that objective, we are proud to announce “**Istanbul Jewelry Show**” plays a very important role in contributing to that target and virtually 80% of Turkey’s jewellery exports’ business connections are made at “**Istanbul Jewelry Show**”. The show creates a meeting point and ultimate trading platform that ranks high on the agenda of every professional in the industry. We organize “**Istanbul Jewelry Show**” biannually on **March and October** and this year we organized our 40th edition in its 30th year anniversary. As one of the world class jewellery trade fair and the capital of gold market in the region,

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“**Istanbul Jewelry Show**” provides great opportunities both for the participants and visitors and carries a huge significance both for Turkey and worldwide jewellery Industry.”

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

Exhibitors’ Comments

“In this exhibition, we made very good connections with clients from Arabic and North Africa countries, as well as Turkey. We also made new connections from Tunisia, and we are totally satisfied with the result.” **Nader Kabbabe - Director of Diamond Wholesales / SAMRA JEWELLERY (UAE)**

“The show was very good and we met with our existing clients from Far East, Iran, Turkey, and India. Also we made new connections from Algeria and Turkey.” **Michele Chemello – Area Manager/ CIEMMEO S.R.L. (Italy)**

“The March exhibition is good and we are really satisfied with the results. We had chance to get new clients and business connections from Saudi Arabia, Jordan, Dubai, India and Morocco. We are hoping to meet with new clients at the October show as well.” **Emanuele Tavanti - Sales Representative / JESSICA JEWELS (Italy)**

“We are totally satisfied with Istanbul Jewelry Show March 2015 and show exceeded our expectations. We had new clients from Arabic Countries as well as Eastern Europe.” **Cemal Bulunmaz – Bulunmaz General Manager (Turkey)**

“We are happy to exhibit to Istanbul Jewelry Show. We work worldwide and at this exhibition we had chance to meet with new clients from Europe and Asia.” **Hellmann Ingrid / Koras GMBH (Germany)**

“We are happy with the results and pleased to mention; 2015 March Show is over our expectations and assumptions. We work with all over the World, and in this show, we had good connections from Europe and USA.” **Coş-Ar - Partner / Arda Alis (Turkey)**

“This is our first time that we participated at Istanbul Jewelry Show as an exhibitor and we are so happy both with the show and the results we achieved. We made very efficient connections with Dubai and also had new clients from Saudi Arabia and Iran.” **Ensar Atalar / Baha Jewellery (Turkey)**

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Buyers' Comments

"I am coming from Saudi Arabia. This is the first time I visit "Istanbul Jewelry Show" and it is very impressive. Had many business connections and placed orders. Planning not to miss any of your other shows." **A. Ahmed Bakr Hmed - Sl. Sara. Gold Jewellery / Saudi Arabia**

"This is very well organised and excellent show. Had placed my orders from Diamond companies and every year it gets a bigger show." **R. S – Valenza Jewellery / Italy**

"This is my 3rd visit and very satisfied. I made my orders and in general it is a well organised show." **Hasan Ümit – Ümit Mücevherat / Turkey**

"Have been visiting that show since 12 years and honestly, every year it improves itself and gets more impressive. I visited the Machinery Pavillion and placed my orders." **Nekkachi Issaam – Elghaina / Morocco**

"Show was very good. This is my 7th visit to Istanbul Jewelry Show and nice to see, in every fair it gets better. We visited all mounting firms and already gave our orders. Will be looking for your upcoming events" **Refaat M. Khalil – Khalil Jewellery & Watches / Egypt**

"Organisation is very well, I visited gold pavilions and placed my orders. I also visit Fairs in all over the world and few years ago Italy was better than any of the fairs, but now Istanbul Jewelry Show is better than Italian Fairs, too. Congratulations!" **Bijotuterie Kacem – Tunisia**

"Istanbul Jewelry Show March 2015 is a good opportunity for us to gain new connections and place new orders. I think it is the most suitable fair to get new connections from the industry." **A. Shah – Abida Jewellery / UAE**

"This was my first visit to Istanbul Jewelry Show, but will follow your next editions, too. I had opportunity to have new connections and found the jewellery fashion shows very fascinating, too." **Deepak Kumar – Grover Chain / India**

Save The Date!

**41st "Istanbul Jewelry Show";
15 – 18 October 2015!**

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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 29th 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 meters. 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-Oro Arezzo, U.A.E-Dubai, India-Mumbai 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.

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