

Post Show Release

International Istanbul Jewelry Show Breaks Records with 10% Growth In Visitors

Istanbul, Turkey – 30th October 2014 - Known as the number one jewellery trade fair bridging Europe and the Middle East, the 2014 **Istanbul Jewelry Show October** edition concludes with a recording breaking total visitor growth of **10% increase** compared with the 2013 October edition and hosted **15,066 buyers** in total from **107 countries** with a significant increase of **28%** in overseas unique visitors. Organized by UBM Rotaforte, the **39th edition** of the fair took place **16-19 October** at the Istanbul Expo Center in Turkey and showcased **841 exhibitors** from **26 countries** - demonstrating again to be one of the leading jewellery exhibitions for industry professionals and the ultimate trade event in the region.

During the four - day event, as a worldwide distribution hub, **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.



“Istanbul Jewelry Show” October; Purely Trade – Simply The Market Place

Istanbul Jewelry Show October, gathered together the entire jewellery industry including manufacturers, wholesalers, retailers, exporters, importers, designers, buying agents and major industry professionals with a bigger selection of products including; 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, Transportation , Softwares, Safes, Mold, Machinery, Jewellery Tools & Equipments.

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841 exhibitors, participated from **26 countries** including; Turkey, Austria, Belgium, China, Denmark, Germany, Greece, Hong Kong, India, Italy, Japan, Korea, Lebanon, Malaysia, Mexico, Poland, Spain, Sweden, Switzerland, Russia, Tajikstan, Thailand, UK, Ukraine, UAE, USA in **3 Halls** over **30.000 square meters gross** exhibition space conducted new business opportunities with **15,066** top buyers and industry professionals from **107 countries**.

Visitor Profile

15,066 top buyers, 64% from the domestic market and 36% from overseas, visited Istanbul Jewelry Show October 2014 edition from 107 countries across the globe.

The top 20 visiting countries of Istanbul Jewelry Sho" October 2014 Edition are; Turkey, Iran, Russian Federation, Iraq, Lebanon, Algeria, Greece, Azerbaijan, Italy, United Arab Emirates, Saudi Arabia, Syria, Tunisia, Morocco, Bulgaria, Ukraine, India, Egypt, Israel, Germany.

TOP 20 VISITING COUNTRIES	
COUNTRY	NO OF VISITORS
TURKEY	9577
IRAN	1004
RUSSIAN FEDERATION	337
IRAQ	269
LEBANON	263
ALGERIA	259
GREECE	214
AZERBAIJAN	169
ITALY	165
UNITED ARAB EMIRATES	165
SAUDI ARABIA	158
SYRIA	145
TUNISIA	137
MOROCCO	137
BULGARIA	133
UKRANIA	133
INDIA	125
EGYPT	112
ISRAEL	91
GERMANY	87
OTHER	1386

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The recorded significant uptrend in exhibitor numbers, and number of visitors of **Istanbul Jewelry Show October 2014** from **107 countries with a 10% increase in total unique visitors, 28% increase in overseas unique visitors and 13% increase in visiting countries** confirms both the fair's international importance and also the highlights of Istanbul's status for the jewelry trade industry globally.

Supported by the Republic of Turkey Ministry of Economy, 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.



Exhibitors' Comments

"The October Jewelry Show was very successful for us. We are pleased to meet with new buyers from Beirut, Lebanon, Jordan, and Azerbaijan. Although, October exhibition is smaller than March exhibition, we made excellent contacts with new clients in this October Show. **Mustafa Akin - Sade-İş / Turkey**

"It was a very-well organized fair. We are happy with the buyers' profile which was more than last exhibition. We had good business with buyers from Libya, Lebanon, and Iran. With the new clients that we add it to our company profile we started to gather their orders. We hope in March 2015 we will have more visitors from other countries from USA and Brazil. **Arif Başar – Suulin / Turkey**

"We have participated March show this year, regarding the business we have developed, we wanted to have a try of participating October show, too. This show was very successful for us and we are quite satisfied with the customers we reach during the show. The amount of visitors we met in this October show was considerably good. We will need to have further follow up for business opportunities with the customers we met and discussed during the show. Although it needs a certain time to see the final

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outcome, but we believe it will not disappoint us. We are looking forward to participate the next March 2015 Show.” **Su Ling - Spec Jewels / Malaysia**

“We are very satisfied with the visitor’s profile. This year we had visitors from North Africa, Middle East, India and from Indonesia. In this year’s exhibition we had the opportunities to meet with new customers from Azerbaijan. The hall that we were in also had the machineries, so that helped us to find more customers who were looking for new models.” **Hasan Sevim- Tarz Model / Turkey**

“It was a successful show for our company, even after the exhibition we still have had meeting with the people from the exhibition. We had good business connections with buyers from Iran, Russia and Syria. We are really pleased with the buyer’s profile.” **Safak Uçak - So-Tec Jewelry / Turkey**

“We are very happy to participate in this October Jewelry Show in Istanbul. It was our first time to exhibit in Turkey, but we got a better result than we expected. This show is very helpful for us to open the Turkish market. We have met many new customers, and our reputation in Turkish market has spread out more from this exhibition. The organizers are also very helpful during the show, we appreciate their helps. We will come for the future shows in Istanbul for sure.” **Ms. Liu – Future Pack / China**

“We had good results during this October show in Istanbul. We are satisfied with the location we had. This show helped us to open a new market in Turkey. We had chance to meet more new clients during this show. Although some of our new clients from Turkish local companies are not able to communicate in English, it did not decrease their interests in our products. We are thinking about visiting Istanbul again, both for the Jewelry Show, and also for the beautiful city.” **Molly Zhen – Dongguan YingKai Packaging / China**

“We have been in this business for almost 38 years. The number of the foreign visitors was much more than last year’s foreign visitors. Also the organization and the number of the buyers were really satisfying. We had a change to meet with new clients from Italy, Dubai and Greece. We had good business connections with buyers from; Tunis, Morocco, Cyprus, Bulgaria. When we first started, our stands size was 12 sqm, this year it went up to 42 sqm and for the next editions, we would like to have a larger stand size of 60 sqm. Overall we are satisfied with the Istanbul Jewelry Show October 2014.” **Rüştü Narter - Som Silver / Turkey**

“It has been almost 10 years we are participating at UBM Rotaforte’s exhibitions. We had chance to contact with the new clients from Dubai, Iran and North Africa countries. We are really satisfied with results.” **Ahmet Yoldaş - Akhas Jewellery / Turkey**

“I think both March and October shows are great success for our business. The number of the foreign visitors was more than last year’s shows. We were happy with that result. We had a chance to meet with buyers from Russia and that made us really happy.” **Sermin Koç - Fiore Dore / Turkey**

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“We are very satisfied with the buyers and visitors profile. We had good business with buyers from North Africa and Middle East. The number of the foreign buyers made us really happy. We had good business connection with them. In addition to our visitors, we had new buyers from, Algeria, Spain, and Dubai. We look forward to participate in the March Show in 2015.” **Arto Yamacyian – Yamacyian Jewellery / Turkey**

“It has been more than 12 years that we are participating at Istanbul Jewelry Shows’. In October Show the number of the foreign buyers was more than last year’s visitors. At this show, we had chance to gain new buyers from Lebanon, England and Greece. We are so satisfied with the results.” **Tarz alyans Fahri Saygın / Turkey**



Buyers' Comments

“ I am coming from Dubai and I am Director Manager Versailles Jewellery LLC Company. This exhibition I made connections with my old suppliers also add new suppliers to my company. I will visit Istanbul Jewelry Show March 2015, too” **Mohsen Fahad - Versailles Palace General Trading LLC & Versailles Jewellery LLC / UAE**

“ I am visiting Istanbul Jewelry Shows every year. In October Show 2014 I realize the number of the foreign visitors was higher than last year’s October Show. I made several connections with the companies like; Assos, Mert Alyans and Atasay. I will be visiting the Istanbul Jewelry Show in March.” **Cafer Yorulmaz - Yorulmaz Kuyumculuk / Turkey**

“The Istanbul Jewelry Show was well organized. The companies that I would like to visit were all in this exhibition so I had the chance to meet with all of them. The Lavin Diamond & Vivid Diamond & Arabacı Diamond was just a few of them. See you in March 2015.” **Ali Çelik – Alen Pirlanta / Turkey**

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“We have been visiting the Istanbul Jewelry Show almost 10 years and I can say, every year, it is getting better. We had chance to visit our suppliers and spend some time with them. We also made connections with the foreign exhibitors, which the numbers of the foreign exhibitors were more than last year.” **Eyüp Can Başıbüyük – Seda Mücevherat / Turkey**

“ To visit Istanbul October Jewelry Show 2014 helped me made new business connections more than 3 different companies. I was really satisfied with this organization and visiting this show. The hospitality of the UBM Rotaforte and their staff was really good, and would like to visit the show in March.” **Dr. Kahaled Batarfi – Tariq Batarfi Establishment Gold & Jewelry / Saudi Arabia**

“The October exhibition is really good. We realize a lot of our customers are visiting Istanbul Jewelry Show so we decide to become exhibitor instead of visitor. We thank UBM Rotaforte for the good organization like that.” **Mayur Ajitkumar Soni - Aayush Jewelrey Trading LLC / UAE**

Save The Following Show Dates!

40th “Istanbul Jewelry Show”; 12 – 15 March 2015!

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-Vicenza, U.A.E-Dubai, India-Mumbai, 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.

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