

Players of the global jewelry industry are getting together in Istanbul...

## Istanbul Jewelry Show unites the jewelry industry for 51<sup>st</sup> time!

Istanbul Jewelry Show, the most important exhibition of jewelry industry in the region, main sponsored by IGI, opens doors at Istanbul Fair Center for the 51<sup>st</sup> time between 24-27 March 20221

Istanbul Jewelry Show offers a secure platform where industry leaders may experience and supply the latest products, services and technological solutions while setting trends, and new business deals may be concluded by and between exhibitors and buyers.

One of the most significant events for jewelry industry on global calendar, Istanbul Jewelry Show convenes the outstanding companies and brands with industry experts on a safe platform while offering opportunities for new cooperation and a unique way to exchange information.

The main sponsored by IGI, the global authority for grading Diamond, Gemstone and Jewelry, the exhibition will be featuring over 1,250 local and international jewelry companies & brands representing a wide range of product groups and sectors including gold, jewelry, diamonds, colored stones, precious and semi-precious stones, pearls, silver, silver accessories and silver household items, mounting, refinery, watches, molds, shop window decorations, machinery and equipment side industry, safes, software, and logistics and lighting product groups. The exhibitors will be showcasing their special products and collections to over 30,000 professionals of the sector around the world.

Catering the needs of industry since 1986, Istanbul Jewelry Show fairs are organized by Informa Markets, the world's biggest and leading fair organizer. Informa Markets has a long-standing background and expertise in industry with 17 jewelry fairs organized in 8 countries. Encouraged also with the power of its portfolio, Istanbul Jewelry Show stands as an exhibition closely followed by all industry experts.

### The buyers are coming for Istanbul Jewelry Show!

The exhibition features an "International Buyer Delegation Program" coordinated with support from the Ministry of Trade of Turkish Republic and organized by General Secretary of IMMIB- Istanbul Minerals and Metals Exporters Association, Turkish Jewelry Exporters' Association, and

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Informa Markets with the goal of supporting exports, finding new markets and preserving the market share.

As part of the program more than 1,500 buyers of the sector from North America, Europe, Middle East, Americas, North Africa, and Far East will be host at the exhibition. The business meetings to be held during the exhibition are expected to generate around 80% of Turkey's jewelry exports in the coming term.

### Designer Market is again where the heart of jewelry design beats!

Designers joining Designer Market which is organized as part of Istanbul Jewelry Show will be showcasing their latest designs and signature jewelry products. Growing every year and followed closely by professionals, Designer Market is a special platform where trend setting designs of the global jewelry market are showcase for the first time, designers get the chance to meet producers to exchange ideas and where jewelry design ideas for the upcoming year are developed.

### UBM Rotaforte Founding Partner Şermin Cengiz: "Istanbul Jewelry Show - October 2021's results indicating that 2022 shows will be much more successful"

Istanbul Jewelry Show - October 2021' success has had a tremendous impact on the jewelry sector all around the world. Compared to October 2019 exhibition, the number of visitors saw a 14% increase at Istanbul Jewelry Show-October 2021. Again, compared to October 2019 Exhibition, October 2021 event saw a 45% increase in European visitors, a 43% increase in visitors from Russia and CIS countries, a 37% increase in North America which also includes the USA and a 10% increase in visitors from Middle East countries. Orders given and new business deals made during the exhibition made positive contributions to the global jewelry trade and especially to Turkish jewelry exports.

The combination of all the positive impacts has created momentum to enlarge the number of halls of the show and resulted to open a brand-new hall for Istanbul Jewelry Show - March 2022. Within this new hall, we will be able to host more exhibitors and ability to increase the current exhibitors' spaces.

As a result of the increased number of exhibitors and range of exhibits, we will be a more solid point to be a "one-stop sourcing place" for the visitors. As one of the top biggest jewelry 5 shows in the world, we are gearing up to raise the bar higher with the support of the sector.

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**The exhibition is open only to sector's professionals; it is not open to public.**

About Informa Markets:

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Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit: [www.informamarkets.com](http://www.informamarkets.com)

**About Informa AllSecure:**

Informa has developed AllSecure standards to set a higher bar in organizing secure, hygienic, effective and high-quality events across the industry in cooperation with partner associations including UFI, AEO and SISO, industry stakeholders, fairgrounds, suppliers and relevant authorities.

Informa AllSecure shows how to adapt such standards to our business.

All Informa events will be executed in accordance with the recommendations of government and authorities at the first stage as well as the regulations specific to fairgrounds or locations. In addition, "Informa AllSecure 10 Basic Rules" will apply to all Informa events. More comprehensive standards and directives as stipulated in "Informa AllSecure Guidelines" will also be applied to our events, wherever applicable and practicable.

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