

The biggest trading platform of jewelry industry ...

## Istanbul Jewelry Show unites the jewelry industry for 50<sup>th</sup> time!

Istanbul Jewelry Show, the most important exhibition of jewelry industry in the region, opens doors at CNR Expo Istanbul Fair Center for the 50<sup>th</sup> time between May 27 and 30, 2021.

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.

This year's event will be organized in accordance with new Informa Allsecure health and security standards to ensure maximum healthcare of all exhibitors of Informa Markets at CNR Expo, Istanbul Fair Center.

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.

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 7 countries. Encouraged also with the power of its portfolio, Istanbul Jewelry Show stands as a fair closely followed by all industry experts.

### We are placing your safety at the heart of our events

As the world's leading events' organiser, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events. Informa's AllSecure health and safety standards provide everyone with reassurance and confidence they are participating in a safe and controlled environment at the Istanbul Jewelry Show.

**UBM Rotaforte Uluslararası Fuarçılık A.Ş.**

Molla Fenari Mah. Bab-ı Ali Cad. No:9 K:3-4 Fatih 34120 İstanbul, Türkiye

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[www.istanbuljewelryshow.com](http://www.istanbuljewelryshow.com) | [www.informamarkets.com](http://www.informamarkets.com)

### International buying committee to be welcomed during the fair

“International Buying Committee Programme” will be realized to improve export, to discover new markets for export products and to help sellers keep their current market shares. The representatives of industry leading companies and brands will be welcomed as buyers within the scope of programme.

### Jewelry design pulses again at Designer Market!

Designers taking part in Designer Market, organized under the roof of Istanbul Jewelry Show, will exhibit their latest designs to visitors. With a growing volume and interest each year, Designer Market is an exclusive arena where global jewelry market actors unveil their designs, and designers reunite with manufacturers to exchange ideas and to create opinions about next year’s jewelry designs.

### Şermin Cengiz, Founding Partner of UBM Rotaforde: “Fairs play a key role in economic recovery”

Emphasizing that fairs are the key address to fast recovery of global economy, Cengiz said: “Fairs make great contribution not only to their respective industries but also to secondary industries before and during fair, while producing source of income to more than 100 subsectors from transportation to accommodation, from food & beverage industry to booth producers.

Istanbul Jewelry Shows in March and October 2019 generated an income of TL 164,2 million for secondary industries according to UFI calculation method, excluding orders and booth rentals during the fair.

During 2019 in Turkey, 25.828.251 visitors were hosted at 482 exhibitions. Despite the decline of such figures in fairs postponed/cancelled in 2020, Turkey will keep growing in fair organizations for future years”.

Cengiz also added: “This year, there is an important milestone for Istanbul Jewelry Show which has been organized for 36 years. This fair will be our 50<sup>th</sup> fair. Improving in parallel with the growth of jewelry industry since 1986, our fair will rapidly adapt to the new normal and keep being a competent address for worldwide jewelry industry, mainly including Turkish jewelry industry.

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**Fair is solely for industry experts, and is not open to public.**

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#### About Informa Markets:

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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