

World jewelry professionals' interest have been increased to Turkey...

Istanbul Jewelry Show – March 2019 hosted a record number of visitors with 30,741 sector professionals from 123 countries!

Istanbul Jewelry Show, which is recognized as one of the top five jewelry exhibitions in the world, ended on Sunday, March 24, 2019. The exhibition organized by UBM Rotaforte under the sponsorship of TEB for the 48th time brought together the latest products and services of more than 1,250 companies and brands from 24 countries with 30,741 sector professionals from 123 countries. Istanbul Jewelry Show, which increased its overseas visitor rate to 39%, gave the first sign that the Turkish jewelry exports will greatly increase in 2019, following a growth of 38% in 2018.

Istanbul Jewelry Show – March 2019, which is recognized as one of the top five jewelry exhibitions in the world and the first and only jewelry specific exhibition in Turkey, ended on Sunday, March 24, 2019. 30,741 sector professionals from 123 countries visited the exhibition, where a total of 1,250 companies from 24 countries exhibited their latest products and services. The biggest buyer delegation programme of the Turkish exhibition sector took place at the exhibition organized under the sponsorship of the **Türk Ekonomi Bankası**, which has been fulfilling the short and long-term needs of the jewelry sector for more than 20 years. Within the scope of the programme; more than 1,500 buyers from over 65 target countries were hosted. Master and young designers exhibited the trending products for the fashion of 2019-2020 at the Designer Market.

The world jewelry sector had its eye on Istanbul...

Every passing year, the representatives of the world jewelry sector are getting more and more interested in Istanbul Jewelry Show. The most significant sign of this interest is the 9% increase in the number of overseas visitors to the March 2019 exhibition. The exhibition, which scored a 15% increase in the number of European visitors, also scored an increase of 8% in the CIS countries, including Russia. Compared to the exhibition in March 2018, the number of the visitors from the North Africa region increased by 9%.

The Buyer Delegation Programme, organized by Istanbul Mineral and Metals Exporters' Association (IMMIB) General Secretariat, Turkish Jewelry Exporters Association (JTR) and UBM Rotaforte under the coordination of the Republic of Turkey Ministry of Trade in order to boost exports, find new markets for export products and maintain the market share, made history as the

biggest buyer delegation programme in the Turkish exhibition sector. 1,500 buyers came from 65 countries in the regions of Europe, the Middle East, North America, South America, North Africa and the Far East provided new business and cooperation opportunities to the exhibiting companies as part of Buyer Delegation Programme.

New exhibitors at the exhibition...

1,250 jewelry companies and brands from 24 countries were exhibited 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, gold mounters, refinery, watches, molds, shop window decorations, machinery and equipment side industry, safes, software, and logistics and lighting product groups. A total of 103 new exhibitors, 78 domestic and 25 foreign, attended the exhibition.

The latest designs of 2019-2020 fashion were exhibited!

Turkish jewelry sector, which gained worldwide reputation with its uniquely-designed products by breaking the pattern of contract manufacturing, presented the trending designs and collections for the jewelry fashion of 2019-2020 to jewelry buyers from all around the world with special shows.

The Designer Market, organized every year by UBM Rotaforte and Turkish Jewelry Exporters Association, brought young and master jewelry designers together at the March 2019 exhibition. At the Designer Market, established exclusively at the fairground, the designers attracted great attention by exhibiting their own designs and jewelry.

Sermin Cengiz: “This year, the world jewelry sector’s interest in Turkey hit a record level”

UBM Rotaforte Founding Partner Sermin Cengiz, stated the following: “We are very happy to have successfully organized our exhibition which sets the agenda of the world jewelry sector and its professionals for the 48th time under the sponsorship of TEB. Organized in March and October, Istanbul Jewelry Show provides a platform for the realization of almost 80% of the Turkish jewelry exports. There is an increase trend in the number of visitors at our exhibitions organized for the last 3 years. Turkish companies provide the biggest contribution to this trend. The ability of Turkish companies to produce a wide range of products and services at different price ranges for various markets and Turkey’s jewelry history of 7,000 years placed our country among the top countries of the world jewelry sector. Supported with promotional activities throughout the year, the Turkish jewelry sector increased its success in exports. According to IMMIB data, jewelry exports from Turkey increased by 81% between 2016 and 2018 and reached \$4.4 billion. We expect our exports to reach \$6 billion with the business meetings and agreements to be conducted within the scope of our exhibitions in March and October.”

Top 20 visiting countries to Istanbul Jewelry Show – March 2019

1	Turkey	18.798
2	Saudi Arabia	801
3	India	787
4	Iran	645
5	Iraq	601
6	United Arab Emirates	573
7	Algeria	538
8	Lebanon	513
9	Russian Federation	419
10	Libya	410
11	Ukraine	329
12	Egypt	327
13	Morocco	296
14	Israel	280
15	Syria	268
16	Jordan	267
17	Greece	237
18	Azerbaijan	221
19	Germany	211
20	Italy	203
	Other	4.017
	Total	30.741

Istanbul Jewelry Show – October 2019, Turkey's last jewelry show for 2019, will take place on October 10 – 13, 2019.

About UBM Rotaforte Uluslararası Fuarçılık A.Ş.: UBM Rotaforte Uluslararası Fuarçılık A.Ş. is a joint venture between UBM Asia and Rotaforte Uluslararası Fuarçılık A.Ş. Founded in 1985, Rotaforte Uluslararası Fuarçılık A.Ş. has been organizing the Istanbul International Jewelry, Watch & Equipment Exhibitions (Istanbul Jewelry Show) since 1986. Organized in March and October, the exhibitions bring more than 49,000 sector professionals together with more than 845 exhibitors in an area of 80.000 sqm. The exhibitions, growing in parallel with the development of the Turkish jewelry sector, offer the best platform for exports of jewelry. www.istanbuljewelryshow.com

About UBM: Istanbul Jewelry Show is organized by UBM, which in June 2018 joined forces with Informa PLC to become a leading B2B information services group and the largest B2B event organizer in the world. www.ubm.com/asia

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