

**PRESS RELEASE**

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**Istanbul Jewelry Show is implementing a series of practices for exhibitors and visitors to support sustainable development**

## **Better Stands for sustainability at IJS 2024**

**Informa Markets, the world's largest fair organizer, continues to take sustainable development steps to inspire the jewelry industry at the Istanbul Jewelry Show (IJS). One of the important steps that has been taken are “Better Stands program”. According to the data that has been asserted by Informa Markets, a medium-sized disposable exhibition stand produces approximately four tons of waste. This figure is almost 10 times the average annual household waste of a person. Informa Markets aims to encourage all exhibitors and contractors at the Istanbul Jewelry Show not to build disposable booths with the Better Stands program, which has been implemented for all its exhibitions worldwide. Based on Better Stands program, all booths are divided into four categories based on specific components that are reused or recycled: Disposable, Bronze, Silver and Gold. Different criteria, from lighting to flooring, furniture to decoration, building materials to signage, are evaluated according to a scoring system. At the Istanbul Jewelry Show (IJS), which will be held on April 17-20, 2024 sponsored by Elmas Kule, stands of 24 square meters or less are required to be environmentally friendly. The application aims to ensure that all booths in the fair area are reusable.**

Istanbul Jewelry Show (IJS) sponsored by Elmas Kule, which is preparing to open its doors for the 55th time by Informa Markets, offers exhibitors and visitors suggestions to guide them on sustainability in addition to the Better Stands program in order to realize an environmentally and socially responsible fair. Istanbul Jewelry Show (IJS) offers a series of incentives and awareness-raising suggestions to exhibitors, such as the use of local suppliers, the selection criteria of the hotel to be used for accommodation, the preference of public transportation, the use of LED lighting equipment in the booth, the use of digital platforms instead of paper brochures, reducing the amount of waste in the booth as much as possible during the fair and recycling the inevitable waste, the amount of equipment and materials to be purchased for the booth, their environmental characteristics and long-term usefulness, and the recycling of badges.

### **IJS 2024 encourages visitors to become more sustainable**

Istanbul Jewelry Show also offers suggestions for professionals who will visit the fair to enable a more sustainable visit. In this context; it is aimed to make visitors more sustainable with practices such as taking only the materials and brochures they need and will actually use, turning to digital platforms as much as possible, being informed about the sustainability approaches of the exhibitors in their products and services, sorting their garbage during the fair and throwing it in the appropriate recycling bins, using public transportation to and from the fair, and choosing eco-certified hotels close to the fairground to reduce their carbon footprint.

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More than 1,500 companies and brands will take part in Istanbul Jewelry Show (IJS) sponsored by Elmas Kule, the first and only international jewelry B2B meeting of Türkiye, the world's 3rd largest producer of gold jewelry. More than 33,500 visitors from more than 140 countries are expected to come to the fair, where product groups such as gold, jewelry, diamonds, colored stones, precious and semi-precious stones, pearls, silver, silver jewelry and silver household goods, gold montage, refinery, watch, mold, showcase decoration, machinery-equipment and sub-industry, safe, software, logistics and lighting will be exhibited together.

For more information about Istanbul Jewelry Show's Better Stands program and other sustainability practices, please visit [www.istanbuljewelryshow.com](http://www.istanbuljewelryshow.com)

**Istanbul Jewelry Show is a trade fair for jewelry industry professionals only and is not open to the public.**

#### About Informa Markets

Informa Markets creates business platforms to enable industries and specialized markets to trade, innovate and grow. We provide opportunities for market participants around the world to engage in business and gain experience through one-to-one exhibitions, targeted digital services and actionable data solutions. We bring together buyers and sellers from more than a dozen global industries, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-maker, we bring a wide range of specialized markets to life, offer new opportunities and help them thrive 365 days a year.

**For more information:** [www.informamarkets.com](http://www.informamarkets.com)