

## Demand Drivers

- Rising consumer confidence
- Booming luxury market
- Higher disposable income
- Highest gold demand in region
- Rising tourist arrivals
- Zero-impact price fluctuations
- Discerning taste for jewellery



## Past Success

Date: June 1-4, 2023

No. of exhibitors: 100+

Space occupied: 10,000 sqm

No. of visitors: 7000+ Visitors

Key attraction: Emirati Designer Pavilion

## THE DEAL

Space cost will be as follows:

- Raw Space: US\$ 250 per sqm
- Prime Location Space: US\$ 300 per sqm

Booth construction package excluding space cost:

- Package A: US\$ 135 per sqm
- Package B: US\$ 150 per sqm
- Package C: US\$ 50 per sqm

Organised by:



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## JEWELS OF EMIRATES SHOW

*Glamour of Beauty*

30 May | 20  
02 June | 24

Expo Centre Sharjah, UAE

[www.jewelsofemirates.ae](http://www.jewelsofemirates.ae)

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## ● Young & Vibrant

The country's youngest and most vibrant jewellery fair is fast establishing itself as the go-to event for not only local and regional jewellers but also international names as the show expands its scope at a steady pace. And, as preparations for its fifth edition gets under way, Jewels of Emirates Show is firmly on track to be in a class of its own.

## ● Solid Foundation

Within a span of four years, Jewels of Emirates Show has succeeded in setting up a good exhibitor base, loyal clientele, a compelling brand identity, appealing content and quality turnout to lay solid foundation for its growth as one of the finest jewellery fairs in the country and the region.

## ● Upward Trajectory

Jewels of Emirates Show has never looked back since its launch in 2020, registering remarkable growth in all key aspects, including number of exhibitors, visitors and space occupied, variety of display, besides value additions and other added attractions.

## ● Celebrating Culture, Heritage

More than just a jewellery showcase, the show will seek to highlight the richness of Emirati heritage and culture since gold has been a significant part of the region's culture for centuries. The Emirati Designer Pavilion will offer visitors a chance to explore a variety of traditional Emirati jewellery, gold works, and handcrafted creations.



## ● Setting The Trend

The jewellery lovers in the UAE and the region adore their gold and diamond creations, but their preferences are constantly evolving, often influenced by exclusivity, affordability, minimalism, culture and tradition. Jewels of Emirates Show goes the extra mile to cater to their demands, thus generating higher sales and as well as creating a loyal client base that vouch for the fair.

## ● A Local Treasure Trove

Even though the show features exhibitors from across the world, local jewellers and designers continue to be a key focus area. The Emirati Designer Pavilion provides both established as well as new local and regional names in jewellery design - a sure-shot platform to showcase their work.

## ● AI-ming High

Jewels of Emirates Show 2023 set a new precedent in the exhibition industry by incorporating artificial intelligence (AI) to promote the event, tapping the potential of the technology to analyze exhibitor and customer experience and market insights to steer a highly targeted advertising and marketing campaign.

## ● Icing on the Cake

Even though the dazzling showcase of gold and diamond collections itself is a compelling USP, Jewels of Emirates offers another reason for residents and visitors to throng the event -- exciting prizes. Visitors are pampered with better deals and buying opportunities, a chance to win a mega prize, take part in social media contests, and win onsite shopping vouchers, among others.