

Post Show Report

43rd MIDEAST WATCH & JEWELLERY SHOW 2017

3rd – 7th October, 2017

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FACT SHEET

| | |
|-------------------------|---|
| FIRST EXHIBITION | 1993 |
| FREQUENCY | TWICE A YEAR |
| DATES | APRIL 4 TH – 8 TH , 2017 OCTOBER 3 RD – 7 TH 2017 |
| VENUE | EXPO CENTRE SHARJAH, SHARJAH, U.A.E. AL TAAWUN ROAD, OPP: AL TAAWUN SHOPPING MALL, SHARJAH, U.A.E. MAILING ADDRESS: P O BOX 3222, SHARJAH, U.A.E. |
| VISITOR PROFILE | PROFESSIONALS, TRADE BUYERS, WHOLESALERS AND RETAIL BUYERS, DEALERS & DIRECT CONSUMERS. |
| EXHIBITION AREA | 30,000 SQM |
| ORGANIZED BY | EXPO CENTRE SHARJAH |
| SUPPORTED BY | SHARJAH CHAMBER OF COMMERCE & INDUSTRY |
| SHOW PROFILE | HIGH-END DIAMOND JEWELLERY , GOLD & PLATINUM JEWELLERY, FINE JEWELLERY, WATCHES, PEARLS, COLORED GEM STONES, LOOSE DIAMOND & PRECIOUS STONES, PRECIOUS METAL, JEWELLERY PACKAGING, JEWELLERY DISPLAY, JEWELLERY EQUIPMENT, SILVER JEWELLERY, CHAINS |

KEY FACTS – PREVIOUS SHOW

| | |
|-----------------------|--|
| DATE | OCTOBER 3 RD – 7 TH 2017 |
| NATIONAL PAVILIONS | HONG KONG- CHINA, INDIA, ITALY, THAILAND & SINGAPORE |
| EXHIBITORS FROM | ARMENIA, BAHRAIN, BELGIUM, CAMBODIA, BRAZIL, CHINA, FRANCE, GERMANY, KENYA, HONG KONG, INDIA, IRAN, ITALY, JORDAN, JAPAN, KINGDOM OF SAUDI ARABIA, SPAIN, LEBANON, LITHUANIA, MALAYSIA, MYANMAR, OMAN, PAKISTAN, QATAR, SINGAPORE, SRI LANKA, THAILAND, TURKEY, TAIWAN, UNITED KINGDOM, UNITED STATES OF AMERICA AND UNITED ARAB EMIRATES, YEMEN, |
| TRADE VISITORS FROM | 1,971 (ALGERIA, ARMENIA, AZERBAIJAN, BAHRAIN, BOTSWANA, BRAZIL, CHINA, DENMARK, EGYPT, HONG KONG, INDIA, IRAN, IRAQ, ITALY, JAPAN, JORDAN, KAZAKHSTAN, KUWAIT, LEBANON, MALAYSIA, MOROCCO, NIGERIA, OMAN, PAKISTAN, QATAR, REPUBLIC OF KOREA, SAUDI ARABIA, SINGAPORE, SPAIN, SRI LANKA, SWITZERLAND, TAIWAN, THAILAND, TURKEY, UNITED ARAB EMIRATES, UNITED KINGDOM, YEMEN AND ZIMBABWE) |
| GENERAL VISITORS FROM | 59,485 (BAHRAIN, BANGLADESH, BELGIUM, BOTSWANA, CANADA, CHINA, EGYPT, HUNGARY, INDIA, IRAQ, ITALY, KUWAIT, NIGERIA, OMAN, PAKISTAN, QATAR, REPUBLIC OF KOREA, REPUBLIC OF MOLDOVA, RUSSIA, SAUDI ARABIA, SOUTH AFRICA, SRI LANKA, TAIWAN, THAILAND, TURKEY, UNITED ARAB EMIRATES, UNITED KINGDOM, YEMEN) |
| TOTAL VISITORS | 61,456 |

INTRODUCTION

The **43rd MidEast Watch and Jewellery Show**, which attracted **61,456** visitors for its 43rd edition. The exhibition concluded on October 7 at the Centre, with notable local and international participation.

The exhibition, which attracted more than 500 local, regional and international companies, exceeded the expectations of most exhibitors, in light of Expo Centre Sharjah's initiative to allocate numerous valuable prizes to visitors who made purchases valued Dhs 500 or more. Shoppers were given the chance to enter daily draws for a luxurious Mercedes Benz, 2-kg gold bars, diamond rings, and many other prizes.

Sharjah Chamber's initiative to dedicate a special pavilion for Emirati designers under the umbrella of the exhibition was an additional factor that attracted visitors to the show, providing them with an opportunity to learn about the work and innovations of the UAE's young and innovative talents in the jewellery industry. The initiative, which included nine Emirati designers, is the first of its kind within the framework of the Chamber's efforts to support young entrepreneurs, develop their professional and marketing skills in this field, and enable them to develop competitive brands capable of competing on an international level.

Al Owais reaffirmed Sharjah Chamber and Expo Centre Sharjah's endeavor to develop the MidEast Watch and Jewellery Show in its future editions, in order to attract more international companies and brands. This will contribute to enhancing the exhibition's stance and strengthen its leadership position and reputation. Al Owais emphasized the Chamber's continued support of young Emirati entrepreneurs across all economic events in the emirate and in all upcoming editions of the Watch and Jewellery Show

Al Midfa said that Expo Centre Sharjah will launch numerous initiatives in cooperation with Sharjah Chamber which will increase the number of exhibitors and visitors and will in turn enhance the prominence of the exhibition, strengthening its position as the largest regional platform that brings together industry and trade leaders twice a year in the UAE. He added that these initiatives will serve to establish the emirate of Sharjah as a regional and international hub in the field of jewellery manufacturing and trade.

The exhibition witnessed strong competition between the participating national pavilions and a selection of leading watchmakers, jewellers and world-class brands in the fields of gold, diamonds, precious stones, pearls, watches and others. The names of the winners who participated in the draws organized by the centre throughout the exhibition are scheduled to be announced in the coming days.

SHOW HIGHLIGHTS

Fabulous, valuable prizes during the show. On every purchase of Dhs. 500, visitors had the chance to qualify for a daily raffle draw, where fabulous gifts were given away in prizes. The raffle draw and prizes was monitored by the Sharjah Chamber of Commerce & Industry.

43rd MidEast
Watch & Jewellery Show
3 - 7 October 2017

معروض الشرق الأوسط للمكاشف والأحجار
للساعات والمجوهرات
2017 أكتوبر 3 - 7

اربحوا جوائز قيمة يومياً
WIN PRIZES DAILY

خواتم الماس
3 و 4 أكتوبر
Diamond Ring
3rd & 4th October

1 كيلو غرام من الذهب
5 و 6 أكتوبر
1 Kg Gold Bar
5th & 6th October

الجائزة الكبرى
7 أكتوبر
Mercedes Benz
7th October
مرسيدس بنز

*Raffle coupons against each purchase of Dhs. 500. *تكونون سحب لكل عملية شراء بقيمة 500 درهم.

07 October 2017 - 09:30 PM
GRAND RAFFLE DRAW
MERCEDEZ-BENZ

[View Winner](#)

Congratulations!!!
Maream Asmael
WJ135865
Sharjah
United Arab Emirates

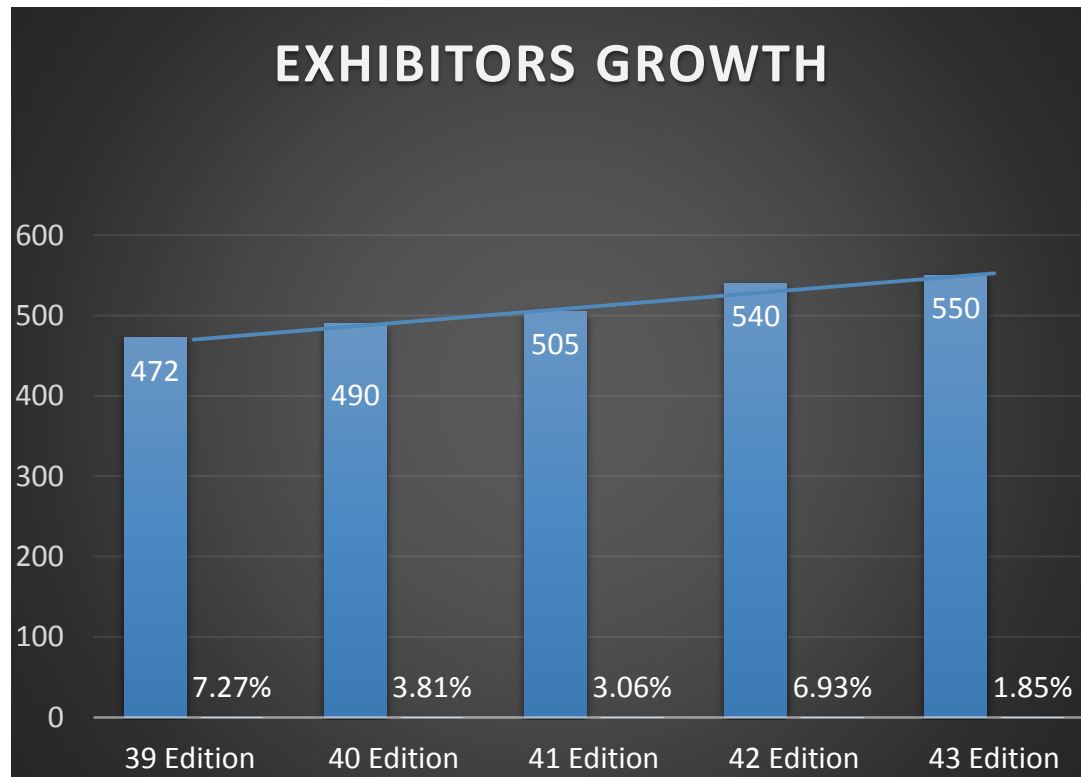
06 October 2017 - 09:00 PM
RAFFLE DRAW - DAY 4
1 KG GOLD BAR

WJ140,150

Congratulations!!!
Youssif Ahmad
Sharjah, United Arab Emirates

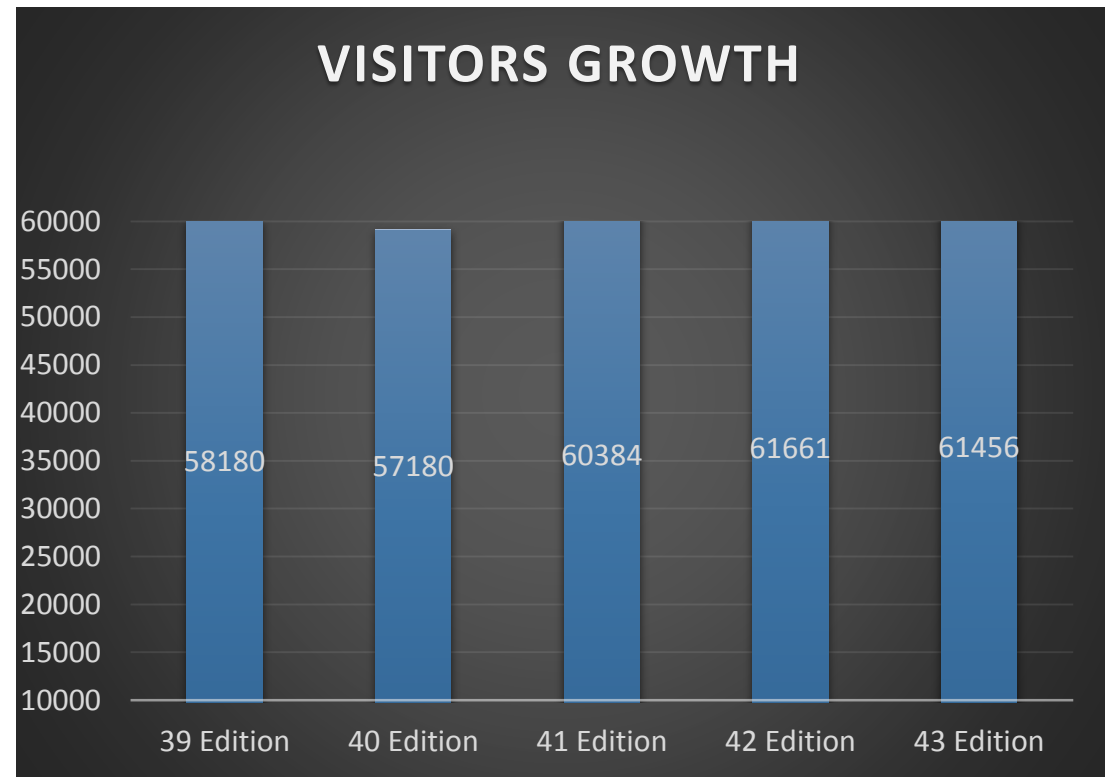
EXHIBITORS GROWTH

Over 500 exhibitors from 25 countries the chart below gives a more in-depth breakdown of the local & international exhibitors by country of origin:

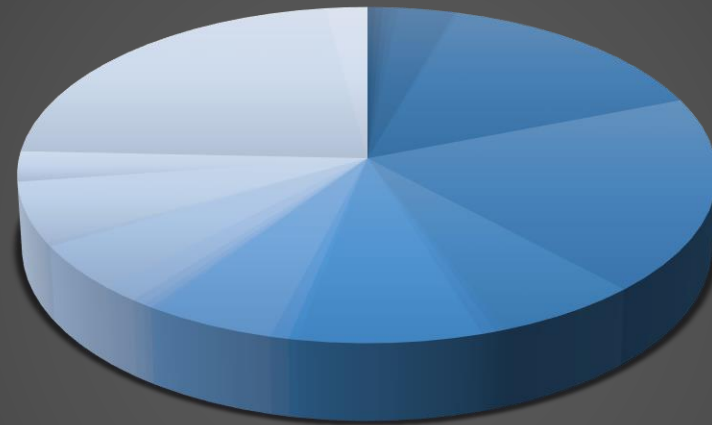


VISITOR GROWTH

During the 5 days show attracted a total of 61,456. (1,671 traders; VIP; press & media from 35 countries, direct buyers/consumers)



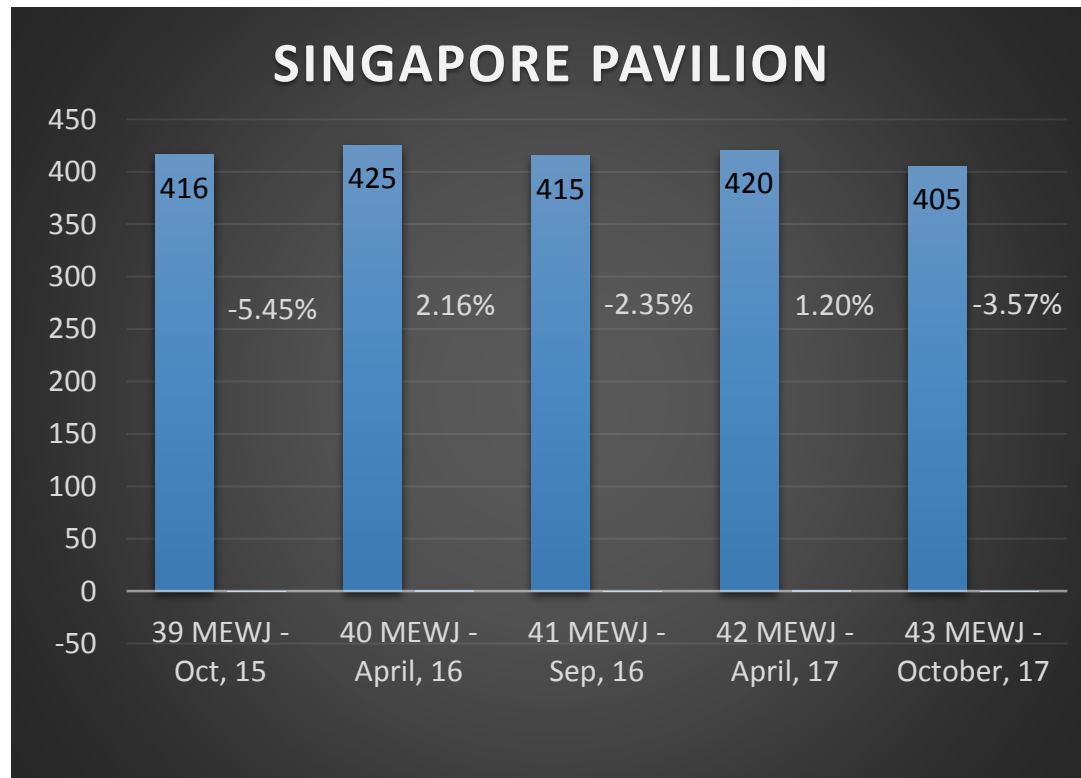
Country Representing Graph



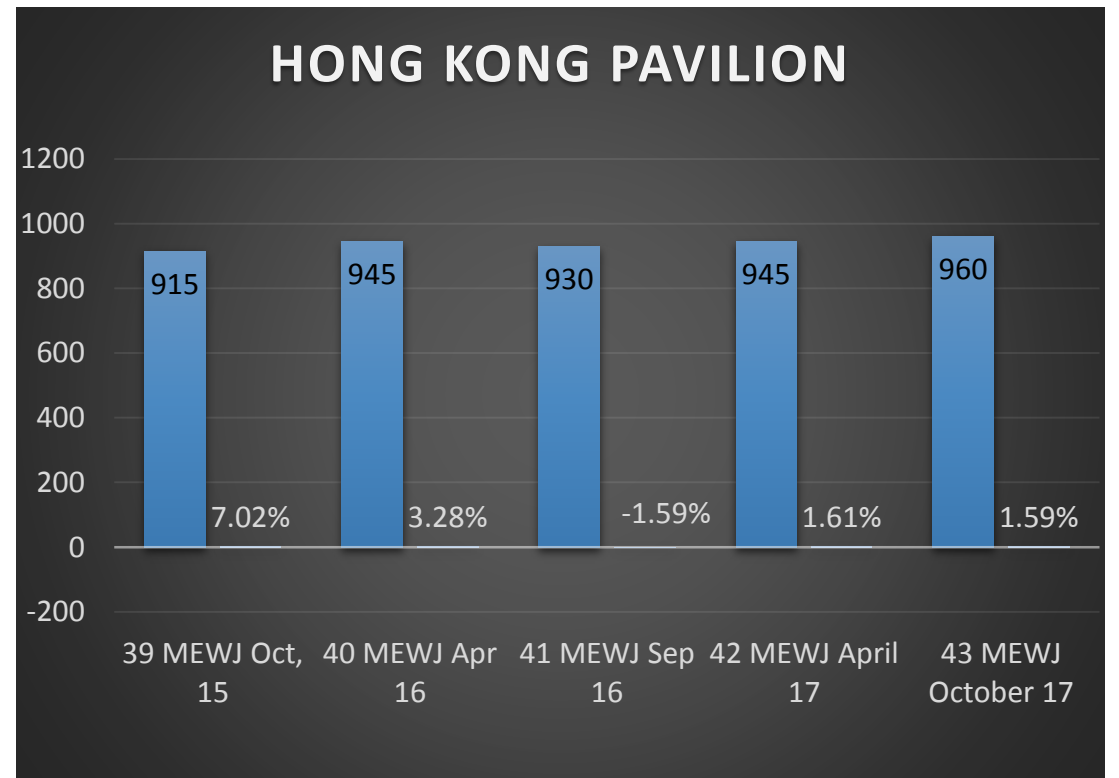
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|------------|----------|------------|-----------|-----------|-------------|-------------|
| ■ Armenia | ■ Brazil | ■ Bahrain | ■ Belgium | ■ China | ■ France | ■ Hong Kong |
| ■ India | ■ Italy | ■ Jordon | ■ Japan | ■ Lebanon | ■ Lithuania | ■ Malaysia |
| ■ Media | ■ Oman | ■ Pakistan | ■ Qatar | ■ Saudia | ■ Singapore | ■ Sri Lanka |
| ■ Thailand | ■ Turkey | ■ U.A.E. | ■ USA | | | |

Country Pavilion Growth – Square Meter

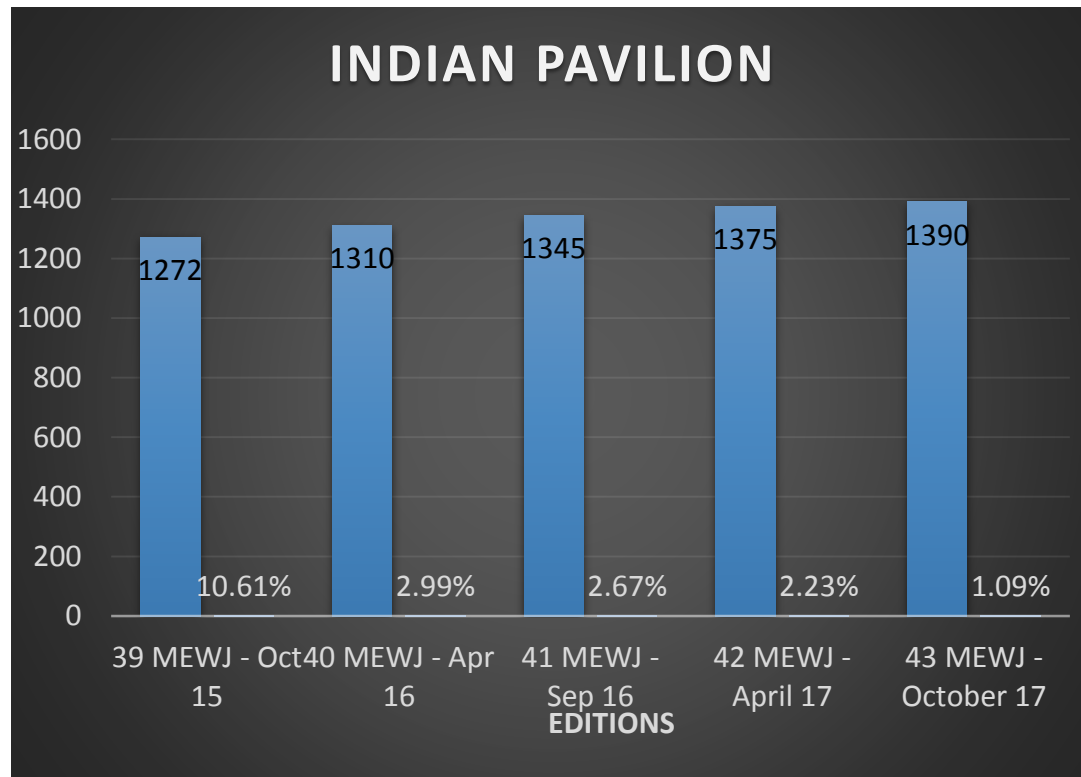
SINGAPORE PAVILION



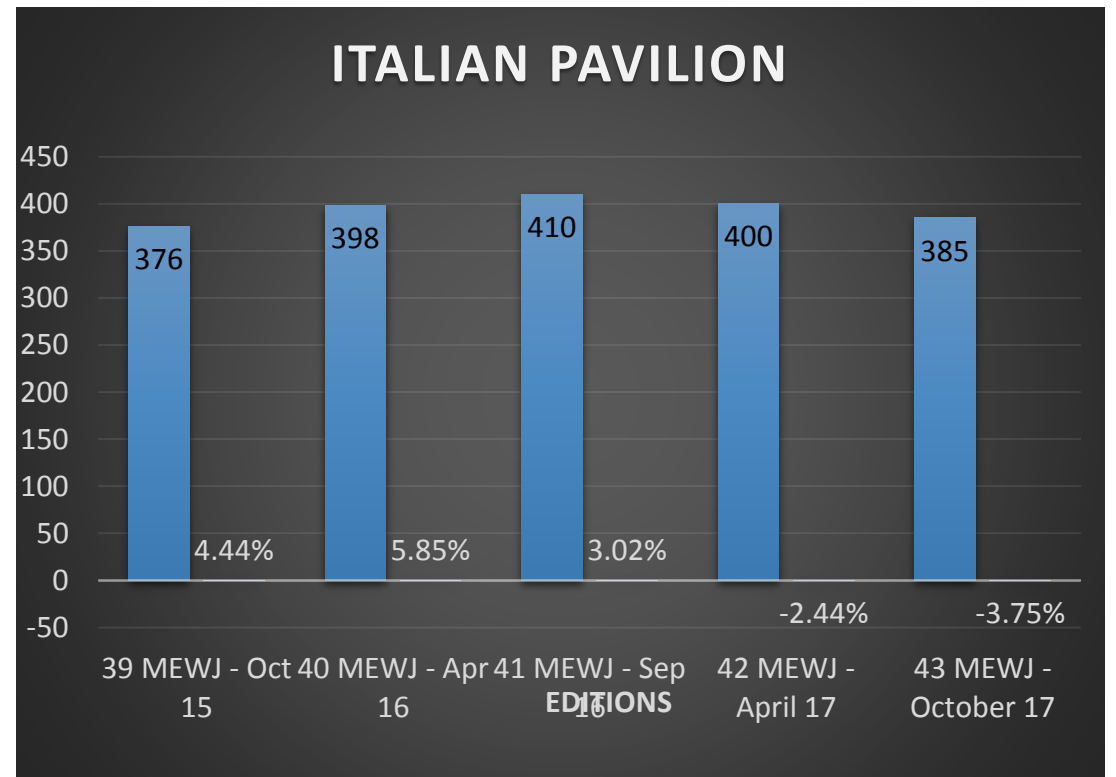
HONG KONG PAVILION



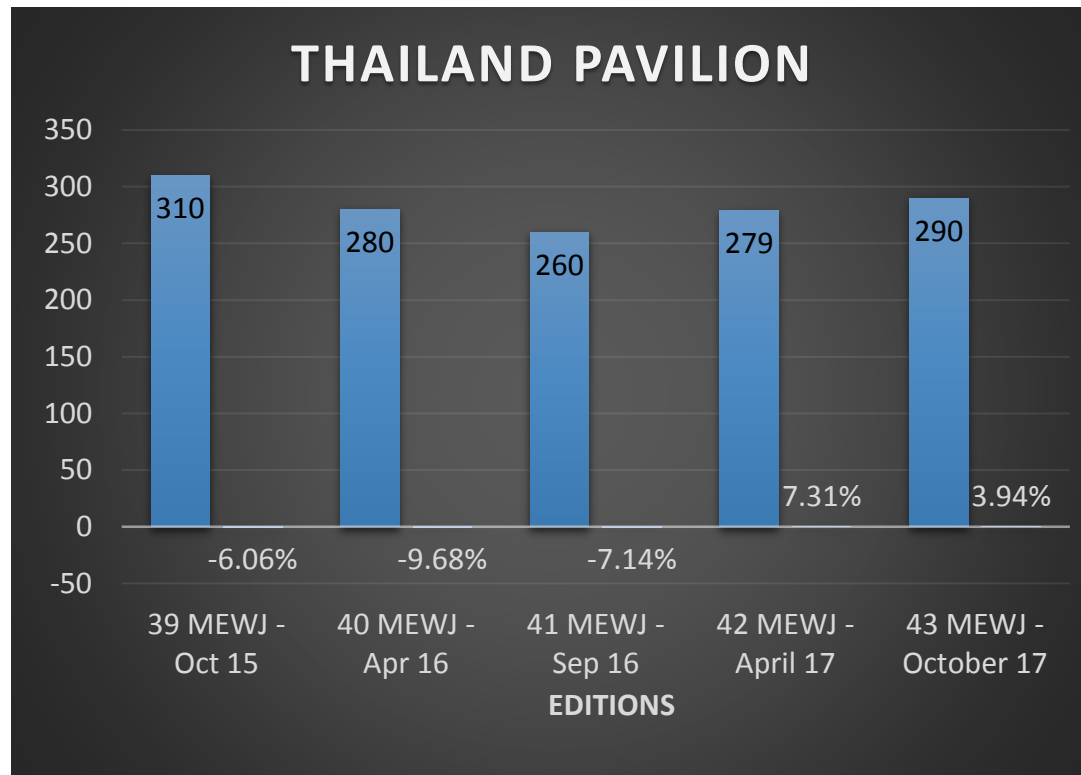
INDIAN PAVILION



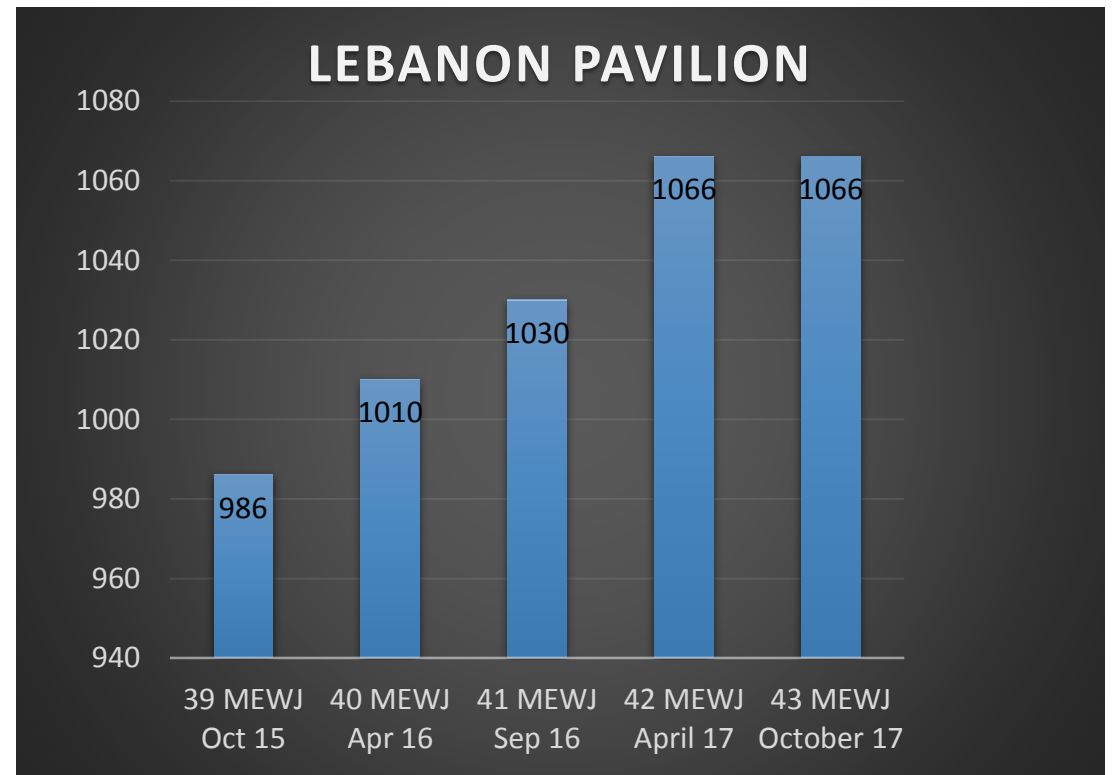
ITALIAN PAVILION



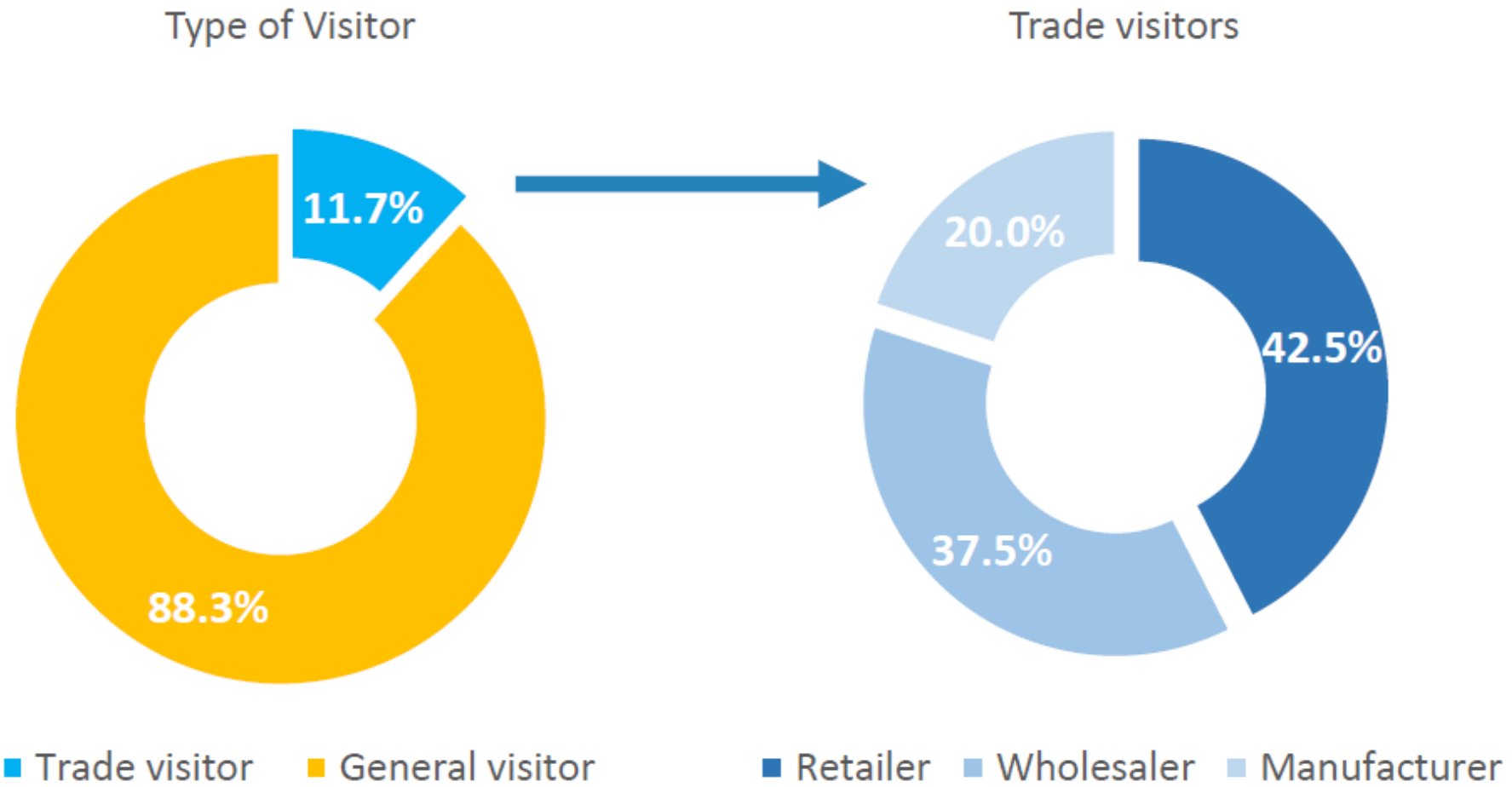
THAILAND PAVILION



LEBANON PAVILION



General & Trade Visitor



Media & Promotion

Print Media

Newspaper Advertising in UAE & GCC & Magazines (a total of 4 insertions)

- Arabic, English, Tamil, Malayalam in UAE – a total of 52 insertions starting from 20th September
- Zahrat Al Khaleej
- Friday Magazine of Gulf News
- Gulf News Tabloid

Roll-up Banner displays:

- Sharjah Immigration
- Sharjah Airport
- Sharjah Economic department
- 4 Rollups -Sharjah Coop (Halwan, Al Jarayen, Al suwyhat, Al Nouf)
- Sharjah golf & shooting club
- Mega Mall
- Sharjah Ladies Club
- Aswaaq Group of Malls
- One Roll-up banner in UAE Exchange
- Two banners in selected branches Wallstreet Exchange

Radio Advertising in UAE

- 107.8 Al Rabia FM
- 104.8 Channel 4 FM
- Al Khaleejiah 100.9 FM
- City 101.6 FM
- Dubai 92 FM
- Hit 96.7 FM
- Noor Dubai 93.9 FM
- Virgin 104.4 FM
- Gold 101.3 FM
- Sharjah 94.4 FM

Malls Advertising

- Dubai Mall (1 month campaign in a total of 377 screens)
- Abu Dhabi Marina Mall
- Aswaaq Malls Group

Others

- Al Ittihad Hoarding
- Twin Pole at Al Dhaid
- 'A' boards in Ajman, Al Ain, Dubai, Fujairah, RAK, Sharjah and Umm Al Quwwain
- Around the venue: Entrance sticker, Expo Mupies and Round about backlit
- UAE Exchange will run 30 secs commercials in Digital Screens in the selected branches of UAE Exchange

THANK YOU

44TH MIDEAST WATCH & JEWELLERY SHOW

APRIL 3RD – 7TH, 2018