



POST SHOW REPORT

19-23

NOVEMBER
2019



Inaugurated on behalf of His Royal Highness the Prime Minister of the Kingdom of Bahrain Prince **Khalifa bin Salman Al Khalifa**, the 28th edition of Jewellery Arabia opened its doors at the Bahrain International Exhibition & Convention Centre. The event takes place annually over 5 days and welcomes shoppers from the GCC and beyond.

OVERVIEW



\$36M

worth of product sales,
+12,65% from 2018



+33.6%

Local sales from
2018



561

Exhibiting
brands



55,922

Visitors from **61**
countries



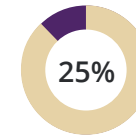
21,000

Square metres
(gross)

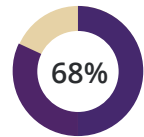


19%

Shoppers visited the
show more than once



visitors from
KSA, +8% from 2018



visitors from
Bahrain

36 exhibiting countries

- Australia
- Bahrain
- Belgium
- Brazil
- Bulgaria
- China
- Cyprus
- Denmark
- France
- Germany
- Greece
- Hong Kong
- India
- Italy
- Japan
- Jordan
- Kuwait
- Latvia
- Lebanon
- Lithuania
- Morocco
- Oman
- Poland
- Russia
- Saudi Arabia
- Singapore
- Spain
- Sri Lanka
- Switzerland
- Malaysia
- Thailand
- Taiwan
- Turkey
- United Arab Emirates
- United Kingdom
- United States

7 national pavilions



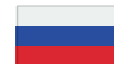
Bahrain



Hong Kong



India



Russia



Singapore



Morocco



Thailand

“It’s the most established show in the Middle East, the most beautiful, the most elegant, the most well-turned-out show.”

Dana Al Khalifa

Founder and Curator, The Overdressed

“Having clients visit from all over the GCC and outside the GCC is a great way to gauge people’s tastes.”

Mohammed Mahmood Jaffar

Chairman, Asia Jewellers

“There is a very mature customer base and real jewellery connoisseurs, [...] this is why we come back and we’re smiling every year when we leave.”

Frank Mayer

CEO & Owner, Heinz Mayer

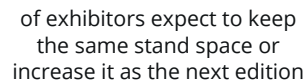
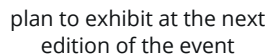
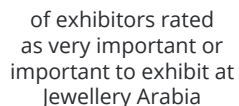
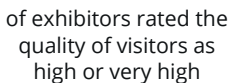
“During the fair, we bring novelty pieces and people actually wait for the event.”

Mohammed A R Shirazi

Executive Director, Bahrain Jewellery Centre



EXHIBITOR FEEDBACK



VISITOR FEEDBACK



of visitors find it important
to attend the event



of visitors are likely to recommend the event to a friend or relative



of visitors plan to attend the
next edition



of visitors only attend Jewellery Arabia
or feel this is the most important
jewellery event they attend

Visitors' spending power at Jewellery Arabia



38% above USD 2,700
7% above USD 13,500

BRAND EXPOSURE



1.5 M+

Consumers reached through
social media marketing
campaigns



6 M+

Impressions



250,000+

Website page views



28

Regional and international
media partners



Emailers



Event listings



Outdoor advertising in
Bahrain and KSA



Magazine & newspaper
advertising



Online banners



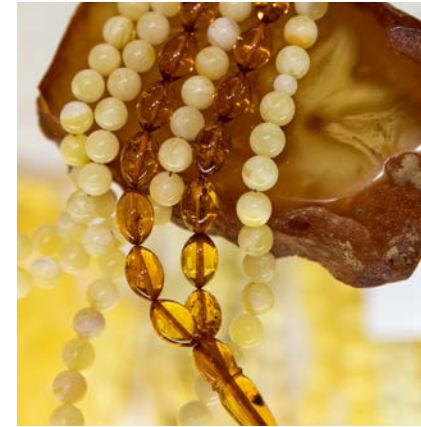
SMS



TV coverage



Press coverage



INFLUENCERS WHO LOVE JEWELLERY ARABIA



Dalia Makki | UAE
@dialamakki
520,000+ followers

Dalia is a TV producer, host for Dubai TV and a fashion journalist



Dana Al Tuwarish | Kuwait
@daneeda_t
2.3 million followers

Dana covers everything from luxury and lifestyle to make up and fashion



Tracey Ellison | International
@thediamondsgirl
700,000+ followers

Tracey features original content from high end jewellers and up-and-coming talent



Bebe Bahkshi | International
@champagnegem
550,000+ followers

Bebe shares her passion for high end jewellery and diamonds



Yara Alnamlah | KSA
@yara.makeup
950,000+ followers

Yara shares beauty content and her travel adventures



Jessica Kahawaty | International
@dialamakki
1 million followers

Jessica is an international model who shares her lifestyle and travels

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SEE YOU SOON

17-21

NOVEMBER 2020

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