

Under the Patronage of
HRH Prince Mohammad Bin Fahd Bin Abdul Aziz
Governor of the Eastern Province

تحت رعاية صاحب السمو الملكي
الأمير / محمد بن فهد بن عبد العزيز آل سعود
أمير المنطقة الشرقية

JE-WATCH

المعرض السعودي الأول للثياب والمجوهرات والساعات
The 2nd Saudi Int'l Jewellery & Watches Show

١٥ - ١٨ جمادى الأولى ١٤٢٩ هـ
20 - 23 May 2008

مركز معارض الظهران الدولية
الدمام - المملكة العربية السعودية

Dhahran Int'l Exhibitions Center
Dammam - Saudi Arabia



عضو
تنظيم
شركة معارض الظهران الدولية
Organized by
Dhahran International Exhibitions Company
Eastern Province Kingdom of Saudi Arabia

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Member

JE-WATCH

THE EXHIBITION

The show management is pleased to announce the " **The 2nd Saudi International Jewellery & Watches Show**", the premiere exhibition of its kind to take place in the Kingdom, dedicated solely for jewellery and watches. It will be held from **20 - 23 May 2008** at the prestigious Dhahran International Exhibitions Center, Dammam, the Eastern Province of the Kingdom of Saudi Arabia.

JE-WATCH 2008 will be a prestigious gathering dedicated solely to provide the jewellery and watches industry with an unrivalled platform from which to buy, to sell, and to keep abreast of exciting and innovative trends and products. It will successfully bring together key buyers and suppliers of jewellery and watches, in addition to the related products and services, all under one roof.

The **JE-WATCH 2008** will be an active marketplace where getting together will help the exhibitor to get ahead, to stay ahead of the competition, to generate new business opportunities and to develop successful relationships. This premier's event promises to be the most exciting, thrilling, and business event ever held in the Kingdom of Saudi Arabia.

A SPECTACULAR DISPLAY OF TRADE AND BUYING POWER

The 2nd Saudi International Jewellery & Watches Show - **JE-WATCH 2008** offers the most cost-effective and efficient way to expand your market share as well as a strategic platform to launch new products and concepts to an affluent clientele appreciative of innovations.

The show will be the industry's top, strategic choice for enhancing ties with the Arabian market and to tap into a huge resource of buyers and sellers from all around the area.



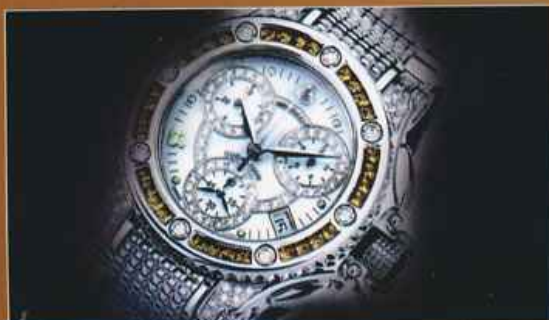


GOLD JEWELLERY IN SAUDI ARABIA

FACTS & FIGURES

The show managements' primary reason for selecting this important event was based on a thorough survey made in the kingdom and dedicated solely to this industry.

- ✔ Saudi Arabia is the biggest market in the region.
- ✔ Estimated size of the gold market in Saudi Arabia is 11 billion Saudi Riyals, (\$ 2.9 billion), around 200 tones of consumption per year.
- ✔ Gold consumption in the GCC is estimated at 350 tones per year, while consumption in the Arab world is around 700 tones per annum. Worldwide consumption is estimated at around 4,000 tones per year.
- ✔ Rise in demand for gold in Saudi Arabia more than doubled the worldwide levels. While demand for gold in 2005 rose worldwide by 5 %, in Saudi Arabia demand increased by 13 percent, in terms of retail investment along with gold jewelry.
- ✔ It is expected that the demand would continue on its current upward trend through 2007, especially in the context of the biggest budget ever announced by the Kingdom.
- ✔ The expected increase in demand is due to the increase of marketing activities mostly by gold jewelry manufactures in the Kingdom and across the region.
- ✔ The gold market in Saudi Arabia is healthy and moving upward, rated good to excellent.
- ✔ Gold imports are boosting strongly every year and jewelry shipments to the Kingdom are always increasing.
- ✔ Saudi Arabia's GDP growth is up 25% and inflation is 1%. Due to higher oil prices for several years out, the volume of gold purchases are expected to rise.
- ✔ The Kingdom produces 6 tones every year.
- ✔ Saudi Arabia has more than 6,000 retail gold and jewelry stores, employing more than 21,000 workers, and has around 375 regulated factories.
- ✔ The strong economy conditions in Saudi Arabia were the main factors behind the increase in demand.
- ✔ This increase is also attributed to high oil prices and the high spending capability.





THE EASTERN PROVINCE

The Eastern Province serves as the backbone of the Saudi economy, being one of the world's largest reservoirs of crude oil and gas. These resources have provided the stimulus for a major breakthrough in non-oil industrial development.

The Eastern Province has attracted a large amount of foreign capital and technology. The Saudi government's liberal economic policies and incentives for the private sector have further encouraged the growth of the Province.

There are several reasons why one should focus on this wealthy Eastern Province social and political stability, modern and developed infrastructure, attractive investment climate, expanding market, vast natural resources and raw material, and growing opportunities for foreign investment.



SHOW PROFILE

The following profile is a guide list of the show exhibits - not a definitive list:

- ✓ Amber products
- ✓ Antique jewellery
- ✓ Clocks
- ✓ Crystal collections
- ✓ Diamond & gem-set jewellery
- ✓ Gemstones
- ✓ Gift Items
- ✓ Gold jewellery
- ✓ Jewellery
- ✓ Jewels & other precious watches
- ✓ Jewellery boxes & displays.
- ✓ Jewellery manufacturing equipment
- ✓ Machinery & materials
- ✓ Pearl sets
- ✓ Precious metals
- ✓ Retail packaging & display material
- ✓ Silver jewellery
- ✓ Watches



ADVERTISING CAMPAIGN

JE-WATCH 2008 will be promoted in the entire area to attract potential visitors, jewellery manufacturers, jewellery trade buyers, retailers - as well as private collectors and investors - mainly from Saudi Arabia, in addition to Bahrain, Kuwait, Oman, Qatar, and the United Arab Emirates.

The efficient and comprehensive advertising is planned to give the show good visibility. This will include press conferences and press releases, direct invitations, advertising in major English and Arabic newspapers, magazines, billboards, banners, posters as well as personalized invitations for potential visitors.

