



thedition



For 27 years, **JWS Abu Dhabi** has played to host some of the best names in the business and most discerning buyers. It is the place to see the latest trends in watch design and exquisite fashion jewellery from around the world, from unique and exclusive bridal sets to the everyday pieces that present a touch of glamour.

Held under the patronage of **HH Sheikh Nahyan Bin Mubarak Al Nahyan**, the UAE Minister of Tolerance.
The 28th edition will take place from 24-28 October,
2020



EXHIBITORS AT JWS



Over 150 international and regional brands used JWS as a platform to display products rarely found in mainstream retail outlets or shopping malls.



150+ **Exhibiting Brands**



11,000+

Exhibition Space



20+

Exhibiting Countries



We were very happy with the event and impressed with the quality & professionalism.

Hiba Jaber



COMPANY ACTIVITIES

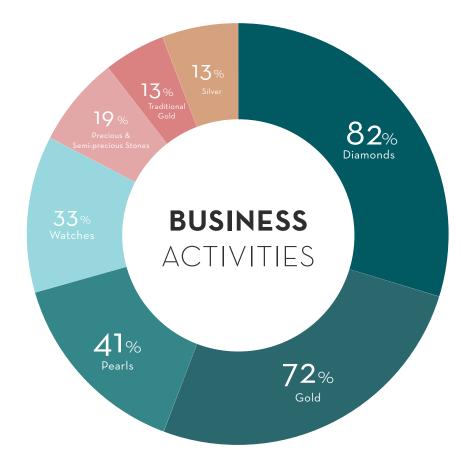




Thank you for your effort, very good organization and follow up from the team for promotion







TOP COUNTRIES REPRESENTED BY EXHIBITORS



Hongkong



Italy



India





United Arab Emirates

2019 EXHIBITOR LIST -



BAHRAIN

Al Zain Jewellery

Ramesh Jewellers/Vikram

Dasani Connoisseur DMCC

Mia Moon

By Sarah

eSKay Jewellery



BRAZIL

Goldesign



CHINA

Tree Trading Shenzhen Ltd (Marigold Fine Jewelry Ltd.)



HONGKONG

AP Creations Ltd.

Smart Creation Ltd.

Alexander Laut

Keen Jade/Sunita

Draco Int'l Jewelry Mfg. Co. Ltd.

HIT Diamond (Sze's) Holdings Ltd.

V V Jewellery Ltd.

Wai Yip Pearl Co. Ltd.



INDIA

Araya Fine Jewellery

Diosa

Gift Centre Kushal

HIA Exports

Sital Dass Son

Spectrum Jewels

Styledotme Fashion and Lifestyle Pvt. Ltd.(Mirrar)

Kohinoor Jewellers

ITALY

Bruno Aristi

Ferrarifirenze Srl

Istanboulli Milano

Luca Carati

Noi Gioielli (F.lli Chilleri snc)

Veschetti Gioielli Italia

Capra Srl

Gold Art

Le Tarsie

LEBANON

Adourian Jewellery

2M Silver

Al Mawla Jewellery / MJ

Anis Matar Jewellery

Armanor Jewelry

Azar Gems

Claudia's International FZE (Eliva Gioielli)

Dakessian by Butterfly

F. Massoud Jewellery

Hanna Freres

Kreidy Jewellery

Luka Jewellery

Miled Mattar Jewellery

Nsouli Jewelry

Prestige by VHP

Quadakim SAL - George Hakim



SINGAPORE

Royalking Jewellery Pte Ltd



THAILAND

Key Gems International Co., Ltd.

Primus Jewelry

TURKEY

Dia Mera

Hosgor IC VE DIS TIC LTD

Lida Diamond

Zela Jewels



UNITED ARAB EMIRATES

Abdulla Al Masaood & Sons Jewellery

Al Amani

Al Anwaar Golden Jewellers

Al Hosn Jewellerv

Al Nahar Jewellery & Watches

Al Sayegh Jewellery

Alessa Jewelry (Itan)

Almas Alaniqa Jewellery LLC/NIRU Diamonds

Amwaj

Demanto Jewellery LLC

Devji Aurum

Devore Jewellery LLC

Dhakan Jewellers

Dusoul by Dhamani

Jaipur Gems

Joder Jewellers LLC

Jovial Watches Co LLC

L. Sunderdas Zaveri Jewellery LLC

La Marquise

Lifestyle Fine Jewellery

Renee Jewellers

Rocx Jewels LLC/Al KannahJewellers

Rossella Jewellerv

Salem Al Shueibi Jewellery

Samra Jewellery Co LLC

Shenoy Jewellery

SJ Solitaire Jewels

The Jewel Teller Factory

UNITED ARAB EMIRATES

The O Jewelry

Yessayan

Al Basha Pure Silver LLC

Al Riyadh Jewellery

Bazelt

Damas Jewellery

Demi Couleur Jewellery LLC

Eva Gems LLC

Infinity Art Jewellery Trading LLC

Jawaher Al Sharq LLC

NRJ Creations

Star Creation

Hifa Jewellery FZCO

Bead World LLC (Bachani)

Bijoug

Obari

The Luxury Closet

Arga Jewellery

Baguette Design

FUJ Town (Charms of Arabia)

Hessa Alabdula Jewelry

Hiba Jaber

Aveen Fine Jewellery

Royal Jewan Jewels

Marjia Creations

Yaz Jewels

Nour Sefi Jewellery

Sumaya Bakkar Collection

Harf w Nagsh jewellery

Tanache Jewels DMCC

Thahab Lawal Jewellery

Middle East Media LLC (MPP)

Abu Dhabi Businesswomen Council (ADBWC)

French Spirit Coffee Shop (Laduree)

UNITED ARAB EMIRATES

The Arabian Workshop (ARJMST)

Lubhyati International DMCC

MAS Jewels

Qelada

International Gemological Institute (IGI)

UAE Exchange Centre L.L.C



UNITED KINGDOM

Yoko LondoN



UNITED STATES

Mirelz Inc.

2019 FEATURES



EMIRATI DESIGNER GALLERY

Stunning designs from the UAE

An exclusive curated experience tailored to display the latest exceptional local designs available across the region

Brands:

Arqa Jewellery - Baguette Design - FUJ Town (Charms of Arabia) - Hessa Alabdula Jewellery - Hiba Jaber - Aveen Fine Jewellery - Marjia Creations - Yaz Jewels - Nour Sefi Jewellery - Sumaya Bakkar Collection - Harf w Naqshi Jewellery - Tanache Jewels DMCC - Thahab Lawal Jewellery

It's very interesting, elegant and a place where people can spend their time shopping for hours with lots of choice

INTERNATIONAL DESIGNER GALLERY

Worldwide collections

Brands:

- % OF EXHIBITORS

RETURNED IN 2019





THE MOST EXPENSIVE GUITAR IN THE WORLD

Adorned with 11,441 diamonds, the **Coronet Guitar owned by Aaron Shum Jewellery** from Hong Kong was on display drawing the crowds eager to take a selfie with this magnificent instrument worth \$2 million.

Good vibes, great collections, good prices, latest collection, latest trends

EBDA'A AWARD

In partnership with Jewellery & Watch Show Abu Dhabi (JWS) 2019, **Azza Al Qubaisi**, the UAE's first national jewellery artist, hosted the 7th edition of the Ebda'a Award.

A key moment where homegrown upcoming designers get great exposure, potential career development and networking with leaders in the jewellery and watch industry.

70% OF VISITORS

OF VISITORS
SATISFIED WITH
THE OVERALL
EXPERIENCE



2019 WINNERS

PEARL DESIGN	1 st place Nada Al Musabi
CALLIGRAPHY DESIGN	1 st place Fatima Makki
EMIRATI IDENTITY DESIGN	1 st place Buddor Albudoor

VISITORS AT JWS



Over **7,000 high calibre consumers** visited the event searching for exceptional wedding jewellery sets, one of a kind pieces, every day designer jewellery or limited watches. Visitors' profile include:





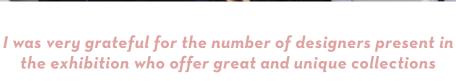


7,088Visitors



Visiting Countries

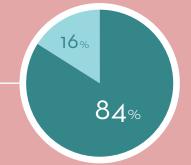






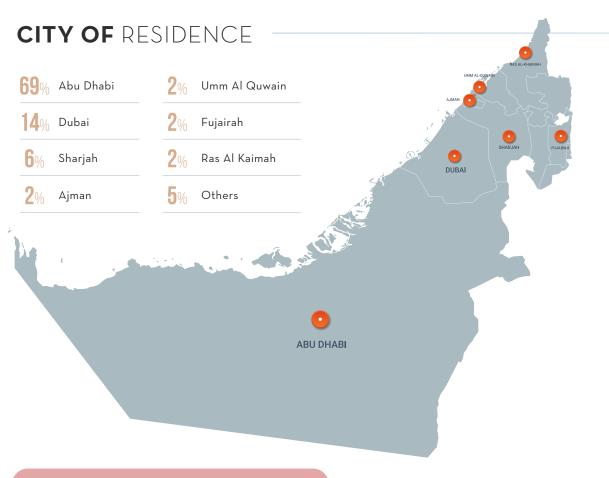
OF VISITORS
PLANNED TO
MAKE A
PURCHASE

75% Emirati Audience



MALE

• FEMALE





VISITORS' PRODUCT OF INTEREST













r o---o Branded Jewelle

Bridal Jewellery

Traditional Gold

Watches

Designer Jewellery

DIGITAL, PR, TV & RADIO CAMPAIGNS



WEBSITE



110,579 Page Views



63,511



46,035 Unique Users

SOCIAL MEDIA



2.4m



5.8k Engagement



8.6m **Impressions**



GIFT BAG APP

NEW IN 2019



542



5,472

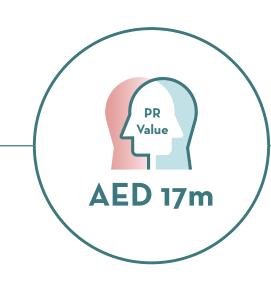


157

82%

OF THOSE SATISFIED EARN OVER 45,000 A MONTH

PR CAMPAIGN HIGHLIGHTS & INFLUENCER ENGAGEMENT



18,435

Impressions

130

Online hits

Online hits - Language Coverage



48%

Arabic

English

@fa6ma7sam

Number of followers: 558,000

Impressions: 21,526 Interactions: 1,846





Number of followers: 44,900

Impressions: 15,628 Interactions: 1,158

@azzaalmughairy

@rahafatawil

Number of followers: 187,000

Impressions: 17,722 Interactions: 435





Number of followers: 250,00

To Stories

Impressions: 4,594 Interactions: 187

@searina

@jivewithdeept

Number of followers: 181,000

Impressions: TBC
Interactions: TBC





TV & RADIO CAMPAIGNS

RECORDED INTERVIEWS

RADIO INTERVIEWS

Azza Al Qubaisi

Jawaher from Amwaj

Rafiffrom Al Masaood

Salem Al Shuabi

SumayaBakkar

FatmaAl Bannai

Wafaafrom Qelada

Dania from Nsouli

Azza Al Qubaisi

Jawaher from Amwaj

Mona Salem -Qelada

Rafif Tarabichi-Al Masaood

Salem Al Shuaibi

Thouaiba Awaghadem-Tanache

STUDIO LIVE INTERVIEWS

Ghada Afra-Marija

Azza Al Qubaisi-Ebda'aAwards

Abdullah Al Sayegh-Al Sayegh

Jawaher-Amwaj

SPONSORS

MASIERO



OFFICIAL PARTNERS

















SEE YOU ON

24 - 28 OCTOBER 2020

Abu Dhabi National Exhibition Centre

For more information, please contact:

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