

Held under the patronage of **His Excellency Sheikh Nahayan Mubarak Al Nahayan**, Minister of Tolerance

JWS JEWELLERY & WATCH SHOW

معرض المجوهرات والساعات

24 - 28 OCTOBER 2020 | ADNEC, ABU DHABI



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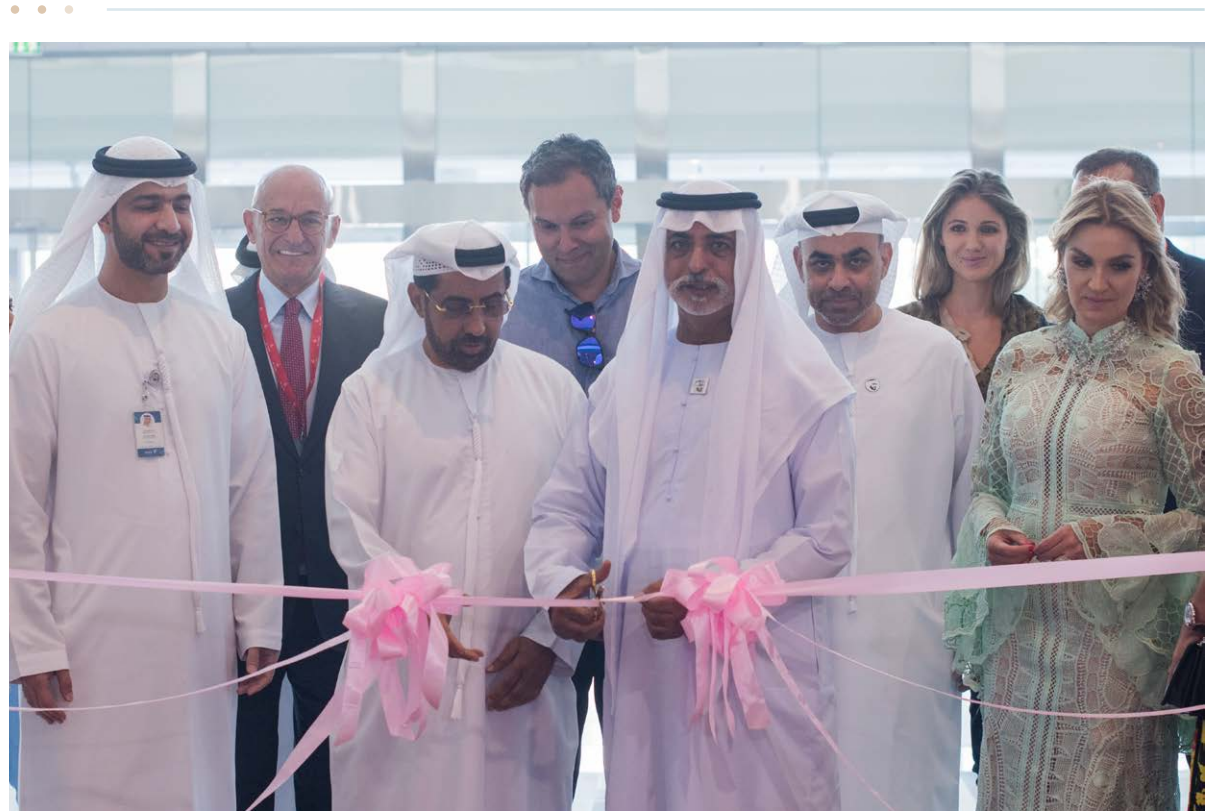
extraordinary days when Abu Dhabi
becomes the jewellery capital of the world

Jewellery and Watch Show Abu Dhabi - 28th Edition

The Heart of Middle Eastern Glamour

Entering its 28th edition, JWS 2020 will bring together over 7,000 visitors to explore the bespoke offerings of more than 150 premium local and international brands showcasing the very latest design trends for watches, diamond and gemstone pieces, traditional and modern gold jewellery.

As one of the Middle East's premier jewellery events, JWS allows visitors from across the region and all over the world to discover pieces that excite, tantalise and delight them. From exquisite bridal sets and evening wear, to the everyday pieces that add that extra touch of sparkle and glamour, JWS presents its guests with a unique and unparalleled shopping experience.



JWS 2019 AT A GLANCE



7,088
Visitors



44
Visiting Countries



150+
Exhibiting Brands



20+
Exhibiting Countries



11,000+
sqm
Exhibition Space



Age Group



87%

OF 2019 VISITORS
LIKELY TO ATTEND
IN 2020

Who will be coming to JWS?

JWS provides a premium platform for its guests to explore the latest trends in jewellery and watch design.

JWS 2020 will bring together the highest calibre of guests from across the GCC region and further afield as they search for the perfect bridal jewellery sets, one-of-a-kind bespoke pieces, everyday wear, designer jewellery, limited-edition watches and other pieces that may surprise and inspire them.

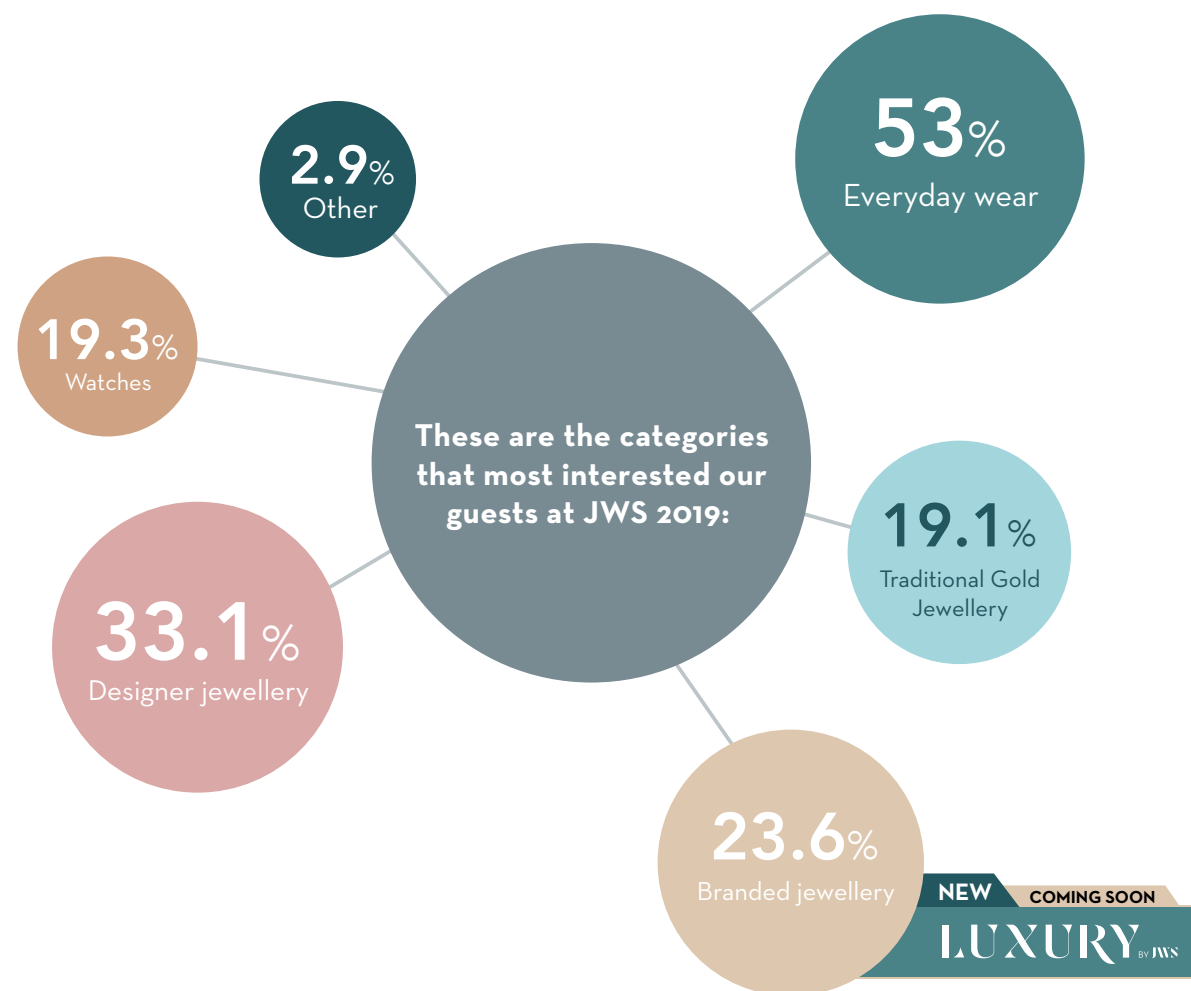


What JWS visitors are looking for?

When it comes to jewellery purchases, consumer tastes are diversifying across the globe and the GCC region. Consumers are looking for jewellery for everyday wear, designer and gold items more than ever.

Our surveys indicated that 'great variety' and 'access to bespoke jewellery pieces not available elsewhere' is the most important for JWS visitors.

A wider range of both Emirati and international brands, many of whom will be presenting prized pieces for the very first time, have been invited to take part in the 2020 edition.

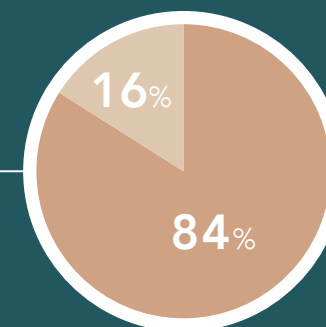


79%

OF VISITORS WERE
SATISFIED WITH
THE OVERALL
EXPERIENCE

73%

Emirati Audience



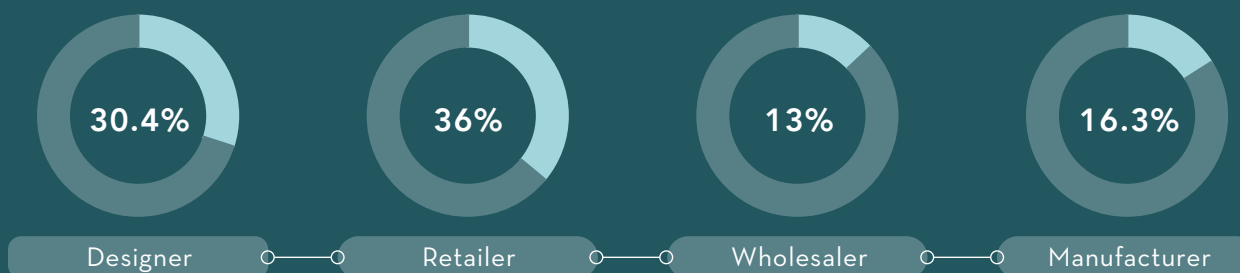
MALE
FEMALE



Why exhibit at JWS?

- 1 Connect with the highest calibre of consumers in the GCC region.
- 2 Display your product range amongst the best that the world has to offer in jewellery and watches.
- 3 Engage and network with leading business figures and brands.
- 4 Leverage the marketing reach of JWS to raise your company's profile with targeted social media support and sponsorship packages.

COMPANY ACTIVITIES





Stand Packages

Gain more exposure and enhance your visibility by investing in one of our exclusive high-quality wooden stand packages designed in a very modern and contemporary way to suit your demands.

REGISTRATION FEE	\$547 x 1
SPACE ONLY	\$495/sqm
WOOD STAND PACKAGES	\$273/sqm



International Designer Gallery

The International Designer Gallery” is a dedicated avenue for international renowned brands who have minimal or no presence in the UAE. The stands are located in a prime area, in the center of the exhibition halls, and around the main lounge sponsored by Laduree.

Unique, one of kind and trendy designs will be in display, specially catered to buyers looking for exceptional and never seen before jewellery pieces.

Exhibiting at this part of the event puts your brand squarely within the sights of the most discerning jewellery audiences from the UAE, wider Middle Eastern region and further afield.

Our aim at JWS is to present them with the very best and latest that international jewellery market has to offer, catering to every taste, stylistic preference and category of jewellery.

Brands that took part in previous editions include:

Djula, Veschetti, Persee Paris, Ralph Masri, Karen Suen, Bee Primus, Repossi, Scavia and more



Package Items

1 Square table
 4 Single Chair, PVC
 6 Glass Counter (100x55x105 cm)
 2 Tower Showcase (55x55x149 cm) Glass 40 cm H

1 Waste bin
 1 Double socket
 8 Spotlights
 1 Fascia name



2 Lightbox (80x80 cm)
 1 Lightbox (100x80 cm)
 2 Flag
 1 Exhibition Carpet

International Designer Gallery Stand Package (18sqm - 2 sides open)

Gain maximum exposure by showcasing your brand at the most prime location of the exhibition hall around the main lounge.

REGISTRATION FEE	\$547
SPACE ONLY	\$524/sqm
WOOD STAND PACKAGES	\$288/sqm

Contact us for more information

To book your space or learn more about the event, please contact one of our international sales agents to discuss bespoke opportunities that fits your business needs.

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Get connected through JWS

Exhibiting at JWS provides you with the opportunity to reach and connect with a large and influential online audience alongside those physically attending the event.

WEBSITE



110,579

Page Views



63,511

Sessions



46,035

Unique Users

SOCIAL MEDIA



2.4m

Reach



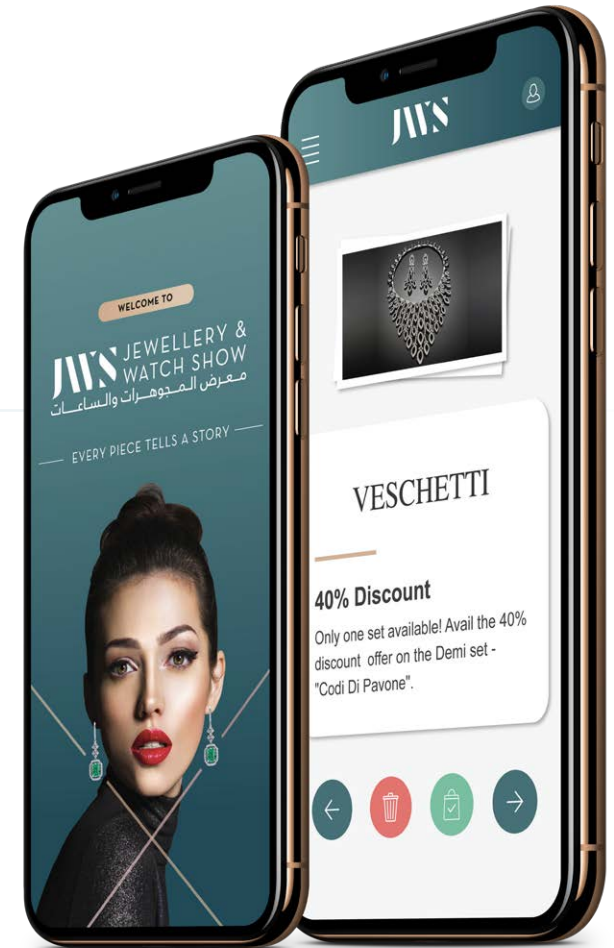
5.8k

Engagement



8.6m

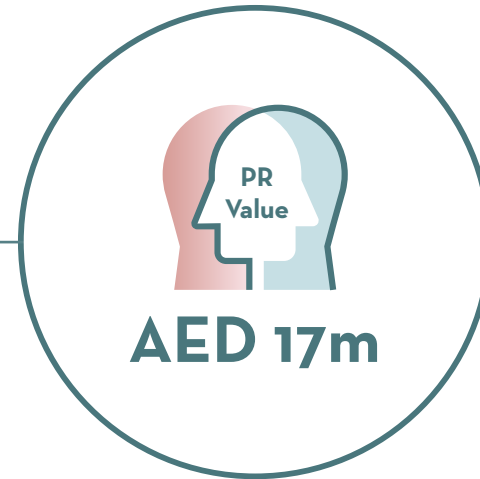
Impressions



82%

OF JWS VISITORS
EARN **OVER AED 45,000**
A MONTH

PR CAMPAIGN HIGHLIGHTS & INFLUENCER ENGAGEMENT



18,435
Impressions

130
Online hits

Online hits - Language Coverage



@fa6ma7sam

Number of followers:
558,000

Impressions: 21,526
Interactions: 1,846

@rahafatawil

Number of followers:
187,000

Impressions: 17,722
Interactions: 435

@jivewithdeepti

Number of followers:
181,000

Impressions: TBC
Interactions: TBC

Number of followers:
44,900

Impressions: 15,628
Interactions: 1,158

@azzaalmughairy

Number of followers:
250,00

To Stories
Impressions: 4,594
Interactions: 187

@searina

TV & Radio Campaigns



Outreach campaign trends

- 1 JWS campaigns continue to enjoy markedly high levels of user engagement across all platforms.
- 2 High interaction figures leading from impressions attracted by our partnering social media influencers brings another level of meaningful consumer engagement to JWS, helping exhibiting brands establish and build lasting connections with their customers.

Join us at JWS 2020

Bringing the art of Jewellery and watch appreciation to life for 28 years.

24 - 28 October 2020

Organised by



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