

Mohammed Zafran/DTNN  
zafran@dt.bh

Middle East's premier jewellery and watch exhibition 'Jewellery Arabia 2017' opened its doors yesterday at Bahrain International Exhibition & Convention Centre with the presence of over 600 exhibitors from 30 countries.

The expo, inaugurated by His Royal Highness, Prime Minister, Prince Khalifa bin Salman Al Khalifa, showcases an extensive collection of eye-catching jewellery, luxury times pieces and fine writing instruments of various price points from across the globe.

The five-day exhibition, held over an area of 21,000 square meters, provides buyers from all the world an opportunity to find high-quality suppliers, valuable market insights and a platform to interact with industry experts from leading brands.

In his inaugural address, HRH the Premier emphasised government's full support to the local industry to help them flourish saying, "the gold and jewellery industry is a genuine Bahraini heritage, and we are very proud of the reputation of Bahraini gold jewellery in the region and neighbouring countries."

"Despite the global challenges, both politically and economically, which are causing difficulties in accelerating the pace of development, Bahrain, thankfully, is making steadfast strides towards development. It is still developing in all fields, which has entitled it to be a beacon that attracts major companies in specialised exhibitions," HRH the PM said.

Prince Khalifa then toured the pavilions and expressed his admiration for the latest innovations in gold and silver handicrafts.

Industry, Commerce and Tourism Minister, Zayed bin Rashid Al Zayani, extended utmost appreciation and gratitude to HRH Premier for patronising Jewellery Arabia

2017. He affirmed that the jewellery sector is given top priority within the Ministry's strategy as part of the Economic Vision 2030.

#### Made in Bahrain

Bahrain's pavilion at the expo turns the spotlight on the highest standards the Kingdom's local industry has gained over the years in jewellery manufacturing and designing.

Buyers will find locally produced gold and pearl jewellery from five of the Kingdom's top jewellers at the Bahrain pavilion.

The 72 sqm pavilion is organised by the GCC Gold and Jewellery Association, a registered trade association under the Ministry of Labour & Social Affairs.

"The exhibition will provide Bahraini companies with a platform to promote its world-famous pearls, intricate designs, quality craftsmanship and innovations to a global audience," said Mohammed Sajid, Chairman of GCC Gold and Jewellery Association.

The expo features national pavilions by Hong Kong, India, Singapore and Thailand. Fine jewellers from Australia, Austria, Bahrain, Belgium, Brazil, China, France, and Germany are also making a splash at the expo.

#### Vibrant Hong Kong

The Hong Kong Jewellery Manufacturers Association (HKJMA) has brought a 49-strong group of jewellers to the expo. The exhibitors are grouped in a themed zone exclusively for jewellery companies based in Hong Kong.

"The exhibition is an important gateway to enter the Middle East market for wholesale and retail opportunities," said Wings Cheung, General Manager, HKJMA.

The Hong Kong pavilion, Cheung said, displays the essence of Hong Kong's vibrant jeweller sector with diverse and comprehensive

designs covering a broad price range and targeting a wide variety of markets.

Hong Kong has maintained a strong presence at Jewellery Arabia since the show's inception in 1992.

Buyers in Bahrain, according to Jennifer Cheng, Export Assistant of Prestige Jewellery and regular exhibitor, keep up to date with the latest jewellery trends, "creating a fantastic opportunity for us to introduce new designs".

He said they are bringing exclusive creations including jewellery encrusted with coral or turquoise to meet market needs here.

Peter Lec, Sales Representative of AP Creations said that the timing of the exhibition coincides with wholesale buyers seeking to merchandise in November next year. "We participated for the last 6 years and obtained good results," he added.

#### GIA Seminars

GIA (Gemological Institute of America), a world leader in gems and jewellery education, will offer complimentary seminars to all visitors at Jewellery Arabia 2017.

As the creator of the famous 4Cs of diamond quality and the 7 Pearl Value Factors, GIA is considered the world's foremost authority in gemology.

GIA experts will offer attendees insights into the different aspects of gems and jewellery through complimentary 45-minute seminars. Topics include diamond colour on the D-to-Z scale, fluorescence in diamonds, pearl history and value factors, synthetic diamonds and ruby sources.

"GIA has provided education and laboratory offerings for Jewellery Arabia visitors since 2012," said Nirupa Bhatt, Managing Director for GIA in India and the Middle East. "This exhibition provides a great platform to spread awareness about gemmological education," he said.



# Jewellery Arabia opens

