www.GlobalJewelrySpecial.com

GLOBAL Brand Jewelry

Vol. 4 / 2018

PERFECT JEWELLERY

保發珠寶

PERFECT JEWELLERY

保發珠寶

保發集團國際控股(香港)有限公司

PERFECT GROUP INTERNATIONAL HOLDINGS (HK) LIMITED

香港九龍灣常悅道 1 號恩浩國際中心 26 樓

26/F, YHC TOWER, 1 SHEUNG YUET ROAD,

KOWLOON BAY, HONG KONG

WEBSITE: WWW.HKPERJEW.COM.HK

TEL: (852) 2334 6841 FAX: (852) 2764 5608

SHOW SCHEDULE 2018

HK JEW & GEM FAIR - 1D301

45TH MIDEAST WATCH & JEW SHOW - HK-D1

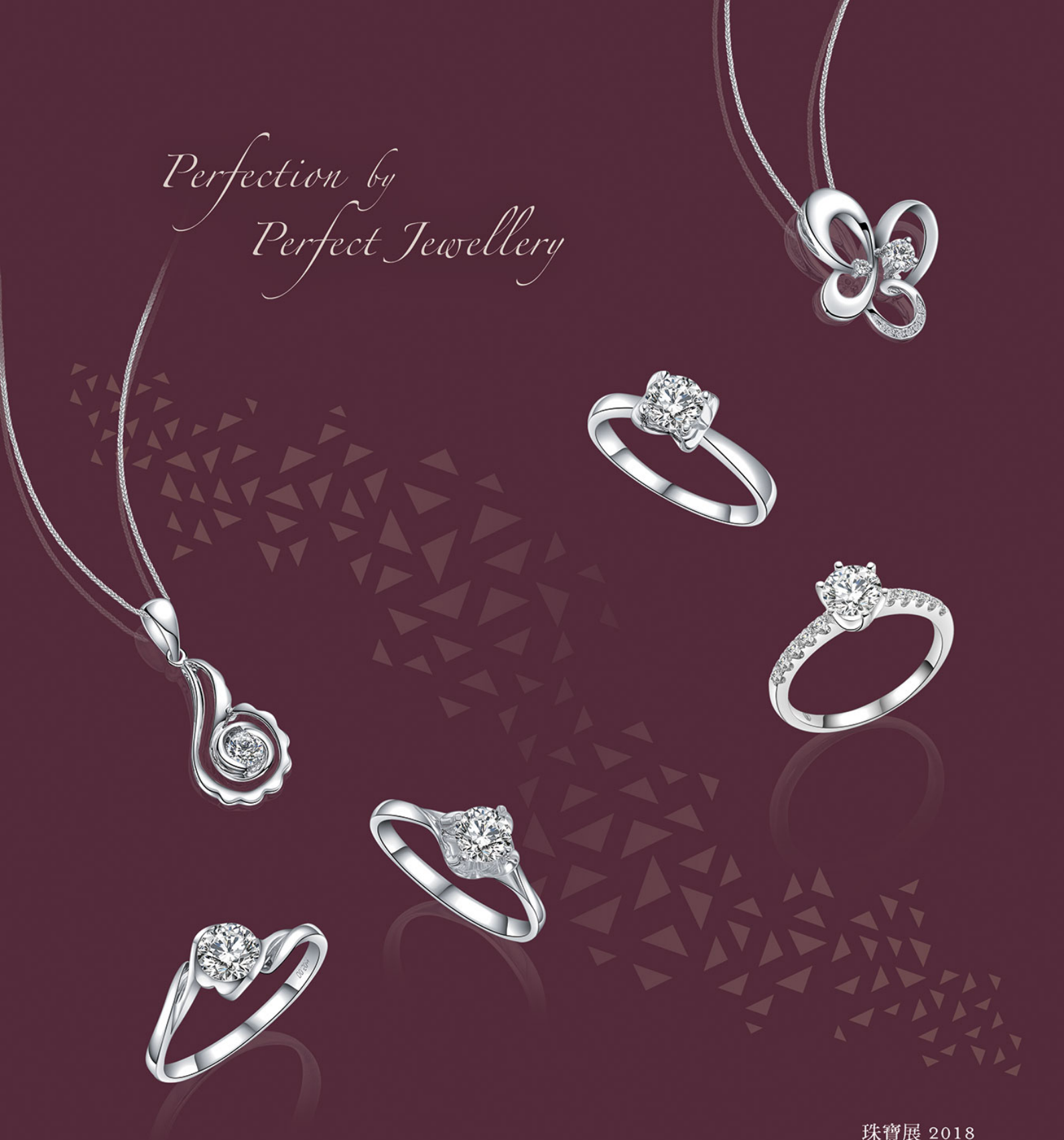
ISTANBUL JEWELRY SHOW II - 1H60

JA SPECIAL DELIVERY NEW YORK - 2143

VOD DUBAI INT'L JEW WEEK

JMA HONG KONG - 1CA8

3RD SHUNDE INT'L JEW & GEM FAIR



珠寶展 2018

香港珠寶首飾展覽會 - 1D301
第45屆中東鐘錶珠寶展 - HK-D1
伊斯坦布爾珠寶展II - 1H60
JA紐約特別派遞珠寶展 - 2143
VOD 迪拜國際珠寶週
香港國際珠寶廠商展覽會 - 1CA8
第三屆順德國際珠寶首飾展

保 發 珠 寶 (中 國) 有 限 公 司

中國佛山市順德區倫教街道
翡翠路 1 號 保發集團大廈
電話: (86) 757 2281 9988

香港主板上市公司　股份代號HK3326

保发集团

The One & Only

Emerald Necklace Set
& Emerald Ring

HK Jewel. & Gem Fair
Sept 14 - Sept 18, 2018
Booth No.: 1D 140 (HKCEC)

HK International Jewellery
Manufacturers' Show
Nov 29 - Dec 02 ,2018

PP Elegant Co. Ltd.

Sapphire Diamond Rings

Padparadscha Earrings &

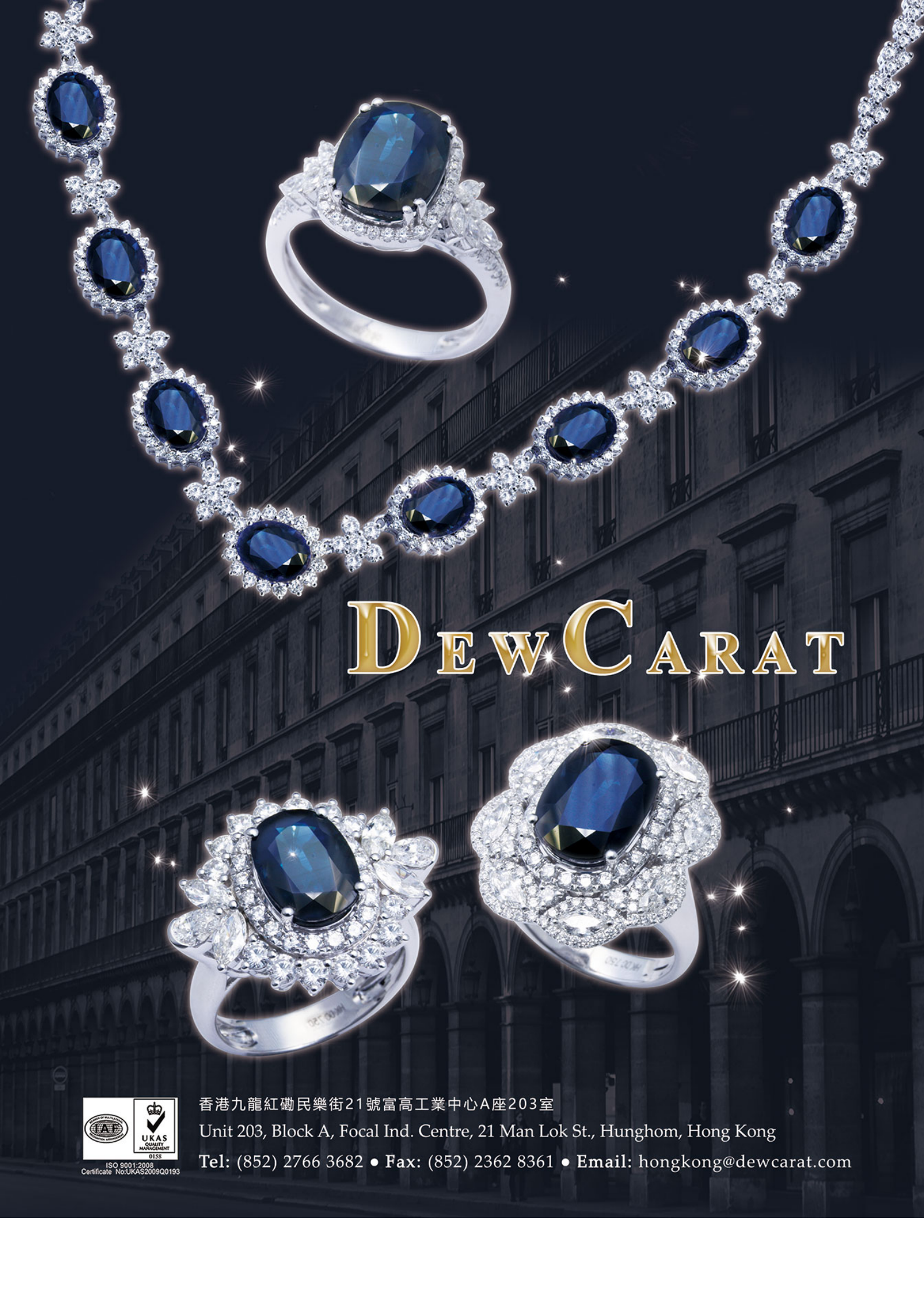
Padparadscha Pendant

Unit 1004 A, 10/ F., Heng Ngai Jewelry Center,
No. 4 Hok Yuen Street East, Hung Hom, Kowloon, Hong Kong
Tel: 852-3691 8658 Fax: 852-3691 8657 Email: ppelegant@gmail.com

PP Elegant Co. Ltd.

Email: ppelegant@gmail.com

P P Elegant Co Ltd is a Hong Kong-based manufacturer specialising in the production of jewelry. P P Elegant offers a wide array of products including diamond jewelry, precious stone jewelry, and pearl jewelry. In particular, the company is highly capable of ODM production and welcomes any ODM orders. P P jewelry is well-known for its uniqueness, as the company only manufactures one product for each design in order to retain its originality. The company takes prides in its exquisite jewelry and excellent customer service, and is committed to satisfying every of its customer's needs.



香港九龍紅磡民樂街21號富高工業中心A座203室
Unit 203, Block A, Focal Ind. Centre, 21 Man Lok St., Hunghom, Hong Kong
Tel: (852) 2766 3682 • **Fax:** (852) 2362 8361 • **Email:** hongkong@dewcarat.com

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Kindly visit us at Hong Kong Jewellery & Gem Fair

14-18 September 2018

Hong Kong Convention and Exhibition Centre

Hall 3D Booth 3D-317

Joy Design Company Limited

Tel: +852 2567 2226 Fax: +852 2567 2221 Email: info@joydesign.hk
Address: Unit A09, 8/F, Phase 2, Hang Fung Industrial Bldg., 2G Hok Yuen Street, Hung Hom, Hong Kong

Element Jewelry Group Limited

info@elementjew.com

The ultimate pronouncement of a promise, Element bridal collection is the embodiment of true love, specializing in engagement, wedding rings, diamond & precious stone fashion jewelry. Every design is one-of-a-kind and delicately crafted with the world class techniques and flawless skills, played a role in all the greatest love stories, captured the passion and promise of true love.

Every love story is unique – the wedding jewelry that symbolize the love should be too. Element bridal collection has been particularly designed to epitomize the most important promise you'll ever make. Each piece is one-of-a-kind that identifies it as exclusively yours. It's this unforgettable and eternal, that symbolizes not only the beauty and integrity of the wedding jewelry, but of your love.

Inspired by the sparkling moments each couple share, Element has created a collection of bridal rings in a range of settings that perfectly flattering any style. Each design is hand-crafted to fully reveal the full beauty of the ultimate expression of your love.

www.elementjew.com

ELEMENT
CREATIVE THINKING

ADVAN GROUP

JA New York
MidEast

JCK Las Vegas
VOD Dubai

VicenzaOro
Hong Kong

INVITATION

C&F JEWELLERY (MFR) LTD.

Please visit us in show

BANGKOK

HONG KONG

JCK LAS VEGAS

CHENG DU

BEI JING

Unit A2, 11/F, Phase 1, Kaiser Estate, 41 Man Yue Street, Hung Hom, Hong Kong
Fax : (852) 2994 8255 Tel : (852) 2994 8655 Email : info@cfjewellery.com
WWW.CFJEWELLERY.COM

Janet Hiu Yan Chow
secures
the prestigious Silver
A' DESIGN AWARD

「守护星」
Guardian Star

SIK KI JEWELRY MFR.
Email: info@sikkijewelrymfr.com

Guardian Star

by Janet Hiu Yan Chow has been announced as a winner of the prestigious Silver A' Design Award 2017-2018 in Milan, Italy. Ranked as a top 5% percentile design by a grand expert jury panel of leading academics, influential press members and established professionals.

The inspiration of "Guardian Star" came from the legendary diamond star hairpieces of Queen Sissi of Austria. The crown-like jewelry combines traditional hairpin with ear crawler design, studded with 220 pieces of glistening diamonds weighting 5.20ct in total. The award-winning piece swings and sparks with every movement of the bride, expresses how the bride is her parents' treasure, angel and star.

Based on the story of Queen Sissi, Janet built a "Guardian Star" collection, hoping more people could associate themselves with this beautiful concept and receive the blessings. Visit the booth of SIK KI JEWELRY MANUFACTURERS in the upcoming September Hong Kong Jewellery & Gem Fair 2018 to see the award-winning piece and other collections.

SIK KI JEWELRY MFR.

Flat P1, 4/F, Kaiser Estate Phase 3, 11 Hok Yuen Street, Hung Hom, Hong Kong.

Tel.: (852) 2723 8036 Email: info@sikkijewelrymfr.com

Basel Fairs • Viceza Fairs • HK Int'l Jewellery Show • HK Jewellery&Gem Fairs

Flat F1, 7/F., Kaiser Estate., Phase 1,41 Man Yue Street., Hunghom, Kowloon,Hong Kong.

Tel: (852) 2356 0266 Fax: (852) 2356 2550 www.pjdesign.com.hk

P. J. Design Ltd.

The Ultimate Sourcing Guide for Buyers & Suppliers

www.GlobalJewelrySpecial.com

Trade Show Schedule | Market Intelligence | Free Business Matching Service

With over 20 years of experience in the jewelry and advertising business, we publish a series of professional trade magazines to serve the sourcing needs of global buyers. ***Global Jewelry Special*** offers a convenient channel for worldwide buyers to reach for the right Hong Kong / China suppliers for all kinds of jewelry, loose stones and accessories. ***Global Diamond & Pearl*** serves the needs of buyers and suppliers in the diamond, diamond jewelry, pearl and pearl jewelry industry. Our magazines are distributed and widely promoted to reputed jewelry retailers, department stores, importer agents, etc. as well as large-scale jewelry fairs.

Global Sources Publications (Holdings) Ltd.

Tel: (852) 2331 8507 Fax: (852) 2331 8316 Email: info@GlobalJewelrySpecial.com

EJI®

Elegance Jewellery International Limited

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Tel : (852) 2311 0511 Fax : (852) 2311 0078 E-mail : sales@eji.com.hk

www.eji.com.hk

RNP 盛耀
JEWELRY DESIGN

RNP JEWELRY DESIGN LIMITED
www.rnpjewelry.com

RNP 盛耀

JEWELRY DESIGN

Unit 3, 12/F, Hilder Centre, 2 Sung Ping Street, Hung Hom, Kowloon, Hong Kong
Tel: (852)3590 5950 Fax: (852)3590 5810 E-mail: enquiry@rnpjewelry.com

The List of Chinese Primary Jewelry Fairs in 2018-2019

Jewelry Shanghai 2018

2018. 5. 09-13

Shanghai World Expo Exhibition Convention Center

Beijing Summer Jewellery Fair

2018. 7. 19—23

China International Exhibition Center

China International Jewellery Fair(Beijing)

2018. 12. 13-17

China International Exhibition Center

Jewelry Shanghai 2019

2019. 5. 08-12

Shanghai World Expo Exhibition Convention Center

联系方式 Contact

中宝协（北京）展览有限公司

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邮编：100013

网址：http://www.jewellery.org.cn

JUNWEX

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JUNWEX ST.PETERSBURG

31 January – 4 February, 2018

EXPOFORUM,
St.Petersburg

JUNWEX NEW RUSSIAN STYLE

23–27 May, 2018

All-Russian Exhibition Centre,
Moscow

JUNWEX MOSCOW

26–30 September, 2018

All-Russian Exhibition Centre,
Moscow

JUNWEX Premium

9–11 November, 2018

WTC, Congress-Hall,
Moscow

Necklace RAYSKAYA PTICA
(Bird of paradise)
RINGO Jewellery Holding
Ekaterinburg, Russia

For further information:
+7 812 303 98 60
overseas@junwex.com
www.junwex.com

JUNWEX
MEDIA HOLDING

JCK Las Vegas Wraps an Optimistic 2018 Show with Exhibitors Reporting Vast Improvements in ROI, Says Farewell to Mandalay Bay in Anticipation of Return to Sands Expo and The Venetian

Norwalk, CT (June 21, 2018) — JCK Las Vegas, the jewelry industry's largest North American trade event, wrapped its 2018 installation earlier this month. This year's LUXURY and JCK shows brought together over 30,000 visitors from 110 different nations of industry professionals who experienced JCK's all-encompassing collections of jewelry, timepieces, technology, services, and gemstones from over 2,300 exhibitors that occupied one million square feet of exhibit space. 2018 marked the final exhibition at the Mandalay Bay Resort & Casino before the 2019 relocation back to the renovated Sands Expo and The Venetian.

Lab-Grown Diamonds - Responding to Consumer Demand

The highly attended JCK Talks Keynote Lunch on Laboratory-Grown Diamonds presented by De Beers further identified the consumer demand for diamonds that are both accessibly priced and traceable. As the consumer, especially the millennial consumer, becomes tenaciously mindful of ethical sourcing and sustainability and, of course, price, the call for brand compliance becomes an integral portion of business success. Lightbox Jewelry, De Beers' direct-to-consumer lab-grown arm supplied with diamonds grown by Element Six, will strive to bridge the knowledge gap that lives within the lab-grown sector and will offer transparent pricing in direct ratio to cost of production.

In line with these notions, JCK expanded upon its staple neighborhood offerings to accommodate changes in consumer demand and evolving retail market. The 2018 show floor was enhanced with the co-location of JIS Exchange, as well as the new partnership with Palm Beach Show Group to include a Las Vegas Estate Jewelry & Watch Pavilion. JCK also introduced a dedicated destination for lab-grown diamonds, providing buyers with choices for all gemstones – real, rare, and grown – to ensure that the retailers meet the demand of any and all customers. JCK partnered with Jewelers Security Alliance (JSA) to launch a new neighborhood that features tailored security solution providers to keep jewelry businesses safe.

Buyers and Brands, Buyers and Buyers: Connecting People with People

JCK Las Vegas 2018 held over 70 events, from networking to education, including the JCK Talks series which offered opportunities for peer-to-peer discussions and learning opportunities. Other highlights within JCK Talks included Retailer Roundtables, Sip and Learn Social discussions, and an Afternoon with the Associations where the experts covered the industry's most requested topics. Additional notable educational events included the JCK Think Tank as well as the annual Rapaport Breakfast and GIA Sessions.

Celebratory networking events were plentiful and included the following highlights from the week:

- Diamond Empowerment Fund's "Diamonds Do Good" Gala
- Jewelers For Children's "20th Annual Facets of Hope Dinner"
- JCK Bling Happy Hours
- JCK Rocks the Bowl
- Le Vian's "Red Carpet Revue 2019 Jewelry & Fashion Trend Forecast"
- Mix & Mingle Happy Hours
- Platinum Guild International's "Fall in Love in Platinum - The 5th C: Wedding Jewelry Trends"
- Plumb Club's "Breakfast Symposium" and "Gala Evening"
- Rappaport Breakfast— "State of the Diamond Industry – The Buy Side"
- WJA, Gen Next and AGS Young Titleholder Mix & Mingle

Enhanced Tools and Looking Forward

2018 saw the introduction of other new tools to streamline show navigation. The "Bling Brigade" debuted this year, a re-imagining of the "Ask JCK" service that existed in prior years. Adorned in eye-catching sparkles, this squad canvased the floor to both provide show information for visitors and to generate bursts of energy and excitement throughout the day. In the JCK Mobile app, customers were able to text their questions to Bling on demand through "Ask Bling".

In 2019, LUXURY and JCK Las Vegas will return to its origin at the newly renovated Sands Expo and The Venetian. JCK Las Vegas looks forward to unveiling their new logo to coordinate with an overall fresh and modern show look and feel at the new location. There, it will offer even more advancements, curating everything a retailer could need – all under one roof, including a Global Gemstone Pavilion, which includes 80% of the current gemstone exhibitors, plus a new International Gemstone Pavilion in partnership with the International Colored Gemstone Association (ICA) and the at-show delivery vendors from the JIS Exchange show who will have their own designated area. Other prominent JCK exhibitors have demonstrated their eagerness for things to come with long-term commitments: Forevermark, ICA, Le Vian, Plumb Club, Prestige and Stuller have all signed multi-year contracts to exhibit.

"The move to Sands Expo and The Venetian is because we continue to listen to our customers," says Bachmann. "The major decisions and future enhancements to the show in 2019 are based on customer feedback gathered from post-event digital surveys, the JCK & LUXURY Advisory Boards, retail store visits by JCK staff, and more. The exciting changes and innovations coming in 2019 are all being shaped by customer input and insights."

VO
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boutique show
18 - 23 January 2019
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LUXURY & Brand Jewelry

QUEEN & I

Queen & I Jewellery Co., Ltd.

Email: info@qni.com.hk

Founded in 1999, Queen & I Jewellery Co., Ltd. is a leading and diversified jewellery wholesale company which provides various kinds of jewellery to its international clientele. Queen & I recognizes the need of unique jewellery, especially necklace sets, establishing a special team that focuses on providing unique designs tailored to the market needs. In particular, Queen & I specialises in producing exquisite handmade bridal necklace sets, pendent earring sets and cocktail rings that are customized according to clienteles' specifications. The company also provides fine quality mountings in generic designs.

Currently, the company owns two product brands for small items. Murano, a modern and trendy brand, offers mainly feminine items and some gender-neutral items. The brand is diversified with patterns, and is suitable for everyday wear. Another product brand, Botany of Queen & I, is rich with botanic symbols and designed in cocktail style. Queen & I are well known for its elegant products with refined quality, remarkable craftsmanship, as well as its solicitous commitment to offering the best service to the customers. Its jewelry are exported to South East Asia, Middle East, the USA and Europe. The company pays close attention in the manufacturing procedures, from diamond sourcing to the final completion of its products, in order to make sure that every item is properly manufactured to perfection. Queen & I strives to please every client with the best service and hopes to be their long-term business partner.

LUXURY & Brand Jewelry

Joy Design Company Limited

Email: info@joydesign.hk

Joy Design Co. Ltd. is a Hong Kong based manufacturer which specializes in the production of jewelry. Its main products include 9K-24K gold jewelry, diamond jewelry, precious stone jewelry and semi-precious stone jewelry. The company provides a great variety of jewelry products and customers can always find their requirements fulfilled. Its major customers are jewelry importers, wholesalers and retailers. It is capable of ODM production and welcomes any kind of ODM orders.

LUXURY & Brand Jewelry

VANESSA
慧 思 珠 寶

PIN (Hong Kong) Ltd.

Email: info@yci-jewelry.com

Established in 2005, PIN (Hong Kong) Limited is renowned worldwide for its specialization in Tanzanite fine jewelry. As the pioneer in marketing of Tanzanite products, PIN has been playing an important role throughout the supply chain, ranging from gemstones purchase from the mines, stone cuts, jewelry design, manufacture, export, wholesale to even brand franchises. PIN strives to be the best supplier as well as the representative icon of Tanzanite trade in the world. Particularly, PIN was the champion of JMA International Jewelry Design Competition (Open Group II) in 2016.

PIN has its own brand and specialty shops, named “VANESSA”, as its robust arm reaching out the markets of Tanzanite jewelry in both mainland China and Hong Kong.

The name “PIN” is the abbreviation of the core values of the company. “P” stands for Passion for appreciating, creating and promoting fine jewelry, whereas “I” for Imagination without any boundary for the endless creativity, and “N” for Natural being a core value so as to prefer the use of natural materials in jewelry creation.

JMA™ Hong Kong

Your Asia Key Jewelry Event In November

29 Nov - 2 Dec 2018

Hall 1 & 3FG • Hong Kong Convention & Exhibition Centre
香港會議展覽中心 • 展館1及3FG

30 HKJMA

香港國際珠寶廠商展覽會
Hong Kong International Jewelry Manufacturers' Show
T: (852) 2766 3002 F: (852) 2362 3647 www.jewelryshows.org

ufi Approved International Event

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－1947－

Ms. Karen Li, Ms. Jane Li & Ms. Lydia Kwan

Universal Jewellery, founded in 1947, celebrates seven decades of setting the benchmark for fine jewellery design and production in Hong Kong. We strive to provide innovative designs with exquisite craftsmanship and outstanding quality of gems. Our uncompromising commitment to excellence can be traced back to our founder Mr Chiu Kwan with his vision of unique designs executed with superb craftsmanship and presenting the best stones in the best possible light. Regular clients include the most exclusive jewellery boutiques and independent design houses in North America, Europe, Taiwan, Southeast Asia, and Japan.

LUXURY & Brand Jewelry

Coronet™

Aaron Shum Jewelry Limited

Email: info@aaronshum.com

Aaron Shum Jewelry Limited has been founded since 1985 specializing in the design and production of fine jewelry and timepieces.

Sophisticated craftsmanship and design is the key signature of every Aaron Shum's products. The company has developed a comprehensive product range for customers with different budgets and needs. Brand names include Coronet Solitaire, Gemtique, Gemtique Watches, La Posy, Icestrella, Princess Rose, Moissanite, etc.

Administrative head office of Aaron Shum is in Hong Kong while the company has also set up sales offices in the USA, Australia, Japan, UAE and China. At the moment, Aaron Shum has also established different 'Lifestyle' stores around the world. Lifestyle stores combine both jewelry and sophisticated giftware.

LUXURY & Brand Jewelry

ELEMENT
CREATIVE THINKING

Element Jewelry Group Limited

Email: info@elementjew.com

The ultimate pronouncement of a promise, Element bridal collection is the embodiment of true love, specializing in engagement, wedding rings, diamond & precious stone fashion jewelry. Every design is one-of-a-kind and delicately crafted with the world class techniques and flawless skills, played a role in all the greatest love stories, captured the passion and promise of true love.

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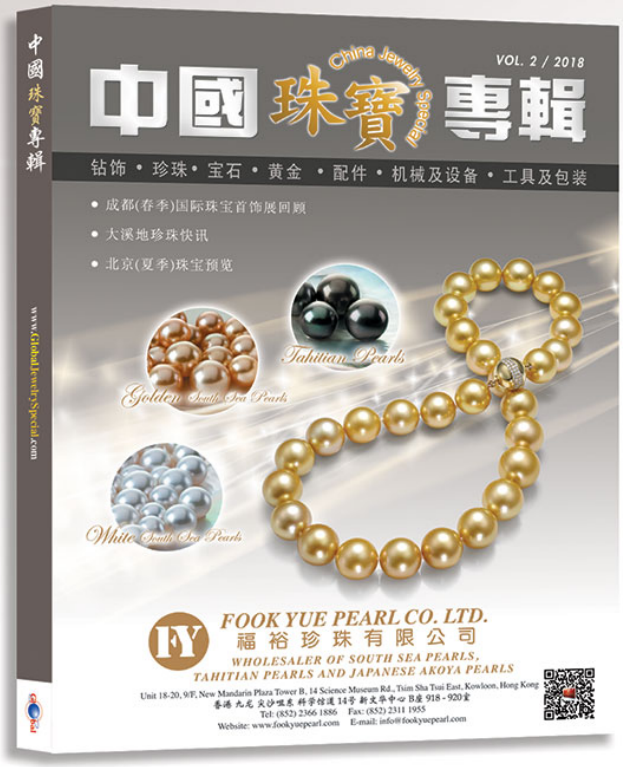
Inspired by the sparkling moments each couple share, Element has created a collection of bridal rings in a range of settings that perfectly flattering any style. Each design is hand-crafted to fully reveal the full beauty of the ultimate expression of your love.

中国珠宝、器材及配件

中國珠寶專輯 China Jewelry Special

精雅首饰珠宝、配件器材荟萃



“中國珠寶專輯”由國際資訊出版(集團)有限公司出版，致力把香港的優質珠寶和品牌供應商推廣到大中華市場。

目前，中國內地市場急速發展，消費市場的增長令人刮目相看。中國已邁向成為世界最大奢侈品消費國。中國市場在高速的需求增長下，黃金、珠寶這類具保值和收藏價值的奢侈品甚受歡迎。中國市場需求的高速增長，吸引不少香港供應商積極開拓內銷市場。然而不論是營商文化、市場和消費者需求，以至產品分銷方式，中國市場都與海外市場有極大的差異。憑藉我們多年的經驗，**“中國珠寶專輯”**致力讓香港供應商:

(1) 建立公司/產品/品牌形象
(2) 尋找合適國內買家
(3) 徵求國內分銷商
(4) 建立國內銷售渠道

China Jewelry Special published by Global Sources Publications (Holdings) Limited, endeavors to introduce and promote quality fine jewelry, pearl, gems, jewelry accessories,machinery and tools products in the Greater China market.

Meanuwhile mainland China market is developing rapidly, and the growth of the consumer market is impressive. China has become the world's largest consumer of luxury goods. China market is rapid growth of demand for luxury goods such as gold and jewelry with value preservation and collection value are very popular.

China Jewelry Special aims to cater to the needs of these vendors by assisting them in the following areas:

1. Building up company / brand identity in China
2. Reach target buyers
3. Seek for suitable distributors
4. Establish sales channels

www.GlobalJewelrySpecial.com

產品範圍

“中國珠寶專輯”網羅設計時尚、品質超卓的產品，包括名貴寶石首飾、鑽飾、珍珠、金飾、時尚首飾、珠寶配件、工具及機器等等。

Product Coverage

China Jewelry Special covers precious metal, diamond, pearl and gold jewelry, fashion accessories, jewelry accessories, machinery and tools , international brand name jewelry, etc.

中國珠寶首飾展會
China Trade Fair Schedule

“中國珠寶專輯”將在各大型展會派發，包括：

China Jewelry Special is widely distributed in the following trade fairs:

Jan 一月	Guangzhou International Jewelry Fair 廣州國際珠寶首飾玉石交易會
Feb 二月	China Int'l Gold, Jewellery & Gem Fair - Shenzhen 深圳國際黃金珠寶玉石展覽會
Mar 三月	Hong Kong International Jewellery Show 香港國際珠寶展
May 五月	Shanghai International Jewelry & Gem Fair 上海國際珠寶首飾展
Jun 六月	China Int'l Gold, Jewellery & Gem Fair - Guangzhou 廣州國際黃金珠寶玉石展覽會
Jun 六月	Hong Kong Jewellery & Gem Fair 香港珠寶首飾展覽會
July 七月	Beijing Summer International Jewellery Fair 北京夏季珠寶展
Aug 八月	Chengdu International Jewellery Fair 成都國際珠寶首飾展
Sep 九月	Hong Kong Jewellery & Gem Fair 香港珠寶首飾展覽會
Sep 九月	Shenzhen International Jewellery Fair 深圳國際珠寶展
Oct 十月	Shanghai World Jewelry Expo 上海國際珠寶展
Nov 十一月	China Int'l Gold, Jewellery & Gem Fair - Shanghai 上海國際黃金珠寶玉石展覽會
Dec 十二月	Beijing - China International Jewellery Fair 中國國際珠寶展(北京)

Global Sources Publications (Holdings) Limited
國際資訊出版（集團）有限公司

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TRULY INTERNATIONAL SHOW

VOD DUBAI

INTERNATIONAL JEWELLERY SHOW
معرض دبي الدولي للمجوهرات

www.jewelleryshow.com

14-17 NOVEMBER 2018 | DUBAI WORLD TRADE CENTRE

20,399 visitors from **84** countries

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○ Russia ○ Sri Lanka ○ USA ○ UK ○ Bahrain

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For more information, please write to:
jewelleryshow@dwtc.com

International jewelry,
watch and equipment exhibition

November 29
—
December 2

JEWELLER Expo UKRAINE

ufi Approved Event

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The Ultimate Sourcing Guide for Buyers & Suppliers

Global Sources Publications (Holdings) Ltd.

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BASELWORLD
THE PREMIERE SHOW

»Offer a unique experience«

Managing Director Michel Loris-Melikoff offers a preview of innovations at Baselworld 2019.

Mr Loris-Melikoff, you are quite new as the head of Baselworld. Are the concepts for Baselworld 2019 equally new and fresh?
Michel Loris-Melikoff: I certainly hope so! The feedback that my team and I have received from the industry about our ideas for the upcoming Baselworld has definitely been very positive and bookings are likewise developing very satisfactorily.

What specific items will be new at Baselworld 2019?
Michel Loris-Melikoff: Plenty! An important goal is to strengthen the jewellery area. That's why it will be much more centrally positioned in Hall 1.2, where it will also have a genuine visitor magnet: a Show Plaza with a spectacular 240° catwalk. There will be three live shows per day on the catwalk, which can also be used for events in the evenings. "The Loop" will offer several new catering options directly in Hall 1.1. The independent watchmakers of "Les Ateliers" likewise get a new stage: they can now be found in Hall 1.0 South. We are also developing events for dealers. And Baselworld will open for journalists already one day prior to its official opening... The objective is to strengthen the show's event, communication and marketing character. Baselworld must be a unique experience that's newly surprising and different each year. We still have some time ahead of us before Baselworld 2019, so several additional concepts will also be added.

How are you responding to the digitization of the markets?
Michel Loris-Melikoff: Today's market needs a totally different Baselworld than it needed ten years ago. Some companies nowadays "tick" almost exclusively digitally. The topic of digitization is accordingly at the top of our list. Among other things, we are also developing a new communications strategy that works with innovative formats such as a chatbot to provide the brands with a year-round stage for their products. But digitization will and must take place and show itself in many other areas as well. We are in the process of developing new ideas here too.

Catering, overnight stays, stand fees, admission prices: these have long been a bone of contention for many people.
Michel Loris-Melikoff: That's true. Expenses crossed the pain threshold for many people in past years. That's why we intend to sit down at a table with all participants and find a satisfactory solution. Our negotiations with hoteliers and restaurateurs make it clear that this will succeed. With regard to stand rentals, we had already implemented price adjustments last year and we have partially set new prices for 2019 to further reduce expenses for our exhibitors.

2019
MARCH 21–26
WWW.BASELWORLD.COM

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ENTERPRISE WORLD

MICA©

Mica Silver Jewellery Manufactory (China) Company

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Mica Silver Jewellery Manufactory (China) Company, established in 1998, is a manufacturer, supplier and exporter of a variety of leather bracelets and necklaces. It specializes in the production of Genuine Round Leather, Genuine Plait Leather, Satin, Wax Cord bracelets and necklaces with 925 Silver Clasp and 316L Stainless Steel Clasp. On top of its OEM capability, Mica has also been successfully been branded, which acknowledges the popularity of its leather bracelets in China and overseas regions. In the near future, the company will continue to launch different series of jewlery under the brand name Mica. The latest collection of Mica jewelry features Tahitian Pearl and South Sea Pearl adorning leather bracelets. The company is reputed for its quality products, professional services and credibility which have gained support for it from global customers in more than 40 countries over the last 19 years. Internationally acclaimed, Mica jewelry is widely popular among buyers and professionals. The company now also has its own workshops and showrooms in China and Hong Kong. Mica will remain dedicated to introduce more innovative and unique products. Contact the company for more information.

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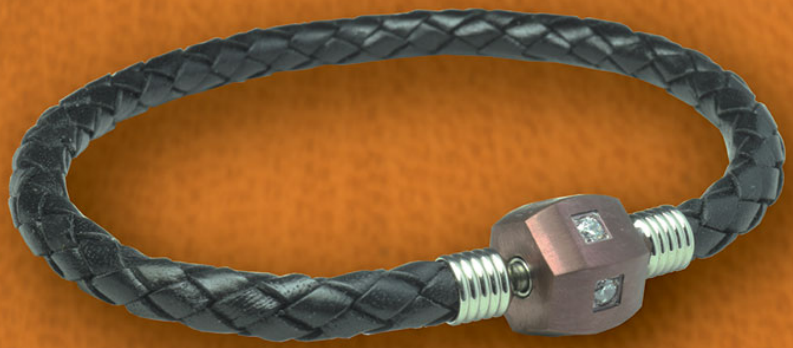

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