

SINGAPORE INTERNATIONAL JEWELLERY SHOW 2009

5th International Jewellery, Gems & Accessories Exhibition

Trends and Traditions



Celebrating the grandeur of the Fine Arts,
jewellery and watches

Suntec Singapore | 30 July - 2 August 2009 | www.sijs.com.sg

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SIJS 2009 EVENT PARTNERS and OFFICIAL SPONSORS



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POST EVENT REPORT



SIJS 2009 had concluded with an outstanding performance despite the current economic challenges and it recorded the BEST RETURNS for most of the participating Companies!!!!

Once again the Singapore International Jewellery Show 2009 which was held at Suntec Singapore from 30 July to 2 August 2009 showcased more than 132 exhibitors, principals and affiliated companies from 23 countries. Sri Lanka was once again the Country Partner for the show with their latest range of precious stones.



The show was officiated by Mr. S. Iswaran, Senior Minister of State for Trade & Industry at Suntec on 30 July. It was well attended by the various Government agencies and industry colleagues and VIP buyers specially invited from Cambodia.



The show attracted close to 14,000 visitors with more than 21,000 visits from both the local and overseas buyers.

Special Highlights:

- 9 Special artworks by the well known Italian artist Thomas Diego Armonia;
- A Light Blue Diamond Ring brought in by DeGem worth S\$4.3 million;
- For the first time, the meticulously handpainted dial watch by the artist Mr. Thomas Diego Armonia for Nivrel was officially presented at the show;
- A Showcase of Peranakan Jewellery from old school collector's items that dated back to the 1890 to the early 1900;



Exhibitors were pleasantly surprised with the high purchasing power from the visitors from the mid range items to the high end pieces.

The total sales result were; Sales confirmed and under negotiation amounted to an estimated S\$42.82 million.



The event generated media coverage from print media, magazines, broadcast media and online with an estimated value of S\$4 million as at 31 August 2009.

The show garnered favourable comments and feedbacks from exhibitors:

***(Japan); Meiwa Co Ltd, Mr Takenori Nagal
"Taking part in SIJS is always part of the exhibition schedule and knowing that SIJS 2010 will be moving to a new location, we confirmed our participation!"***

***(Hong Kong); Ming Kee Jade, Mr Lee Ming
"We are pleased with our overall sales result and we are looking forward to take part in SIJS 2010"***

***(Malaysia); Tengate Sdn Bhd, Mr Leon Wong
"We are from Malaysia and it is our first time participating in SIJS09, we are happy with the sales result and will definitely take part in SIJS 2010"***

***(Singapore); Treasure Jade Jewellery , Ms Fiona Ow
"We are pleased with the overall sales results and we are definitely considering expanding our booth size to 18 sqm "***

***(Singapore); Jadite Collections, Mr Jimmy Lee
"Our Jadite Peanuts sold very well and looking at this year results, we are keen to take up 18sqm for SIJS 2010"***

***(Singapore); ValtosPearls, Mr Michael Valtos
"This is our first time participating in SIJS 09, at the beginning, we were quite concern with the sales & visitorship turnout but each day the sales and vistorship got better. We are very pleased with our sales figures"***

***(Singapore); TianPo Jewellery, Mr Robert Ouyang
"Despite the economic downturn our sales for SIJS 09 surpasses all the previous year sales record"***

***(Singapore): Royalking, Mr Zen Zeng
"We are very excited to know that SIJS 2010 is moving to MBS, with a new location, we are definitely planning to double our ooth size from 18sqm to 36sqm"***

***(Singapore); DeGem, Ms Ivy Choa
"We are very happy with the results and will definitely support with a bigger booth next year"***



***(Poland); Ekos, Mr Gregory Kosiel
"We have always had good business and contacts at SIJS 09 and will definitely participate again in 2010".***

The above are only some of the few quotes from our new and repeat exhibitors at SIJS 09.

In conclusion, the next SIJS 2010 would definitely be more exciting with new ideas and new buyers from the Asia Pacific Region.





Ms. Melissa OW

Assistant Chief Executive/Business Travel & MICE group
Singapore Tourist Board

Our congratulations to the joint organizers: Conference & Exhibition Management Services Pte Ltd (CEMS) and Singapore International Jewellery Pte Ltd (SIJ), on staging the 5th Singapore International Jewellery show. We also extend a very warm welcome to all first-time and returning overseas visitors to this annual event, and hope that you will have an enjoyable time experiencing Uniquely Singapore.

We are glad that SIJS 2009 also coincides with the 70th anniversary of the Singapore Jewellers Association which honours the rich heritage of established and reputable jewellers, making this year's occasion even more special.

This year's show will see the launch of SIJS's two new platforms – a luxury items segment featuring the most illustrious of European branded goods, as well as a dedicated platform for timepieces. Complementary by a suite of seminars and conferences on industry best practices and a series of catwalk shows featuring the latest styles in jewellery and fashion, SIJS will undoubtedly enthrall both trade partners and jewellery enthusiasts.

Honouring the twin influences on tradition and trend, SIJS 2009 offers a showcase of exquisite design and prized collections which celebrate timeless tradition and evolving trends. Building on success of the last year's event, this year's show will be graced by the impressive works of not just one, but two renowned. They are the celebrated Italian architect Andrea Palladio, and the renowned contemporary Parisian Artist Thomas Diego Armonia, who will be making highly anticipated comeback, following the overwhelming interest garnered at his showing last year.

Events such as SIJS 2009 not only provide the ideal platform for jewellery industry players to leverage business and networking opportunities, it will also help spur the development of the lifestyle products and services sector; a fast growing cluster for industries in many countries.

The Singapore Tourism Board is pleased to be supporting SIJS 2009 under the enhanced "Business events in Singapore" or "BE in Singapore" (BEIS) incentive scheme as part of the building on opportunities to strengthen Tourism of BOOST initiative. In addition to encouraging more business events organizers to stage events that are aligned with Singapore strategic economic clusters.

We wish all exhibitors and visitors a fruitful time at the SIJS show and that all overseas attendees will be charmed by a very pleasant stay in Uniquely Singapore.





Singapore Jewellers Association officially took over the management of "Rotary Jewelry Design Award in May 2008 and this design award has since been renamed as the "Singapore Jewellery Design Award".

This vocational service programme which was started in year 2001 by Rotary Club of Singapore East, would continue with its mission to work closely with all design institutions.

The objectives of this award are:

1. To encourage the creations of jewellery design in line with market needs;
2. To promote Jewellery Design in Asia

This competition is open to all students of art schools in Asia, who are not currently under full-time employment in the jewellery trade. The most outstanding designs will be selected and made into jewellery to be marketed alongside other jewellery of leading jewellery retailers. The ultimate validation of a successful design is market acceptance. Winners will have the satisfaction of knowing how many pieces are sold at the end of a year from the date of competition. Contact: Singapore Jewellers Association

38D North Canal Road - Singapore 059294
 Tel : (65) 6533 4053 - Fax: (65) 6533 0867
 Email: info@sja.org.sg - Website: www.sja.org.sg

2009 AWARDED DESIGNS



Yeun Ming San



from Hong Kong Institute of Vocational Education (IVE)



Rebecka Vavouzos



Chen Nga Lee -



Liu Xin Li



from Nanyang Academy of Fine Arts)

from Hong Kong Institute of Vocational Education (IVE)



ART SECTION -TRENDS & TRADITIONS



peranakan
MUSEUM

Southeast Asia has been a crossroads for trade since ancient times. Prevailing winds brought traders from distant lands to Southeast Asia. Some of these traders put down roots and married local women. Their descendants are the ancestors of the Peranakans.

The Peranakan Museum showcases the world's finest and most comprehensive collection displayed in 10 galleries. Step into them and immerse yourself in this unique Southeast Asian culture.



The Asian Civilisations Museum (ACM) is the first museum in the region to present a broad yet integrated perspective of pan-Asian cultures and civilisations. As one of the National Museums of Singapore under the National Heritage Board, we seek to promote a better appreciation of the rich cultures that make up Singapore's multi-ethnic society.

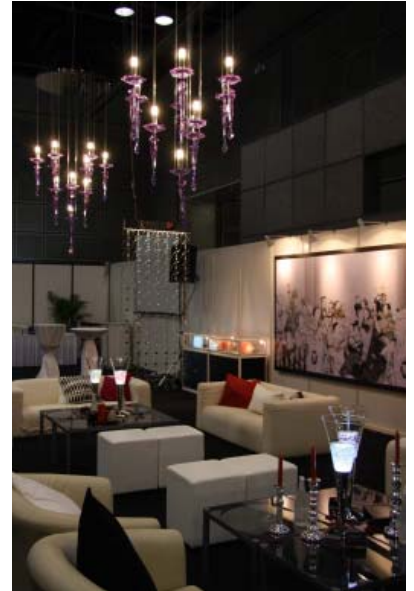


While Singapore's forefathers came to settle in Singapore from many parts of Asia within the last 200 years, the cultures brought to Singapore by these different people are far more ancient. This aspect of Singapore's history is the focus of the ACM. The Museum's collection therefore centres on the material cultures of the different groups originating from China, Southeast Asia, South Asia and West Asia.



ART GALLERIES

In this second edition of the Luxury Items section we had a growing number of art galleries exhibiting at the fair: from China, Singapore, France and Italy.







ON STAGE PERFORMANCES

SIJS 2009 has offered a very high class stage for seminars, fashion and jewellery shows and conferences



Adelina Pang
Feng Shui Consultancy Ptd Ltd



Ministry of Cambodia
Chamber of Commerce





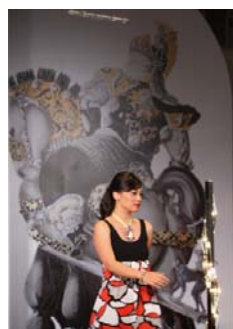
FASHION SHOWS



GOLDHEART



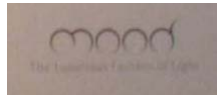
The Peranakan Fashion show
by **Foundation Jewellers**



LUXURY ITEMS

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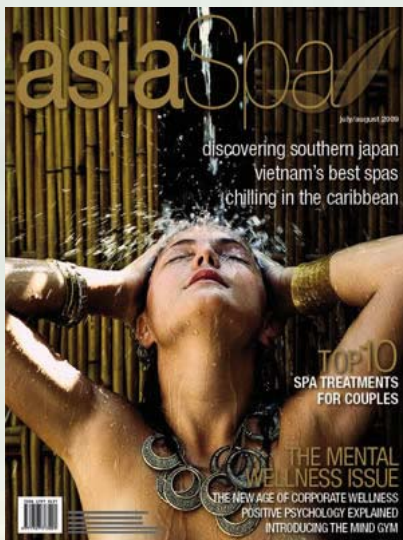
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SEMINARS & NETWORKING



Singapore SIJS 2009 had the pleasure of welcome

- Indian women association
- Singapore Dipomatic club
- Singapore International chamber of commerce
- Exxon Mobil event
- Women doctor associaton
- Business & professional wome's association
- Singapore women association



Ministry of Cambodia
Chamber of Commerce



PEOPLE



SINGAPORE INTERNATIONAL JEWELLERY SHOW 2010

6th International Jewellery, Gems & Accessories Exhibition



2010: SIJS WILL MOVE TO THE ULTIMATE LOCATION AT MARINA BAY SANDS CASINO & RESORTS

- Venue** : Marina Bay Sands, Singapore
- Dates** : 29 July – 1 August 2010 (Thursday to Sunday)
- Co-Organisers** : Conference & Exhibition Management Services Pte Ltd (CEMS)
Singapore International Jewellers Pte Ltd (SIJ)
Highlight consulting Europe, Paris
- Co-Hosts** : Singapore Jewellers Association (SJA)
Diamond Exchange of Singapore (DES)
World Gold Council (WGC)
- Supporting Organisations** : Singapore Tourism Board
Spring Singapore
- Show Highlights** : Contemporary Art By Thomas Diego Armonia.

	2007	2008	2009	2010 (Projection)
Gross area (sqm)	5500	6000	5500	7000
Net area (sqm)	2500	2600	2800	3000
No. of Exhibitors	150	160	131	180
No. of Countries/Regions	28	30	23	30
No. of Trade/ Public Visitors	12,000	12,500	13,900	15,000

- Target Audience Profile** : Buyers and retailers from ASEAN and Asia Pacific region looking for new designs, knowledge and promising business opportunities: -
Jewellers, watch- and clockmakers, gold- and silversmiths, mineralogists, gemsetters, diamond experts, gemologists, owners and employees of antique shops, commercial agents, engravers, electroplating businesses, jewellery designers, coin dealers, mints, auction houses, mail-order firms
- Exhibit Profile** :
- 1) Gems, Jewellery and accessories**
Diamond, platinum, 24K fine gold, gem set, silver, antique, and pearl jewellery; jewelled timepieces; south sea, cultured and fresh water pearls; diamonds; coloured gemstones; jewellery mountings, carvings/display ornaments; display and packaging materials; jewellery machinery tools and equipment
 - 2) Watches**
Branded and collector's time pieces
 - 3) Luxury Items**
Introducing European Luxury items from Jewellery, watches, art to luxury items from furniture to furnishings, fashion, Private Banking and Bank services, etc

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