



**ISTANBUL**  
29<sup>th</sup> INTERNATIONAL JEWELRY, SILVER, WATCH & EQUIPMENT FAIR  
**JEWELRY SHOW**



09 - 12 OCTOBER 2009

## **POST SHOW REPORT**

### **GOOD MOOD!**

**WITH GREAT BUSINESS & BRILLIANT ATMOSPHERE, ISTANBUL JEWELRY SHOW STIMULATED JEWELRY SECTOR IN POSITIVE MOOD BETWEEN 09 – 12 OCTOBER 2009.**

### **22 October 2009, Istanbul**

29th ISTANBUL JEWELRY SHOW, which was organized by ROTAFORTE Int'l Trade Fairs and Media, was held between 09 – 12 October 2009.

Effective target oriented marketing especially to the emerging international markets in the Middle and Near East as well as Russia, CIS Nations, Eastern Europe and Africa, drew hopeful job and stimulated jewelry sector in positive mood at ISTANBUL JEWELRY SHOW-II'2009 between 09 – 12 October.

ISTANBUL JEWELRY SHOW put together the retailers and manufacturers of jewelry sector with an effective way to do jewelry business. Total of 18.493 visitors of which 3.330 international buyers from 82 countries met with the latest trends.

10 leading visitor countries of 29th ISTANBUL JEWELRY SHOW are Iran, Syria, Russia, Ukraine, Greece, Bulgaria, Israel, United Arab Emirates, Lebanon and India.

Total number of 426 exhibitors of which 139 from 21 foreign countries attend the show. 247 press representatives watched ISTANBUL JEWELRY SHOW.



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## **UBM Asia and Rotaforte Collaborate for ISTANBUL JEWELRY SHOW!**

Another important progress of 29th ISTANBUL JEWELRY SHOW was the announcement of UBM Asia and Rotaforte Collaboration. UBM Asia and Rotaforte enter into an agreement to jointly promote ISTANBUL JEWELRY SHOW.

UBM Asia, part of United Business Media Limited (UBM.L), announced during the fair time that it has entered into a marketing agreement with Rotaforte Fair Company SA to jointly promote the ISTANBUL JEWELRY SHOW. The agreement will cover the two 2010 editions of the show taking place from 13 - 17 March and 14 - 17 October, as well as future events.

UBM Asia has a long-established and successful track record of organising and marketing international jewellery exhibitions in Hong Kong, China, India and Japan. It is the organiser of the largest jewellery exhibition in the world: the September Hong Kong Jewellery & Gem Fair. It also publishes magazines and operates websites for the world's jewellery industry. UBM Asia's experience in this field and its global industry network will contribute to the effectiveness of the ISTANBUL JEWELRY SHOW's international marketing programme.

Both UBM Asia and Rotaforte are exploring ways to formalise this commercial relationship in a joint venture in which UBM Asia has a majority shareholding.

For more information pls contact with our Marketing Department.

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International Trade Fairs & Media

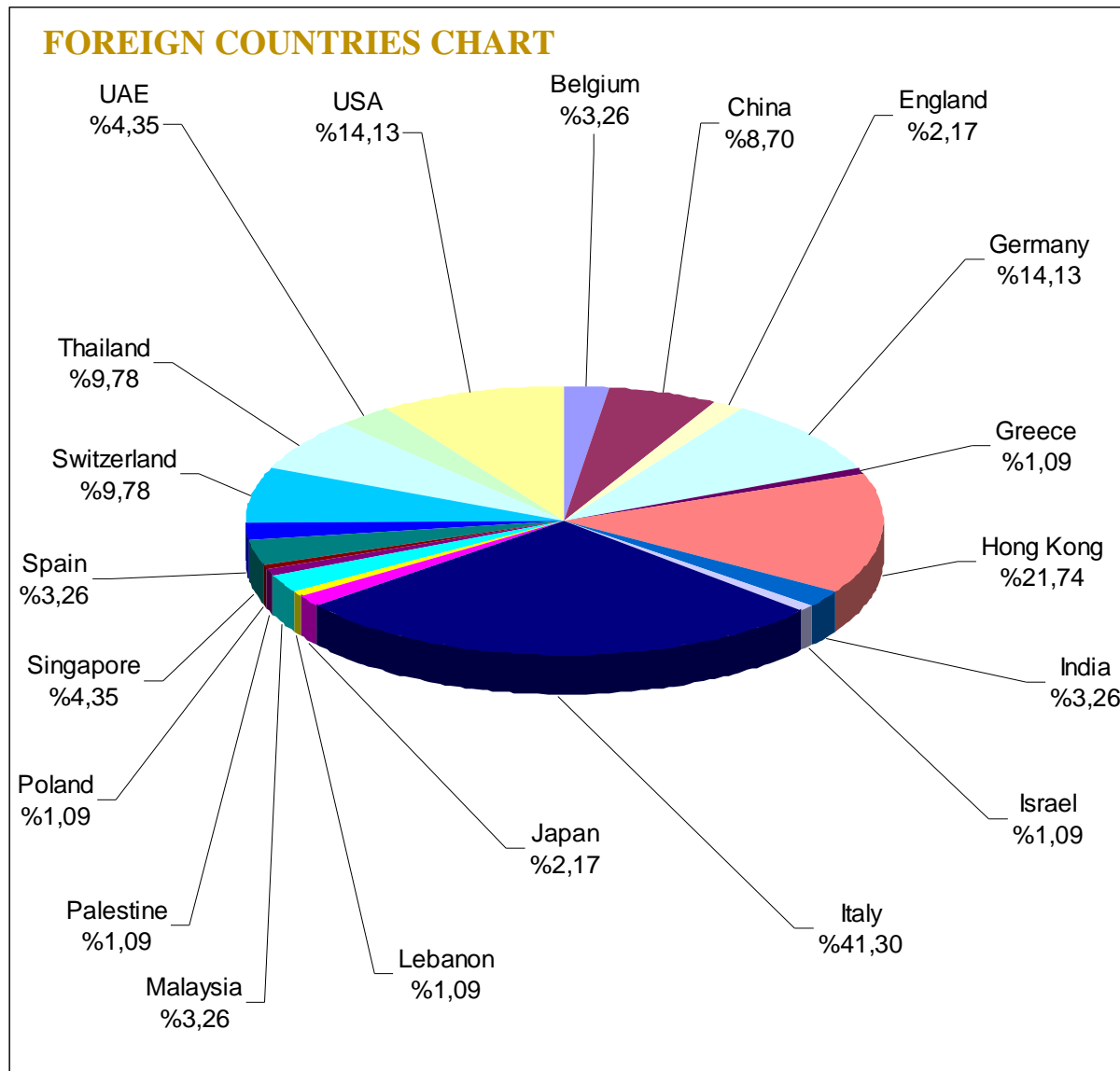
## ISTANBUL JEWELRY SHOW BY NUMBERS

### ABOUT EXHIBITORS

Total Number of Exhibitors	426 firms
Total Number of Turkish Exhibitors	287 firms
Total Number of Foreign Exhibitors	139 firms
Total Number of Countries Represented	21 countries

### COUNTRIES REPRESENTED AT ISTANBUL JEWELRY SHOW

Belgium, China, England, Germany, Greece, Hong Kong, India, Israel, Italy, Japan, Lebanon, Malaysia, Palestine, Poland, Singapore, Spain, Switzerland, Thailand, Turkey, UAE, USA.



**VISITORS**

Total Number of Visitors	18.493 person
Total Number of Turkish Visitors	15.024 person
Total Number of Foreign Visitors	3.330 person
Total Number of Press Visitors	247 person
Total Number fo Visitors' Countries	82 countries

**VISITORS' COUNTRIES**

Albania, Algeria, American Samoa, Armenia, Australia, Austria, Azerbaijan, Belarus, Belgium, Bosnia And Herzegovina, Bulgaria, Canada, China, Croatia, Cyprus, Czech Republic, Djibouti, Egypt, England, Estonia, France, Georgia, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Iraq, Israel, Italy, Japan, Jordan, Kazakhstan, Kosova, Kuwait, Kyrgyzstan, Latvia, Lebanon, Libya, Lithuania, Macao, Macedonia, Malaysia, Mexico, Morocco, Netherlands, Nigeria, Norway, Oman, Pakistan, Palestine, Paraguay, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia And Montenegro, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sudan, Sweden, Switzerland, Syria, Taiwan, Tajikistan, Thailand, Tunisia, Turkey, Ukraine, United Arab Emirates, UK, USA, Venezuela.

**FOREIGN VISITORS' CHART**

