

Jewellery, Gem & Technology in Dubai opens today with exciting product reveals, market insights

Third edition of premier B2B jewellery sourcing fair takes over DEC in Expo City from 12 – 14 November

DUBAI, United Arab Emirates, 12 November 2024 – The third edition of [Jewellery, Gem & Technology in Dubai \(JGTD\)](#) opens its doors today at its new home – the Dubai Exhibition Centre (DEC) in Expo City – presenting international buyers a multitude of opportunities to explore, learn and engage.

Located in Halls 1 & 2 South of DEC, the three-day B2B fair highlights 350+ exhibitors from 25+ countries and regions spread across 16 neighbourhoods. Among the top show floor destinations are nine country and regional pavilions featuring debut groups from China, Singapore, Sri Lanka, Thailand and the USA, alongside returning pavilions under the banners of Hong Kong, India (powered by the Gem & Jewellery Export Promotion Council – GJEPC), Italy and Türkiye, event organisers Informa Markets Jewellery and Italian Exhibition Group SpA (IEG) announced.

Adding to the dynamic atmosphere of JGTD are two new theme zones: The Dubai City of Gold Pavilion, curated by the exhibition's Industry Partner, Dubai Jewellery Group (DJG), and Dubai Jewel Narratives by DBGGJD (Dubai Business Group for Gold & Jewellery Designers). These novel offerings enrich the core show floor destinations dedicated to Finished/Semi-Finished Jewellery, Loose Diamonds & Coloured Gemstones, Packaging, Jewellery Technology and Lab-Grown Diamonds. Adding convenience for attendees, [complimentary shuttles](#) between the Gold Souk and DEC operate every 60 minutes, contingent on traffic conditions, throughout the entire show period.

"It's incredible to think about how quickly time has passed since we started in 2022. Our journey has been about growing and adapting, driven by our commitment to meeting the evolving needs of our community in the face of challenges and new opportunities," said **Celine Lau**, Director of Jewellery Fairs at Informa Markets Jewellery. "Consistent with this approach, the third edition of JGTD is introducing exciting changes and fresh possibilities: A new venue, debut pavilions from Asia and North America and a content lineup comprising major influencers in the Middle East's jewellery design scene."

The City of Gold shines as the perfect setting for JGTD.

"Dubai stands out as the ideal location for a trade event like JGTD due to its exceptional modernity, connectivity and its rich history as a trading hub – particularly for jewellery and gemstones," said **Maurizio Ermeti**, President of Italian Exhibition Group. "We look forward to engaging with the industry here over the coming days. The city's dynamic growth and strategic position make it a natural choice for fostering global connections in the jewellery sector."

Further boosting JGTD's status as the industry's prime global meeting point is the concurrent Dubai Diamond Week – a “world-first gathering of the global diamond industry in Dubai.” Hosted by the fair's Official Partner, DMCC (Dubai Multi Commodities Centre), the week features the sixth edition of the Dubai Diamond Conference, which wrapped up yesterday, and the 2024 Kimberley Process Plenary Session, which commences today and concludes on Friday.

Ahmed Bin Sulayem, Executive Chairman and CEO of DMCC, shared, “Since its launch in 2022, JGTD has become one of the signature events in the global gem and jewellery calendar and a major international B2B sourcing opportunity. Taking place during Dubai Diamond Week alongside the Dubai Diamond Conference and Kimberley Process Plenary, the 2024 edition of JGTD will bring the world's precious stones and jewellery industries together and reinforce why Dubai is the go-to place for the industry's most important conversations. Through such timely events, we will continue to drive solutions to the most pressing challenges, support global trade growth and resilience, and lay the groundwork for the future success of the global gemstones and jewellery industry.”

JGTD could not have been held at an even more opportune time, DJG Chairman **Tawhid Abdulla** noted.

“We are navigating through some intriguing times, particularly with the volatility of gold prices and shifts in the diamond market. Events like JGTD play a crucial role in providing guidance and insights during these times,” said Abdulla. “This year, Dubai Jewellery Group has brought together key manufacturers from the UAE to exhibit under the Dubai City of Gold Pavilion. The Group is committed to facilitating connections between local manufacturers, wholesalers and international buyers, fostering strong relationships in the process. We're excited about this collaboration and believe that JGTD is solidifying its reputation as a premier event in the Middle East and beyond.”

Awards & Market Intelligence

In addition to buying opportunities, attendees will have the chance to engage in educational and social events that deliver business insights, trend updates and networking opportunities at JGTD's Golden Stage.

Today, IEG in collaboration with the Italian Trade Agency (ITA) and DJG will host the **UAE – ITALY Golden Bridge Awards**. Held under the auspices of the Italian Embassy in Abu Dhabi, the recognition programme celebrates 34 high-volume buyers from Dubai's Gold Souk community, with 18 of them being DJG members.

Attendees can further refine their networking skills by engaging in seminars and panel discussions scheduled for **tomorrow, 13 November**. These sessions will include a presentation by **Paola De Luca**, Co-Founder and Creative Director of Trendvision Jewellery + Forecasting, an independent observatory on jewellery trends by IEG. She will be joined by guests Carlo Pignataro, Advisor and Sales Coach to the Luxury Industry, and artist Nadine Kanso.

Additionally, **The New Jeweller International Media Group** is organising the Middle East Jewellery Designers Forum, with panels on “Emerging Jewellery Designers – Changing Paradigm” and “Advancements in Technology – Jewellery Designing”. **Maryam Al Hashemi**, Director of Precious Metals & Stones at DMCC, will deliver the keynote address. The session speakers are

Sheikha Al Serkal, Founder & Creator of Al Serkal Jewellery – Sharjah; Maha Al Sibai, Chairperson of DBGGJD; Noora Al Rashidi, Founder & Director of Nina Jewellery – Kuwait; Chandu Siroya, Vice Chairman of DJG; Ashish Vijay, Chairman of AV Group; Patricia de Guzman, Manager of the Dubai Design Academy; Saeed Mortazawi, Director of Mortazawi Design Academy – Iran; Marie Claire, Assistant Dean & Instructor at Zayed University – Abu Dhabi, and business leadership coach Nirupa Bhatt.

Moreover, the DBGGJD's **Ebdaa International Jewellery Design Awards 2024** will be held on **Thursday, 14 November**, to celebrate outstanding design talents from across the globe.

Media resources:

JGTD Website: <https://www.jgtdubaijewelleryshow.com/>

JGTD Press Releases: <https://www.jgtdubaijewelleryshow.com/media-room>

JGTD Videos: <https://www.youtube.com/@jgtdubai3757/videos>

JGTD Image Gallery: <https://www.jgtdubaijewelleryshow.com/media-gallery>

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About Informa Markets Jewellery

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our global jewellery vertical, Informa Markets Jewellery, offers in-person and web-based sourcing experiences, digital solutions and dedicated B2B platforms that bring international buyers and quality sellers together in the fine jewellery, gemstone, and fashion jewellery and accessories markets. Our resources, industry experience, influence and focus as a partner are enhanced by our global jewellery portfolio consisting of fairs and events in key cities; a powerful digital platform – JewelleryNet; a dedicated Jewellery Media team, led by flagship publication, JNA; an education-based programme – Jewellery & Gem Knowledge Community, and the industry's most prestigious awards programmes – the [Jewellery World Awards](#) (JWA, previously known as the JNA Awards), and its regional edition, [JWA Dubai](#). imjewellery.jewellerynet.com

Focus on Italian Exhibition Group

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad – also through joint ventures with global or local organisers, in the United States, United Arab Emirates,

Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example – now sees the company positioned among the top European operators in the sector. www.iegexpo.it/en

About DMCC (Dubai Multi Commodities Centre)

Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with a world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high-performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future. <https://www.dmcc.ae/>

Media Contact

For media inquiries about JGTD, please contact the organisers at dubai@iegexpo.it