



JGTD

JEWELLERY, GEM
& TECHNOLOGY
IN DUBAI

27–29 OCTOBER 2026 DUBAI EXHIBITION CENTRE (DEC)

ORGANISED BY



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MEDIA RELEASE

JGTD powers into fifth year as Middle East's leading B2B jewellery sourcing hub

Three days of fine jewellery, diamonds, gems and tech land in Dubai from 27 - 29 October

DUBAI, United Arab Emirates, 1st October 2026 – [Jewellery, Gem & Technology in Dubai](#) (JGTD) – the Middle East's premier trade-only jewellery sourcing destination – is set to welcome thousands of buyers for its fifth edition this month, show organisers Informa Markets and Italian Exhibition Group SpA (IEG) announced today.

Running from 27 – 29 October in North Halls N21 and N23 of the Dubai Exhibition Centre (DEC), JGTD will bring together approximately 300 [exhibitors](#) from 23 countries and regions. Attendees will discover the latest innovations in fine jewellery, diamonds, coloured gemstones and jewellery technology, with trade buyers expected from over 100 markets worldwide.

Purpose-built exclusively for the global jewellery and gemstone supply chain, the fair offers an opportunity for wholesalers, retailers and distributors from the Middle East and beyond to stock up for the upcoming holiday season and build inventory for 2027. Beyond product discovery, JGTD provides attendees with direct, face-to-face access to qualified decision-makers, high-quality leads and real-time market intelligence.

Throughout the three intensive days, visitors may explore dedicated country and regional pavilions representing Hong Kong, India, Italy, Sri Lanka, Thailand and Türkiye. Complementing the exhibition floor, a programme of expert-led sessions will deliver timely industry learnings to help buyers and sellers navigate current market trends.

A milestone built on community

"This is a milestone edition for us but it represents far more than a number," shared **Celine Lau**, Director of Jewellery Fairs at Informa Markets. "What makes this achievement significant is the

community that has grown with us. The exhibitors, buyers and partners who return year after year have solidified JGTD's status as the leading B2B jewellery sourcing capital of the Middle East."

Central to this success has been Dubai itself. "We are grateful to call Dubai our home," Lau added. "The Emirate's strategic position at the crossroads of international trade, combined with its world-class infrastructure and reputation as a premier jewellery sourcing centre, creates the ideal environment for an event of this scale."

The fair's growth has also been shaped by strong collaborative partnerships. "From day one, Italian Exhibition Group SpA (IEG) believed in this vision and together we have built it into what it is today," Lau shared. "The ongoing commitment from DMCC (Dubai Multi Commodities Centre) and Dubai Jewellery Group (DJG) has been equally vital. Together, we are creating a marketplace that truly serves the Middle East's jewellery trade community."

Marco Carniello, Chief Business Officer of Italian Exhibition Group (IEG), added: "JGTD reflects our shared commitment to creating value for the international jewellery market. Now in its fifth edition, the show has firmly established its position on the international calendar as a leading B2B sourcing event for jewellery, gems and technology in the region. At the heart of our industry is the ability to connect people, expertise and business, and we are pleased to strengthen these connections together with our valued partners DMCC and DJG."

The excitement does not stop there. This year, the experience extends beyond JGTD itself. The fair is part of the second edition of **Dubai Diamond Week** (26 – 29 October), which opens with the seventh **Dubai Diamond Conference** organised by DMCC. It is a strategic pairing that takes attendees from high-level discussions on the future of diamonds straight to live commerce on the show floor, where ideas become action and insight turns into opportunity.

Carniello continued: "Ultimately, this is what makes a trade show meaningful: creating the conditions for dialogue, collaboration and for business relationships to grow over time. Being part of the second edition of Dubai Diamond Week further reinforces this vision.

A strong industry is built on a strong ecosystem — one that brings together trade, knowledge, institutions and the international community. The Dubai Diamond Conference and JGTD represent two complementary platforms within this wider landscape, connecting strategic dialogue with commercial opportunities and creating added value for the diamond and jewellery sector. DMCC has played a pivotal role in developing this environment and in creating opportunities for the global diamond and jewellery community to exchange perspectives, foster collaboration and explore new business, while further strengthening Dubai's position as a global hub for our sector. Together, we are helping to build an increasingly connected international platform that supports the continued growth and development of the jewellery and diamond industry."

Networking and knowledge exchange

JGTD features a robust programme connecting buyers with leading industry voices in trend forecasting, branding, retail strategy and technology. Key highlights include:

The Jewellery Trendbook 2028: What Will Drive Demand Next?

27 October, Tuesday | 2:30pm – 3:30pm

Exploring global and Middle East market outlooks, the evolving value of gold, diamonds and coloured gemstones, and the product directions buyers need to watch. Led by Paola De Luca, Co-Founder & Creative Director of Trendvision Jewellery + Forecasting.

Dubai Jewellery Design Award Launch Ceremony

27 October, Tuesday | 3:30pm – 4:30pm

Official announcement of the annual competition open to professional designers, students, alumni and other creative talent in the UAE, by Dubai Jewellery Group (DJG), in strategic partnership with the World Gold Council (WGC) and Dubai Design Academy by DMCC.

From Design to Business: Building Successful Jewellery Brands in the GCC

28 October, Wednesday | 2:30pm – 3:30pm

Discovering how to transform creative ideas into sustainable, market-ready brands within the Gulf Cooperation Council market. Hosted by the Dubai Design Academy (DDA) and moderated by Krishna Raj, Manager of DDA, this panel brings together jewellery entrepreneurs and industry experts to provide practical takeaways while examining how regional businesses can compete and grow internationally.

Retail NXT 2026: A Look into the future of jewellery retail

28 October, Wednesday | 3:30pm – 5:30pm

Organised by The New Jeweller.

Panel I - UAE and Middle East: Poised for a Retail Transformation

Understanding the transformation underway in the jewellery economy as major retail store brands venture into and expand across the region. The UAE has historically embraced prominent brands that have grown over time, with local retailers innovating to capture significant market share.

Panel II – Technology Disruption in Jewellery Retail

Showcasing technology solutions that play a key role in the evolution of jewellery retail. Tech providers will present virtual “Try-On” software, tag and barcode systems, security platforms and more – equipping retailers with the tools to enhance the customer experience and improve operational efficiency.

The full program is available on [JGTD's official website](#).

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Its portfolio comprises more than 550 international B2B events and brands across sectors including healthcare & pharmaceuticals, infrastructure, construction & real estate, fashion & apparel, hospitality, food & beverage, and health & nutrition.

The global jewellery division of Informa Markets offers in-person and web-based sourcing experiences, digital solutions and dedicated B2B platforms that connect international buyers

with high-quality suppliers in fine jewellery, gemstones, fashion jewellery and accessories. Its portfolio includes trade fairs and events in key cities worldwide, the powerful digital platform JewelleryNet, a dedicated Jewellery Media Team with flagship publication JNA, the education programme Jewellery & Gem Knowledge Community, and the industry's most prestigious awards programme – the Jewellery World Awards (JWA). imjewellery.jewellerynet.com

About 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

DMCC is a leading international business district that drives the flow of global trade through Dubai. As a single economic platform where commodities, capital and technologies converge, DMCC enables companies to access high-growth markets and global opportunity at scale. Through specialised industry ecosystems, flexible commercial and property solutions and direct access to expertise, partners and talent, we make it easier for our members to do business from one of the world's most strategically positioned trading hubs. This is why DMCC is home to over 26,000 multinationals and high-impact startups, reinforcing Dubai's position as a global centre for trade and innovation. DMCC is where the world does business. For more information, visit www.dmcc.ae

Media Contact

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