

FINAL MEDIA RELEASE

JGTD 2025 achieves 15% surge in buyer numbers

International turnout soars 55% to historic high as Dubai strengthens B2B sourcing hub status

DUBAI, United Arab Emirates, 17 November 2025 – [Jewellery, Gem & Technology in Dubai](#) (JGTD) delivered its strongest performance to date in its fourth edition, welcoming 5,667 trade buyers – a 15% increase year on year. Delegates from 102 countries and regions highlighted Dubai's growing prominence as a primary sourcing destination amid challenging market conditions, show organisers Informa Markets Jewellery and Italian Exhibition Group SpA (IEG) announced today.

The B2B marketplace saw unprecedented international participation, with overseas visitors climbing 55% to 3,332 buyers, representing 59% of total attendance – the highest international turnout since JGTD's inception.

The three-day fair, concluding 13 November in Halls 1 & 2 South of the Dubai Exhibition Centre (DEC) in Expo City, saw attendance climbing sharply across major buying markets including China, India, Israel, Saudi Arabia, Sri Lanka, Türkiye and Uzbekistan.

Hosted buyer delegations from 25 countries joined established purchasers recalibrating their sourcing strategies in response to supply chain pressures and fluctuating gold prices.

The growth in buyer attendance reflected the event's strong appeal and clear market positioning. Its dedicated B2B approach meant trade business came first, fitting with Dubai's standing as a world business hub. The fair attracted buyers through its high-quality and comprehensive product offering, featuring the Middle East's biggest gemstone collection and an expanded technology section that highlighted its leadership in industry innovation.

"These attendance numbers solidify JGTD's status as the best B2B sourcing event in the Middle East and a prime buying destination for markets within a 6- to 7-hour flight radius of Dubai," noted **Celine Lau**, Director of Jewellery Fairs at Informa Markets Jewellery.

Marco Carniello, Chief Business Officer at IEG, added, “The show floor atmosphere reflected buyers’ strategic sourcing focus, with participants arriving well-prepared with specific requirements, established budgets and clear procurement schedules.”

The fair likewise fortified its industry relationships with two returning partners. DMCC (Dubai Multi Commodities Centre), led by Executive Chairman and CEO **Ahmed Bin Sulayem**, continued as Official Partner, while Dubai Jewellery Group (DJG) under Chairman **Tawhid Abdulla**, maintained its Industry Partner status for the fourth consecutive year.

The B2B marketplace featured approximately 400 exhibitors from 26 countries and regions, with net exhibition space expanding by 10% year on year. Nine international pavilions presented suppliers from China, Dubai, Hong Kong, India, Italy, Sri Lanka, Thailand, Türkiye and the US, alongside first-time participants from Jordan, Kazakhstan, Oman and Taiwan. This global diversity offered buyers extensive sourcing options to mitigate supply chain risks.

Product highlights spanned the entire jewellery spectrum. Exhibitors showcased diamonds from 1 carat to over 100 carats, rare gemstones and fine pearls. Gold jewellery ranged from 18-karat to 22-karat pieces, available in plain gold or diamond-set designs.

Advanced manufacturing solutions were equally prominent, featuring cutting-edge 3D printing technology alongside traditional artisanal techniques such as specialised hand-engraving and bespoke craftsmanship. Together, these offerings demonstrated the industry’s capabilities in both mass production and customised manufacturing.

The exhibition’s broad international reach created a rich mix of exhibitors and visitors while smart business matching services were carefully designed to suit the specific types of companies involved. This was backed by a full programme of market knowledge sessions that provided insights on trends and opportunities, with expert input from partners DMCC and DJG, according to the show organisers.

View [this video](#) for a recap of the exciting moments at the show.

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 programme – the Jewellery World Awards (JWA, previously known as the JNA Awards). 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