JGTD JEWELLERY, GEM & TECHNOLOGY IN DUBAI

27–29 OCTOBER 2026 DUBAI EXHIBITION CENTRE (DEC)

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MEDIA RELEASE

JGTD powers Dubai's leadership as Middle East gateway for B2B jewellery sourcing

Five years on, the show keeps pace with shifting procurement priorities

DUBAI, United Arab Emirates, 12 November 2026 – Jewellery, Gem & Technology in Dubai (JGTD) recently wrapped up its fifth edition, drawing decision-ready buyers from close to 100 countries and regions and consolidating its position as the Middle East's premier B2B jewellery sourcing destination, event organisers Informa Markets and Italian Exhibition Group SpA (IEG) announced today.

Held from 27 – 29 October in North Halls N21 and N23 of the Dubai Exhibition Centre (DEC) – Expo City, JGTD encompassed the jewellery value chain, bringing together close to 300 exhibitors from the loose gemstone, fine jewellery and jewellery technology sectors.

Hosted buyer delegations from 28 countries joined established purchasers who were recalibrating their sourcing strategies in response to geopolitical headwinds, logistics pressures and surging precious metal prices, factors that also shaped the composition of international attendance and reflected the broader economic climate buyers were navigating.

Encouragingly, core markets, including the Gulf Cooperation Council (GCC) countries, Europe and Africa, continued to show up with clear commitment. A number of exhibitors felt this translated into a marked depth and seriousness to inquiries this year, with interactions built around well-defined sourcing needs.

"The market backdrop this year, from gold price volatility to margin compression, has pushed buyers to be far more deliberate in how and where they source. We also saw a shift in the mix of our overseas visitors, a change we had anticipated given the forces shaping the global economy. However, one thing remained constant: Businesses adapt and find a way forward," said **Celine Lau**, Director of Jewellery Fairs at Informa Markets. "What we saw on the show floor mirrored

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that: Targeted exchanges, decisive priorities and a genuine drive to do business. That is exactly what defines JGTD as the region's leading B2B jewellery sourcing event and it is the standard we intend to keep raising with each edition."

This energy was reinforced by the event's wider setting. JGTD was also a key part of the second edition of **Dubai Diamond Week**, which opened with the seventh **Dubai Diamond Conference** on 26 October, organised by DMCC (Dubai Multi Commodities Centre), before extending into trading on the show floor.

Marco Carniello, Chief Business Officer at IEG, said: "JGTD is not a standalone event: it is part of a broader ecosystem built together with DMCC and Dubai Jewellery Group, where trade, knowledge and creativity reinforce one another. Dubai Diamond Week brought the conference and the exhibition together, while the wider programme of events provided valuable insights into the future of markets, retail and design. The launch of the Dubai Jewellery Design Awards further strengthened this ecosystem, celebrating and supporting the talent that will help shape the region's creative identity. Dubai has established itself as an important meeting point for the global jewellery trade, and JGTD is a key expression of this role. With buyers from close to 100 countries and regions sourcing from exhibitors across Asia, Europe and the Middle East, the show offered a truly international business platform. This diversity is one of our greatest strengths, and we are committed to building on it as we look ahead to the 2027 edition."

The fair continued to build on its long-standing industry partnerships. DMCC, 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 fifth consecutive year – a testament to the fair's sustained relevance within the region's jewellery trade.

This year's exhibitor base featured international pavilions representing Hong Kong, India, Italy, Thailand, Türkiye and beyond, giving buyers a strong, high-quality range of suppliers to work with. Diamond and gemstone suppliers covered the full spectrum, giving buying teams the range to fill out a collection in a single visit rather than chasing multiple suppliers. Fine jewellery told a similar story, with statement pieces for high-end retail sitting alongside more accessible designs built for fast-moving, repeat sales. Manufacturing was just as central to the conversation, with exhibitors bringing the latest production technologies to the floor – from casting and moulding systems to CAD/CAM design tools, laser welding equipment, and stone-setting and finishing solutions, among others.

The Bigger Picture

Alongside the show floor, JGTD's Golden Stage hosted a content programme addressing the trends, technologies and talent driving the jewellery trade forward. The sessions kicked off with the unveiling of *The Jewellery Trendbook 2028* by Paola De Luca, Co-Founder and Creative Director of Trendvision Jewellery + Forecasting. The insight report explored international and Middle East market outlooks, while mapping out design trajectories for gold, diamonds and coloured gemstones.

This was followed by the official launch of the **Dubai Jewellery Design Awards**, organised by DJG in partnership with the World Gold Council and the Dubai Design Academy (DDA) by DMCC.

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Open to design students, professional designers and creative individuals residing in the UAE, the competition is built around the theme "Dubai Souvenir." The initiative aims to develop a signature jewellery souvenir line that evokes the spirit of Dubai and the UAE – weaving together the Emirates' heritage, landmark architecture and traditional symbolism into every piece. As **Mohamed Karam**, Associate Director for Precious Stones at DMCC, explained, the contest invites participants "to capture Dubai's unique identity and heritage through distinctive jewellery creations."

The succeeding discussions turned to manufacturing and brand-building, with the Dubai Business Group for Gold & Jewellery Designers examining how artificial intelligence and manufacturing technologies are changing the journey from design to production, followed by a DDA panel on building sustainable, market-ready jewellery brands within the GCC. The programme closed with *Retail NXT 2026: A Look Into the Future of Jewellery Retail*, organised by The New Jeweller, bringing together two panels: One on the Middle East's retail transformation as brands expand into the region, and another on the technology disruption redefining jewellery retail, from virtual try-on software to security and tagging systems.

View this video for a recap of the exciting moments at the show.

Looking ahead, JGTD will return for its 2027 edition from **9 – 11 November**, taking place at the **Dubai World Trade Centre (DWTC).**

Buyer Voices: JGTD 2026

Quotes have been edited for brevity and clarity.



"I would recommend this exhibition to other buyers because there are real benefits to being here: The chance to meet more people and learn from their experiences, and at the same time, discover the latest diamond and jewellery products." – **Ali Mohamed S. Jamal, Ali Safar Jewellery and Pearls, Bahrain**



"I came to JGTD in search of special diamond pieces, since Dubai has become the global hub for jewels and gemstones. What matters most to me is connecting with fine jewellery designers, finding quality gemstones and discovering new technology for jewellers – all alongside the excellent organisation of this exhibition." – **Fahda Saade, Fahda Jeweller, Lebanon**

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“What impressed me most was the possibility to find a great choice of precious stones – coloured gemstones of unusual cuts and unusual designs. Moreover, for those seeking distinctive pieces, this is also the right place. The atmosphere is warm, friendly and thoroughly comfortable.” – **Viktoriia Fediainova, Les Montres Suisses, Ukraine**



“I highly recommend that my colleagues attend JGTD to broaden their mindset, discover new trends, make informed decisions and find both beautiful collections and the latest in jewellery equipment and technologies.” – **Elmira Khodjaeva, Turmalin Estet, Uzbekistan**

Media resources:

JGTD Website: https://www.jgtdubaijewelleryshow.com/
Press Releases: https://www.jgtdubaijewelleryshow.com/media-room
Videos: https://www.youtube.com/@jgtdubai3757/videos
Image Gallery: https://www.jgtdubaijewelleryshow.com/media-gallery

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

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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

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