

Exhibition Name: Jewel of Saudi

Edition: 2<sup>nd</sup>

Date: 18<sup>th</sup> to 20<sup>th</sup> December, 2024

Venue: Jeddah Exhibition Centre, Jeddah, Saudi Arabia.

Saudi Arabia's gems and jewelry industry holds significant potential for growth and innovation. To foster fruitful discussions between business leaders in this sector, delving into emerging trends and opportunities can be a strategic and engaging subject. This subject can encompass various relevant aspects that can drive the industry forward and open up new avenues for collaboration and success.

By focusing on emerging trends and opportunities in the gems and jewelry industry, business discussions can lead to valuable insights, partnerships, and strategies that can help businesses in Saudi Arabia stay competitive, innovate, and thrive in a rapidly evolving market. This subject can inspire creativity, strategic thinking, and proactive decision-making among industry professionals, ultimately contributing to the growth and success of the gems and jewelry sector in the region.

### **Exhibiting Categories**

#### **Jewellery Section**

- **Types:** Gold, Fine, Diamond, Fashion, Semi-Fine, Antique, Handmade, Bridal, Bead, Gemstone, Pearl, Heritage Tribal Jewellery

#### **Machinery Section**

- **Equipment and Tools:** Diamond Machinery Parts, 3D Printing Machines, Diamond PCD Tools, Faceting Machines, Burnout Furnaces, Wax Injectors, Lathe and Hydraulic Press Machines, Wire Drawing, CNC Machines, Engraving Machines, Rolling Mills, Casting and Polishing Machines, Laser Welding, Jewellery Tags/Labels, and other essential machinery.

### **International Delegations:**

- The exhibition featured prominent delegations from China, Turkey, Italy, Bangladesh, India, Germany, and other nations, showcasing a truly global presence.

### **Inauguration ceremony:**

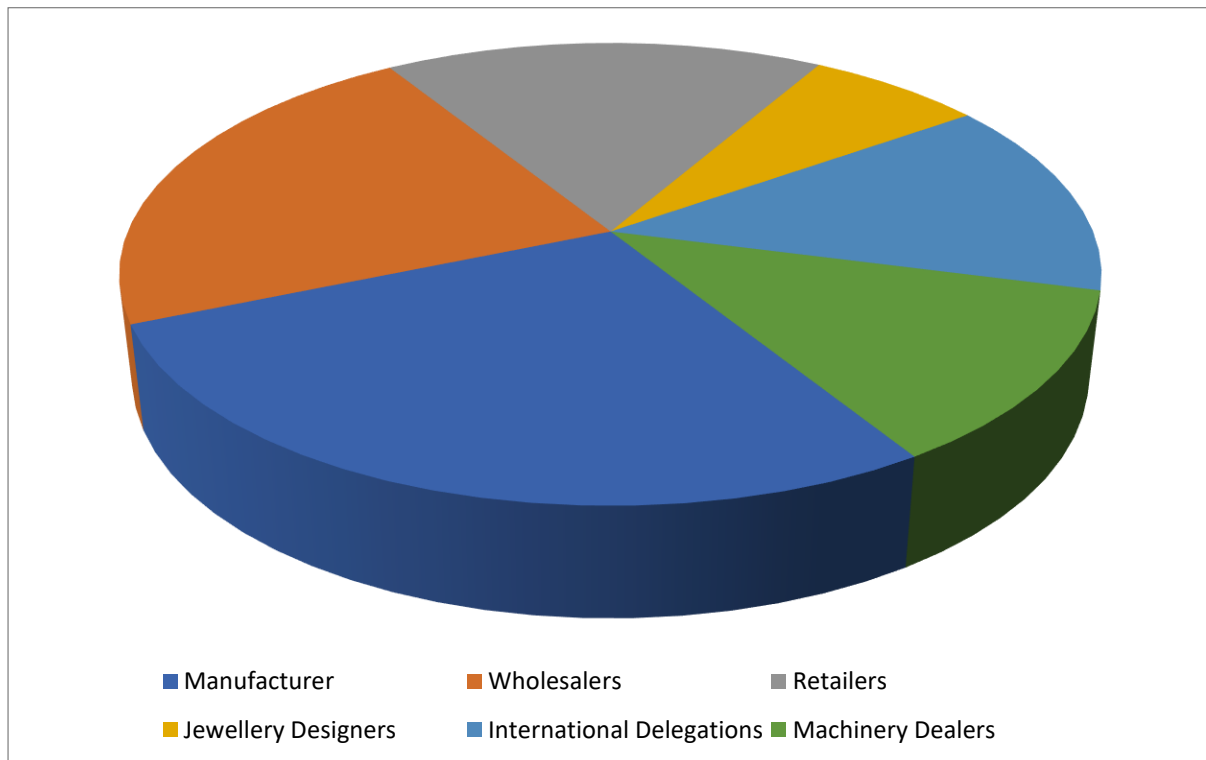
- Ms. Kranti Nagvekar, CMD of KNC Services, expressed her heartfelt gratitude to the Jeddah Chamber of Commerce, Makkah Chamber of Commerce, and other associations for their unwavering support. She highlighted the exhibition's remarkable year-on-year growth and shared her optimism for even greater participation next year.
- Mr. Al Kindi Batarfi applauded the meticulous organization of the exhibition and acknowledged Mr. Mohammad Yusuf Naghi for taking the time to inaugurate the event. He reiterated his commitment to supporting the exhibition annually.

- Dr. Abdul Ghani underscored the importance of such platforms in fostering industry-wide collaboration and innovation.
- (Chief Guest) - Mr. Mohammad Yusuf Naghi, Chairman of the Jeddah Chamber of Commerce, commended KNC Services for uniting the jewelry industry on a singular, influential platform. He conveyed confidence in the exhibition's sustained success and potential for expansion in the years to come.

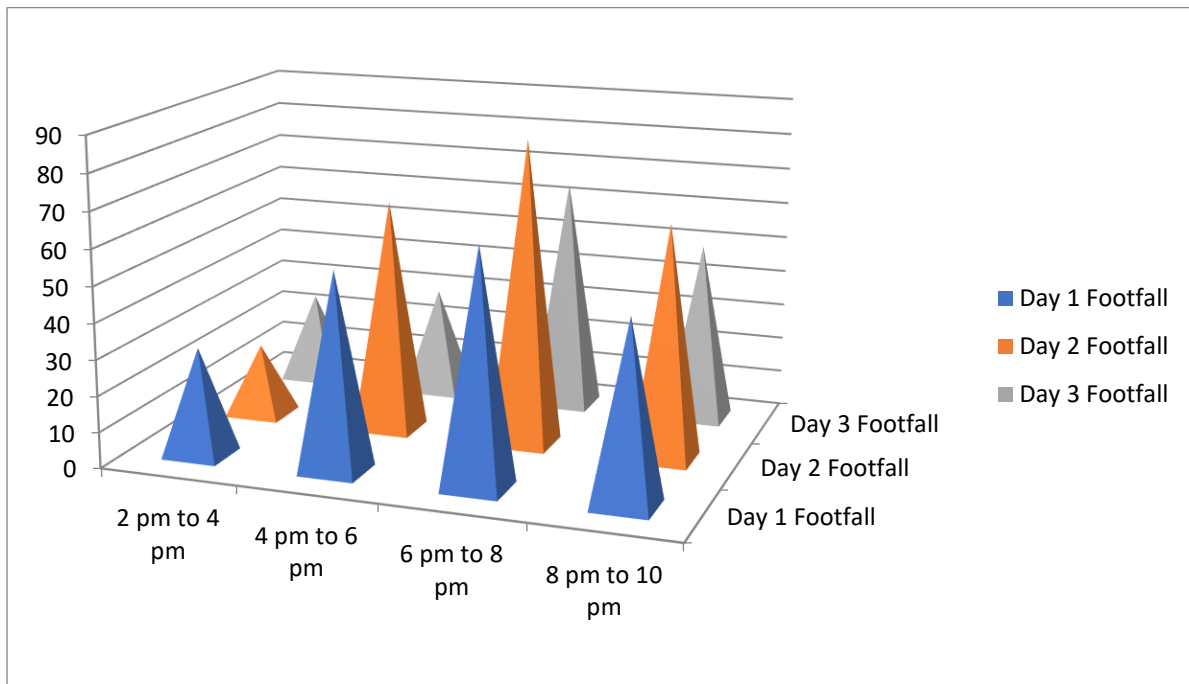
The exhibition has firmly established itself as a premier hub for retailers, manufacturers, and industry leaders, drawing significant attention and participation. This year's overwhelming response underscores its growing reputation and importance in driving the jewelry industry forward.



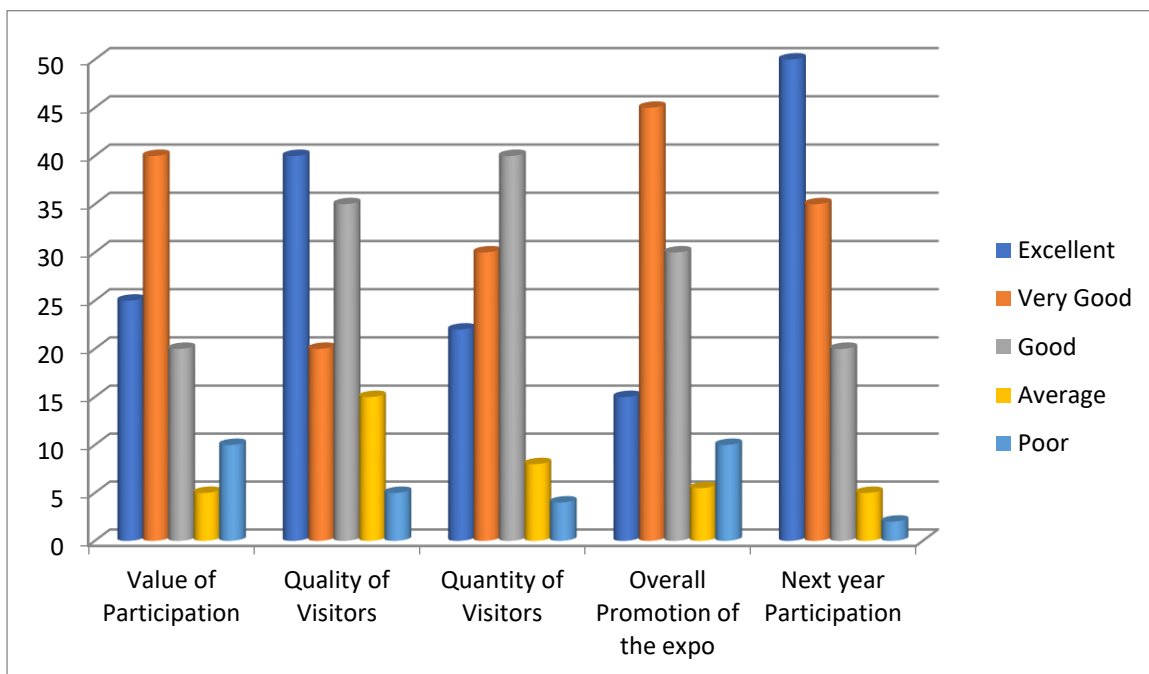
**Visitor Profile:** Importers, Exporters, Manufacturers, Wholesalers, Retailers, Trading Companies, Brokers, Buying Agents, Jewellery Designers, Boutiques, Fashion Showrooms, and International Delegations.



## Visitors & Buyers Footfall analysis



## Exhibitor Overview of JOS 2024:



Exhibitor feedback: Exhibitors from China, Saudi Arabia, and Turkey expressing satisfaction with the business prospects. They praised the event for its exceptional organization, impactful networking, and the high quality of connections made. The expo provided unparalleled

exposure and fostered meaningful opportunities for new collaborations and business leads, setting a benchmark for future events in the region."

We hosted an **International Conference** featuring distinguished speakers from countries such as **China, Zimbabwe, Turkey, Dubai**, and others. This conference aims to foster collaboration and provide insights into the global gems and jewelry market.

The scheduled of the conference are as follows:

Company name	Designation	Speaker	Topics	Topic Brief
Professional Committee for Jewellery & art of China apparel society	Senior Industry Researcher, Deputy Secretary General	Liang Weizhang	Opportunities & Challenges of the gold & Jewellery e-commerce in Saudi	As a leading jewellery market in the Middle East, Saudi Arabia, under Vision 2030, urges to build strong local industry. In 40 years of rapid growth, China jewellery industry has become one of the world's strongest manufacturers and the second-largest consumer market with high quality manufacturing capacity and efficient value chain. E-commerce, digital supply chain and online marketing have become important new growth momentum. Bridging the industries of China and Saudi Arabia can foster resource complementarity and shared advantages, promoting industrial collaboration and competitive positioning. This presentation highlights China's jewellery industry overview, key stages and advantages in e-commerce development, and how digitalised supply chains empower the industry, exploring the rich opportunities between China and Saudi Arabia in the jewellery sector.
World Gold Council	Head of Middle East and Public Policy	Mr. Andrew Naylor	Building Consumer Trust - Best Practice in gold market	The focus of the Council is to increase the integrity of the gold market, expand access, and further the understanding of the role of gold as a strategic asset for individuals, households, and institutions. As part of this remit, the World Gold Council has several initiatives to improve the integrity of the supply chain - from the mine-site to the end consumer. 74% of demand for gold now comes from Asia, and much of this is consumer demand. Increase trust in the retail sector the World Gold Council has developed the Retail Gold Investment Principles. Andrew will give a presentation on these Principles and other work to increase standards in the gold market.
Metals Focus	Senior Consultant - South Asia and Middle East	Mr. Harshal Barot	Global Gold market and price outlook	Harshal Barot's presentation will delve into the global gold demand landscape, focusing on jewelry and investment demand trends and their underlying drivers. He will also explore the dynamics of global gold mine production and recycling, providing a comprehensive understanding of the market. Additionally, Barot will analyze the current price drivers, including macroeconomic and geopolitical factors, to offer insights into the gold price outlook for 2025. By examining these key aspects, attendees will gain a deeper understanding of the gold market and its future prospects, enabling them to make informed decisions in the industry

Arabian Horizon	Chairman	Mr. Shakkir Hussain Valiyakath	The future of Saudi Arabia	he speech emphasizes Saudi Arabia's Vision 2030, which aims to transform the economy from oil-dependent to diversified and innovation-driven. The speech discusses the country's efforts to improve infrastructure, attract international investment, and support businesses. It also highlights Saudi Arabia's untapped gold and precious metal reserves and the initiatives to develop them. The speech also welcomes international partners and investors to join in the economic revolution and seize the opportunities in Saudi Arabia.
China Gold Association	Executive Director of China Gold Association & Chairman and General Manager of MCLON Jewellery Co, Ltd	Mr. Sun Songhe	Building Consumer Trust - Best Practice in gold market & Insights from China's Jewelry brand management	This speech reviews the evolution of China's gold and jewellery industry, highlighting key milestones such as brand recognition, craftsmanship innovation, and the integration of personalized products with digital sales. It showcases MCLON's 30-year success in building consumer trust through personalized products, innovative branding, and the seamless integration of online and offline sales channels. Emphasizing digital transformation and precision management, the speech offers valuable strategies for fostering brand loyalty and expanding market presence, providing inspiration for global collaboration and local market development.
RJC	Head of Asian Development	Mr. Kinjal	Importance of Sustainability and role of Responsible Jewellery Council	The Responsible Jewellery Council is the world's leading sustainability standard setting organisation for the jewellery and watch industry. We play a crucial role in promoting responsible practices and ethical standards, from mine to retail. Through our standards, certification and collaborative initiatives, RJC aims to build trust, transparency, and sustainability across the entire jewellery and watch supply chain, ultimately benefiting consumers, communities, and the environment. Sustainability is a process of continuous improvement and of different stature for all stakeholders in our industry. It's a journey and we appreciate all members efforts as we're all learning together on the road of improved sustainability
Guangzhou Panyu Jewellery manufacturing association, China	Chairman	Mr. Henry Huang	The future of Jewellery Industry	The speech will delve into the global leadership of China's jewelry industry, with a special focus on Panyu's success as a manufacturing and export hub. From traditional craftsmanship to cutting-edge technology, and from supply chain optimization to cross-border e-commerce models, this talk will provide valuable lessons and inspiration for the global jewelry sector. Attendees will gain deep insights into the development of China's jewelry industry and explore exciting opportunities for collaboration with China Panyu to drive innovation and prosperity in the global market!

Jamla Gold & Jewellery Co. Ltd.	Managing Director	Mr. Nezar J Mukhtar	Natural Diamond VS Lab Grown Diamond	Synthetic diamonds, lab-grown diamonds, green diamonds, CVD, HPHT, future diamonds are all descriptive names for one stone. We will review its origin, optical, chemical and physical properties compared to natural diamonds and their market value.
---------------------------------	-------------------	---------------------	--------------------------------------	---

Glimpses of International Conference:



\*\*\*\*\*