

55th Edition

Watch & Jewellery Middle East Show

- ◆ 28 May - 01 June 2025 ◆
- ◆ EXPO CENTRE SHARJAH ◆
- ◆ United Arab Emirates ◆

Follow us on     
www.mideastjewellery.com

POST SHOW REPORT





Opening Ceremony

Inaugurated By:

H.H. Sheikh Abdullah Bin Salim Bin Sultan Al Qasimi
Deputy Ruler of Sharjah



Premium
exhibition space

30,000 sqm

Participation

500+

Master jewellers
& designers

1800+

Designers
and artisans

Countries

21

UAE
32%



International
68%

Participating Countries

Australia, Bahrain, China, Hong Kong, India, Italy, Kuwait, Lebanon, Malaysia, Myanmar, Pakistan, Qatar, Russia, Saudi Arabia, Singapore, Thailand, Turkey, UAE, United Kingdom, United States and Yemen



Country Pavilions



Hong Kong



India



Italy



Singapore



Thailand



Exclusive Pavilions

Emirati Jewellers Pavilion

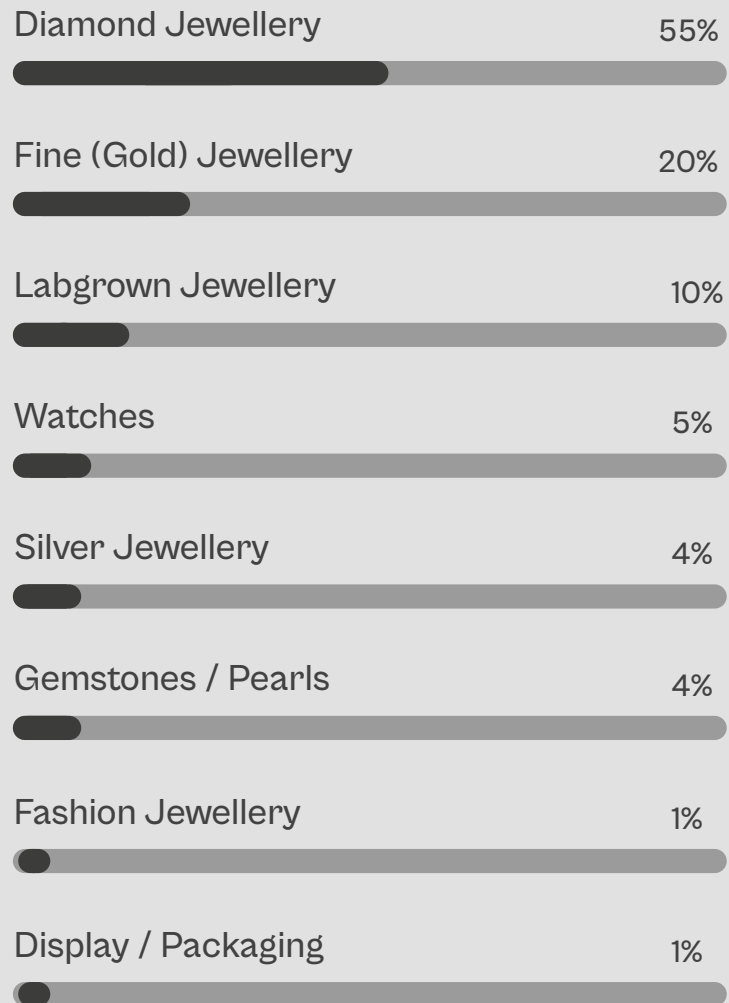
Jewelry Designers' Pavilion

Italian Lounge





Products on Display





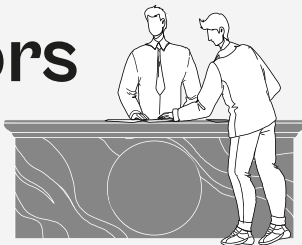
Visitor Profile



87,000+

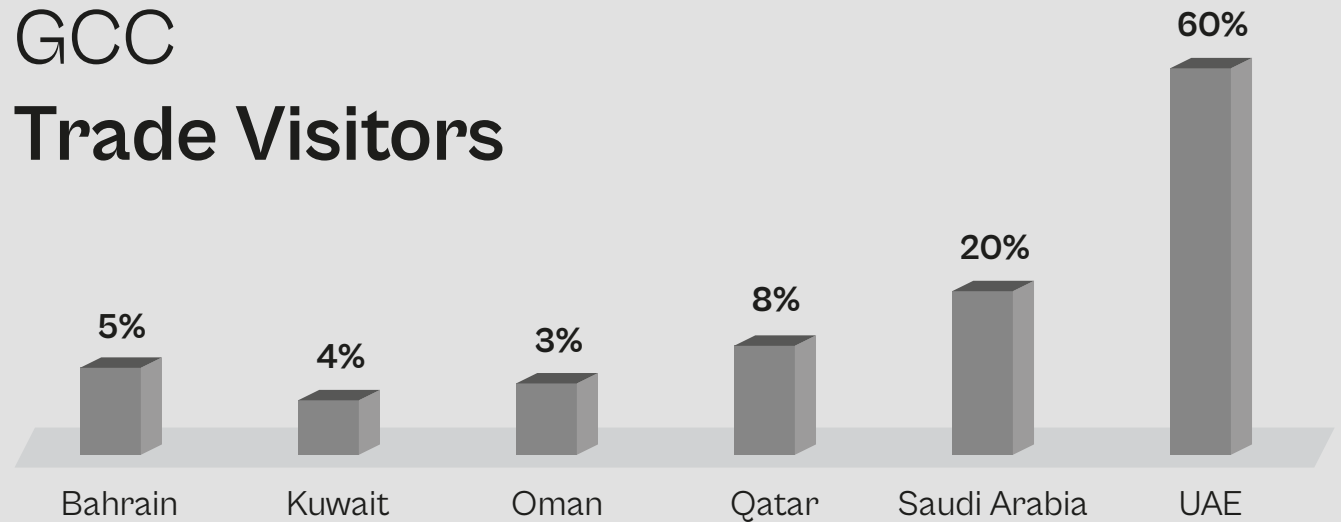
visits from **106** countries
(6% increase vs. 2024 autumn edition / 19% increase vs. 2024 spring edition)

Trade Visitors



1400+ Trade Professionals
from 63 countries

GCC Trade Visitors



Our Pre-Registered **Trade-Visitors** Enjoyed These Benefits

- **FAST-TRACK** entry to the exhibition
- **Skipped long queues** at Onsite Registration counters
- **Free** copy of the Exhibitors catalogue
- **Access** to the Traders' Lounge with complimentary refreshments

*Our first **50** overseas pre-registered trade buyers also enjoyed a 2 nights' Complimentary hotel-accommodation

105+ million Dhs. of retail jewelry purchased at the event / 30% increase compared to the 2024 spring edition

(Source: Raffle coupons issued during the event against purchase receipts)



Featured Attractions



Refinement & Excellence of the Italian industry

MADE IN ITALY

50 exhibitors & exquisite jewelry brands from Italy showcased rare, hand-crafted diamond pieces

Emirates Jewellers Pavilion

Dazzled visitors with unique cultural & heritage-inspired collections

Notable pieces displayed:

Zayed's Lantern / Palm
Necklace / The Well design /
the Emirati Dama'a
(all crafted with natural
pearls, gemstones and gold)



The pavilion showcased **20+ Emirati talents**, entrepreneurs of determination, and small to medium enterprises, local designers and craftspeople





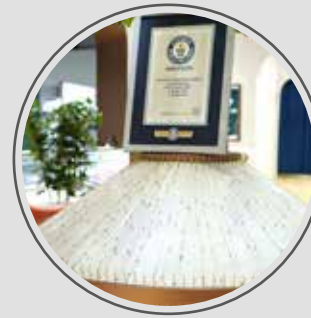
Unique Product Attractions & Showstoppers **On Display**



The world's largest gold frame (Union Frame)

(Guinness World Records)

Displayed By: **Golden Arabia Jewellery**
21-carat pure gold / 7,158.5 grams / 30 skilled
artisans / over 19,500 man-hours to
complete



World's longest diamond-necklace

(Guinness World Records)

Displayed By: **Amaar Jewels**
108-meter in length / 600+ lab-grown
diamonds / 18-karat / 650 gms
rose-gold



Largest jewellery display at the exhibition

Displayed By: **Salem Al Shueibi Jewellery**
100,000 unique jewellery pieces displayed in
a single exhibition space



2014 Nissan GT-R Gold-Plated Sports Car Nicknamed 'Gold-Zilla'

Displayed By: **Al Romaizan Gold and
Jewellery**
Designed by Kuhl Racing and Japanese
artist Takahiko Izawa
24K gold-plated engravings / over 2,000
man-hours to complete / Valued at over
\$1 million



Exhibitor Testimonials



This is our third year participating in the Middle East Watch & Jewellery Show. For this edition, we are proud to present a Guinness World Record – the world's longest diamond bracelet. We always strive to bring something new and exceptional to every edition of this remarkable exhibition.

Ammar Jewels



Just like diamonds, we believe our relationship with our customers is forever. We look forward to participating in every edition of the Middle East Watch & Jewellery Show at Expo Centre Sharjah.

Ethonica Jewels New York



This marks our 15th year participating in the Middle East Watch & Jewellery Show. It has always been a fantastic experience, giving us the opportunity to showcase our latest collections to a wide and diverse audience. We sincerely thank the organizing team at Expo Centre Sharjah for hosting such a meaningful platform that connects us with customers across the region.

Diamoraa



We always bring our latest bridal jewellery collections at the most competitive prices to the Middle East Watch & Jewellery Show. This exhibition is the ideal platform to reach brides from across the region, and we look forward to every edition.

Alsami Jewellery



With over 20 years of experience in jewellery manufacturing, we've recently entered the wholesale market, and this is our first time exhibiting at the Middle East Watch & Jewellery Show. It has been a wonderful experience, and we are excited to continue participating in future editions to share the true soul and craftsmanship of Italian jewellery with Sharjah.

Goldy Precious LLC





Marketing and PR



15,000 invitations

sent to top buyers, Consulates,
Embassies, Govn bodies & Jewelry
Associations



**1.2 million
emails broadcasted**

to potential visitors & buyers, HNWIs,
VIPs and Press



600,000+ SMS

broadcasted to past visitors, potential
buyers, HNWIs, VIPs and Press



**Online Event Listing
Reach**

Publishers: **20**

local/international Audience:

3.9+ million



Marketing and PR



WhatsApp

Campaign for Receivables Exceeding
150K



Social media reach

Reach: **85+ million**

Impressions: **115+ million**



377 screens

in Dubai Mall and billboards at multiple
locations across Dubai, Abu Dhabi,
Sharjah, RAK & Al Ain



Influencers reach

Audience:

1.4+ Trillion

Global PR & advertising

campaign value of over

USD 26million

Press Coverage:

279 Arabic &

175 English publications within the GCC



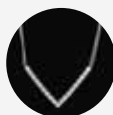
Congratulations To Our **Raffle Winners**

<https://www.mideastjewellery.com/raffle.html>

Mega Raffle: TESLA M3



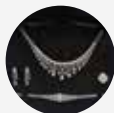
Raffle 1
Pearl Diamond Ring



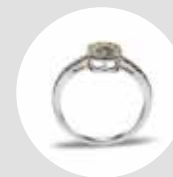
Raffle 2
Diamond Necklace



Raffle 3
Diamond Necklace



Raffle 4
Diamond Set



Happiness Survery

Winners of a short happiness survey onsite won an exquisite **diamond ring**.



Social Media

An **Instagram** contest for our followers, with a winning prize of **iPhone 16**, garnered huge participation.



Thank You To Our Partners, Supporters & Sponsors

Organised by:



Supported by:



Platinum Sponsor:



Diamond Sponsor:



Gold Sponsor:



Lanyard Sponsor:



Media Partners:



Official Hotel Partners:





WATCH &
JEWELLERY
MIDDLE EAST SHOW

56th EDITION



معرض الشرق الأوسط
للساعات
والمجوهرات

الـ 56 دورة

24 - 28

SEPTEMBER 2025 سبتمبر

EXPO CENTRE SHARJAH مركز اكسيو الشارقة

BOOK YOUR SPACE
ENQUIRE NOW!

For all your booking enquiries, please contact

Abdul Rahim

Senior Event Manager

Direct: 00971-6-5991190

Mobile: 00971-55 - 4120900

E-mail: info@expo-centre.ae | www.mideastjewellery.com