



55<sup>th</sup> Edition

## Watch & Jewellery Middle East Show

◆ 28 May - 01 June 2025 ◆

◆ EXPO CENTRE SHARJAH ◆

◆ United Arab Emirates ◆

POST SHOW REPORT



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[www.mideastjewellery.com](http://www.mideastjewellery.com)



# 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+

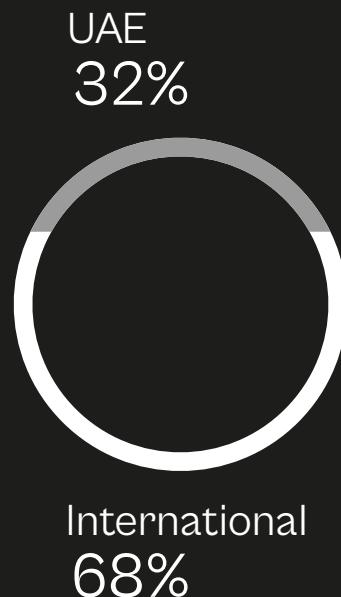
Master jewellers  
& designers

1800+

Designers  
and artisans

Countries

21



## 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**

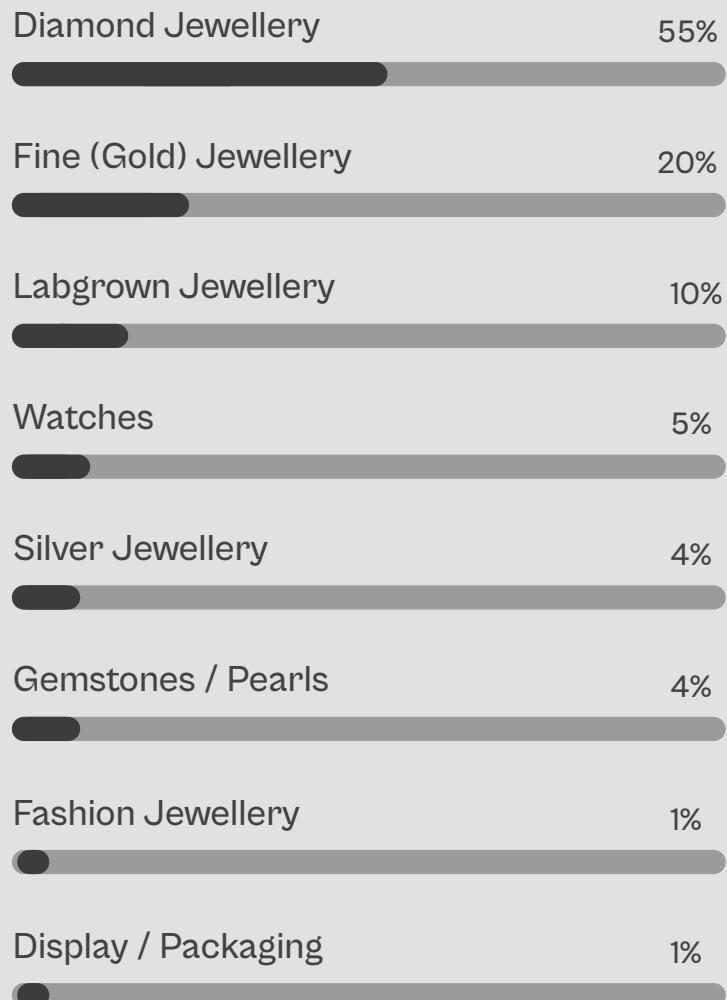
**Jewelry Designers' Pavilion**

**Italian Lounge**





# Products on Display





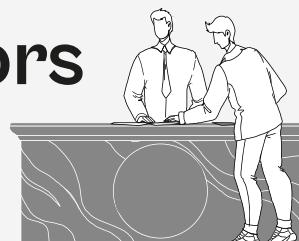
# Visitor Profile



87,000+

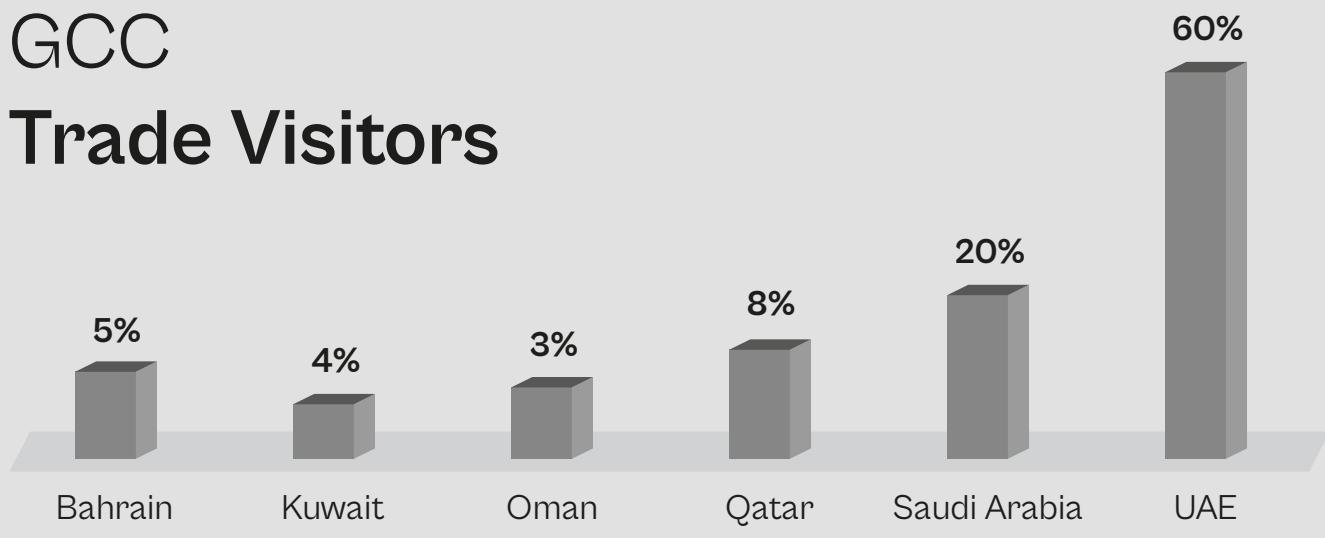
visits from **106** countries  
(6% increase vs. 2024 autumn  
edition / 19% increase vs. 2024  
spring edition)

# 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

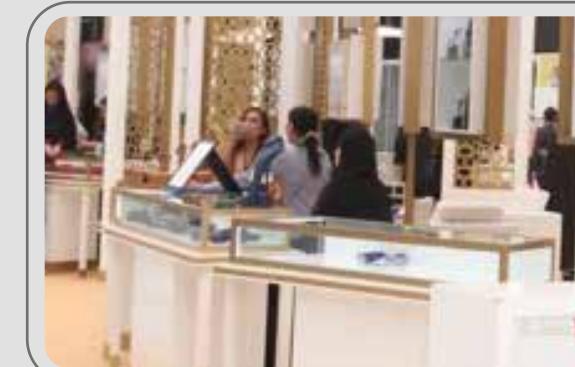
### MADE IN ITALY

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 Survey**

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

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SALEM AL SHUEIBI JEWELLERY

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**WATCH &  
JEWELLERY**  
MIDDLE EAST SHOW  
56<sup>th</sup> EDITION



معرض الشرق الأوسط  
للساعات  
والمجوهرات

الدورة 56

**24 - 28**  
SEPTEMBER 2025

EXPO CENTRE SHARJAH

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**ENQUIRE NOW!**

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E-mail: [info@expo-centre.ae](mailto:info@expo-centre.ae) | [www.mideastjewellery.com](http://www.mideastjewellery.com)