



الهيئة العامة للمعارض والمؤتمرات  
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY  
لتصنيف المستقبل | Hosting the Future



SAUDI  
**Jewellery**  
— SHOW —

**06 to 10 December 2022**

Next To The Boulevard Riyadh City



لتحميل النسخة العربية



Be'Jeweled



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# About The Saudi Conventions & Exhibitions General Authority

SCEGA seeks to enable the growth of the sector through the continual development of regulation and legislation that govern and organize the ecosystem of the industry in order to attract quality exhibitions and conferences, develop local exhibitions and conferences, promote the competitive advantages of the Kingdom, and leverage the sector's contribution to the national economy.

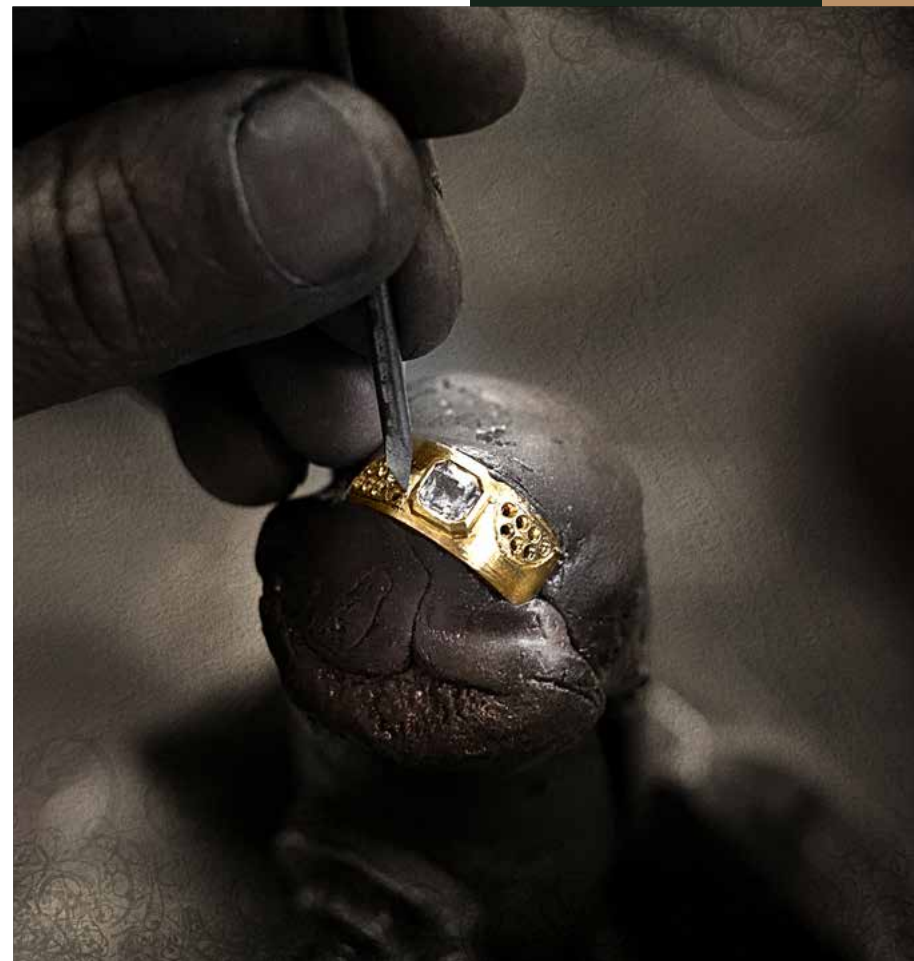


# SAUDI JEWELLERY SHOW AT A GLANCE

The Kingdom of Saudi Arabia is considered one of the main jewellery and watch markets for buyers and sellers in the region.

Given its importance in the industry, the Kingdom of Saudi Arabia is hosting one of the most valuable jewellery show owned by the Saudi Conventions and Exhibitions General Authority.

Saudi Jewellery Show is targeting the most prominent international and local brands to exhibit their new collections, rare fine pieces, in addition to their most precious jewellery and watches.





# A DAZZLING WORLD

Saudi Jewellery Show is the most high-end luxurious show that will be hosted in the Saudi Arabian capital, Riyadh for 5 consecutive days from 06 to 10 December 2022.

This first edition will be an exceptional platform that aims to create a world-class experience for both buyers and sellers in the jewellery industry also offering a unique direct sales opportunity during the Show.



Saudi Jewellery Show will gather international, regional, and local jewellery manufacturers, buyers, designers and enthusiasts within an exhibition space of 200,000 sqm next to the Boulevard Riyadh City.

# OUR GEMSTONES



## Provide

a wide range of resources for buyers, collectors, and enhance the trade value.



## Promote

Saudi's modern jewellery designs and its uniqueness.



## Strengthen

the Kingdom's position as one of the largest buyers of jewellery in the world.



## Carve

precious opportunities for jewellery businesses and investors.



## Offer

a unique direct sales opportunity during the Show.



# WHY SO PRECIOUS?



Visitors' Hospitality



VIP Lounge



Variety of Workshops



Fine Dining



Antique Museum



Activities & Attractions

# WHY SO IMPACTFUL?



## Unique Platform

Saudi Jewellery Show is a unique platform to sign MoUs and agreements with different parties in the jewellery industry.

## Prime Location

Held to the Boulevard Riyadh City of the main attractions in the city.

## ► US\$ 7.41 Billion

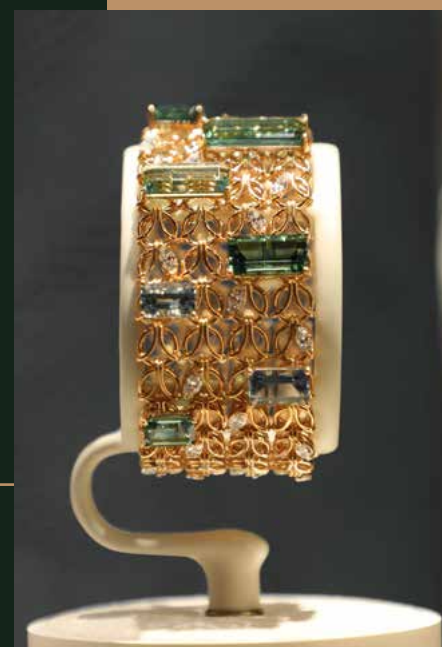
The Saudi Arabian Luxury Market reached a value of US\$ 7.41 Billion in 2021.

## ► Business Hub

The Show is held in Riyadh City the most prominent business hub.

## ► Purchasing Power

Saudi Arabia is one of the biggest purchasing power in the jewellery industry.



## Marketing Coverage

Ensuring maximum media coverage to attract national and international visitors.

SAUDI ARABIA



# LET'S SHINE

+ **200**

Premium Faces on  
outdoor local mediums

+ **3.7M**

Impressions through  
programmed websites

+ **3M**

Reach the target audience  
through social media channels

+ **500k**

Website Views

+ **150k**

TV & Media  
Coverages

+ **2M**

Emails & SMS  
Campaigns

+ **2M**

Click via GDN, GSN  
Campaigns

+ **4**

Ambassadors



# OUR FEATURES

## 01 Exhibition

Saudi Jewellery Show will gather local, regional and international jewellery brands from around the world.

## 02 Workshops

Specialized workshops will be conducted by jewellery industry experts.

## 03 MoUs

Tailored MoUs will be signed during the Show.

## 04 Activities

Various interactive and experiential activities and performances will be present during the Show.



# SPONSORSHIP OPPORTUNITIES

Rewarding sponsorship packages are customized especially for the Saudi Jewellery Show. These packages allow you to increase your brand awareness, attract new clients, and enhance business relationships.

**Strategic Sponsor**

**Diamond Sponsor**

**Platinum Sponsor**

**Gold Sponsor**





# RESERVE SPACE ONLY

Design, build and fit-out  
your own stand differently.

## Hall 01

SAR 5,625

USD 1,500

## Hall 02

SAR 4,690

USD 1,250

## Hall 03

SAR 3,675

USD 980

**\*Prices per sqm**



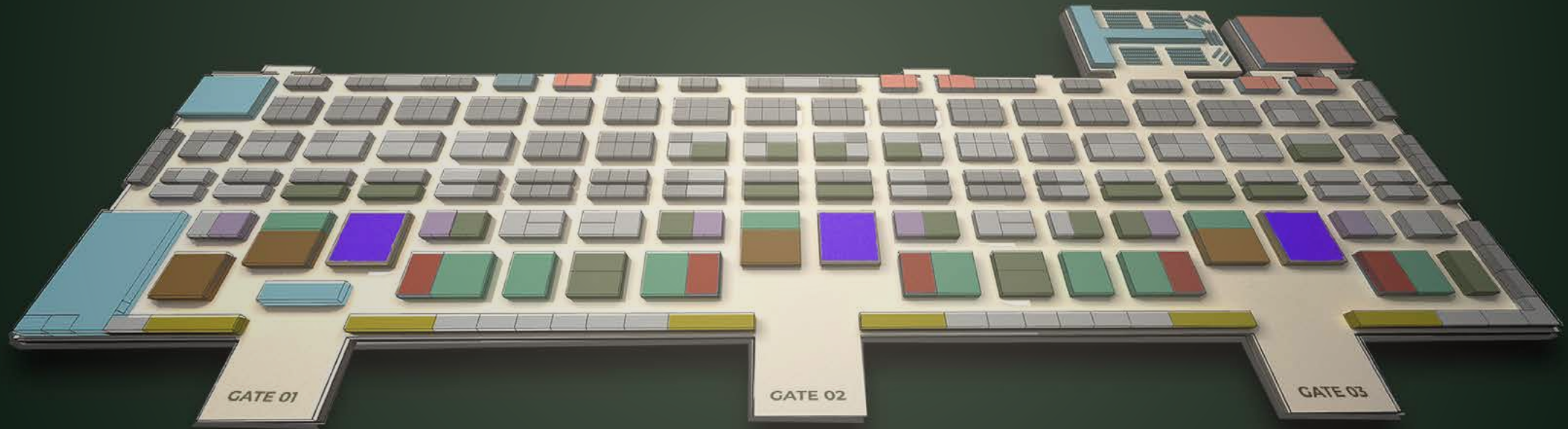
Prices do not  
include %15 VAT



# CHOOSE YOUR SPACE



Click here to check the actual layout



Strategic Sponsor



Diamond Sponsor



Platinum Sponsor



Gold Sponsor



Up to 18 m<sup>2</sup>



Between 19-30 m<sup>2</sup>



More than 30 m<sup>2</sup>



Activities



# ABOUT THE ORGANIZER

Since 1995, Sela has been a regional leader in the human experience industries of most sectors. For over 25 years, it has played a significant role in sports, culture, tourism, events, and we the MICE industries. In 2017, Sela had multiple partnerships that involved collaborations with government entities, which gave the company a solid position in the market to implement and execute events of all types in the world. In 2019 alone, more than 15 million attendees experienced events managed by Sela in the Kingdom. We are proud that the Saudi Public Investment Fund (PIF) is a major shareholder in Sela, whose role is to contribute to the Saudi economy by investing and financing profitable companies and projects locally and internationally. We, at Sela, are planning a collection of mega exhibitions and conferences to contribute to the Saudi 2030 vision programs directly and indirectly.



[www.sela.sa](http://www.sela.sa)

# About The Venue

Saudi Jewellery Show is located next to the Boulevard Riyadh City, one of the prime locations of Riyadh City. Saudi Jewellery Show includes a variety of workshops, live roaming shows, in addition to fine dining experiences, VIP lounge, ect.... These factors highlight its importance as an exceptional event featuring a wide range of experiences to the visitors.



SCAN/CLICK



# CONTACT US

For Any Inquiries Please Contact  
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## Sponsorship Opportunities

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## Visite Our Website

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

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@sajewelleryshow





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