

## Global flavour to Dubai International Jewellery Week

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**The Italian Trade Commission-UAE, a loyal supporter of the Dubai International Jewellery Week (DIJW) for the last 10 years, will be out in force once again bringing with them 15 top Italian companies.**

DIJW - which opens tomorrow Wednesday 4 November at Dubai International and Convention Centre, will further strengthen trade ties between the two countries, at a time when Italian jewellery exports to the UAE increased 20% year-on-year in 2008, according to the Italian Trade Commission.

"The Italian know-how, quality and expertise in the jewellery sector is recognised by experts and we are pleased to share it with our main economic partner in this sector, the UAE," said Francesco Alfonsi, Italian Trade Commissioner.

Amongst the Italian delegation are premier brand names such as Adamas , Bruno Aristi, Clio Pro, Collaro, Daverivienza, Maio & Mayor, Nardelli Luxury, PP Silver, RB Progetti, Romano Braga by Fontana's and Scala Gioielli.

China will also be making its show debut in 2009, taking overall country participation to 15, with delegations drawn from all corners of the globe.

"The UAE is one of the top 10 most-confident countries in the world and consumer spending remains buoyant," said Trixee Loh, Senior Vice President, Dubai World Trade Centre.

"Given this optimistic outlook Dubai International Jewellery Week has attracted strong interest from many international companies."

Another exciting feature to be unveiled at this year's show is the 'Pearls of the World' pavilion. This dedicated area will highlight traders, wholesalers, retailers and designers, all renowned for their expertise and specialisation in the field of pearls. This area already includes key companies including Mattia Mazza S.R.L from Italy, Robles Pearls from Tahiti and Shanghai Gems AV from Switzerland.

The International Gemological Institute, a longtime supporter of the exhibition workshops for members of the trade, has once again confirmed its participation in the form of a 'Know Your Diamonds' workshop.

Dubai International Jewellery Week will also be the venue for announcing the winners of the first-ever Jewellery Design Competition at the show. Heading the impressive line-up of judges and supporters will be Shaikha Fatima Al Qassimi as well as Dubai-based Lebanese designer **Nadine Kanso**, famous for her **Bil Arabi** jewellery line as well as her photography.

Dubai International Jewellery Week takes place from 4 - 7 November 2009 at Dubai International Convention and Exhibition Centre. The show runs from 4pm to 10pm from 4 - 6 November and from 4pm to 11pm on Saturday 7 November 2009.

Dubai International Jewellery Week is supported by Dubai Diamond Exchange, Dubai Gold & Jewellery Group and the World Gold Council.