



Proudly African. Proudly Jewellex.

Jewellex Africa, Africa's premier jewellery and watch showcase is set to take place from 2 -4 August this year, at the Sandton Convention Centre in Johannesburg. While the Jewellery Council of South Africa has hosted the event for over 40 years, CEO Lorna Lloyd explains that local support for the event has dwindled in recent years.

"An event like Jewellex Africa relies heavily on the support of the local industry. This event is aimed at all jewellery manufacturers and wholesalers, not only in South Africa, but Africa and the rest of the world as well. However, as the home of Jewellex, support from the local manufacturers and wholesalers is undeniably important for the success of this event," she says.

As the event has become smaller in recent years in terms of the number of exhibitors and visitors attending, the Jewellery Council has adopted various tactics in an attempt to create excitement, talkability and increased attendance for Jewellex Africa. These include approaching the media and international jewellery industries to spread knowledge about Jewellex Africa beyond the South African borders.

"While we are carrying out various tactics, support from the local industry remains the most important contributor in restoring the event to its former glory. Support does not only come in the form of attendance, the industry needs to be proud of this event and excited about it, to really create the talkability and international investment we are aiming for," explains Lloyd.

Lloyd notes that the inspiration for the Jewellex event stemmed out of the vision to create a platform where key players in the local market could exhibit their beautiful creations under one roof, over one weekend a year, to do business as well as network socially, in the hope of creating a "jewellery community", if you will.

"South Africa has a long and proud history in terms of being a global hub for jewellery trade and design. Further, we have some of the world's most talented jewellery designers and manufacturers, and Jewellex Africa provides a platform for us to showcase this to the rest of the world," notes Lloyd.

The main aim of the event is to showcase new merchandise lines and the most exclusive and extensive product ranges of watches, clocks, fine jewellery, pearls and precious stones, jewellery packaging, machinery, accessories and services available to the local and international retail and wholesale jewellery industry.



“The Council encourages all new and aspiring jewellery designers and manufacturers to get in touch with us to discuss participation in this prestigious event. Let us not only be ‘Proudly South African’, but also ‘Proudly Jewellex Africa’ and work together towards turning this event into the trading hub for Africa,” concludes Lloyd.

More information:

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