



Africa's Premier Jewellery and Watch Trade Fair

PRESS RELEASE

Jewellex Africa is the **premier trade fair** of the South African jewellery industry.

This is the time when 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 is offered to the local and international retail and wholesale jewellery industry.

This three-day event attracts exhibitors from inside South Africa, as well as from the **African states** and **international countries**.

One of the main objectives of Jewellex is to become the trading hub of Africa and thereby offering international countries an opportunity to see what 'Africa' has to offer under one roof. It further aims to provide a secure trade platform for product distribution into and out of Africa.

Jewellex Africa 2011, which was held at the Sandton Convention Centre in Johannesburg in July, was a **resounding success**.

Approximately 145 companies exhibited and 3000 visitors attended the fair.

Seminars

Interesting educational seminars were offered on:

- *The Consumer Protection Act and its implications on the jewellery industry*
- *Hallmarking standards for South Africa*
- *Update on Diamond Treatments*

Jewellex Social Event

Jewellex is not all work! The **Jewellex Pravda Vodka Royal Collection Dinner Dance** which took place on the first evening of the exhibition at the Sandton Sun Hotel was an ideal opportunity to network with friends and colleagues in the industry.

We thank **KWV and Pravda Vodka** for their generous sponsorship of this event.

The evening commenced with a **Pravda Vodka** Martini welcome drink on arrival. Entertainment was provided by the dynamic and exciting electrical String quartet, **The Muses**, fusing classical instruments with contemporary music.

Many exciting prizes were given away which included a hotel stay for two at the Sandton Sun Hotel, Dinner for 2 at Michelangelo's Piccolo Mondo, jewellery and watch prizes, hampers and many more.

Jewellex Business Breakfast

The Jewellex Business Breakfast was held early on Sunday morning, presented by **Gavin Sharples**, well acclaimed speaker, who addressed the topic 'Those who don't change are forced to repeat it! The ultimate success for4mula – CHINKING The scariest thing we have to do in a business year'.

We thank **Brinks Global Services** for the sponsorship of this event.

Jewellex Africa 2012

Jewellex Africa 2012 will be taking place from **1st to 3rd September** at the Sandton Convention Centre, Johannesburg, South Africa. Many exhibitors have applauded the Council for these dates as they believe them to be a better Christmas buying opportunity.

In addition to the date change, Jewellex will also be moving to **Exhibition Hall 1** which is on the ground level of the Sandton Convention Centre, a welcome change and fresh, new look!

The Jewellex Committee, under the Chairmanship of Mr Rowan Jacobson from CJR Giftsales, are eagerly working on the arrangements for 2012!

For more information on the exhibition, please visit our website on www.jewellex.co.za or contact us on the numbers below.

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JEWELLEX CREDO

- *Jewellex is a trade exhibition and does not support trade with end users / private individuals.*
- *The Jewellery Council of South Africa does not support parallel events that detract from Jewellex.*

Lorna Lloyd
Chief Operations Officer