



Africa's Premier Jewellery and Watch Trade Fair

PRESS RELEASE

Jewellex Africa is the **premier trade fair** of the South African jewellery industry and has been hosted by the Jewellery Council of South Africa for 40 years.

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 2012, which was held at the Sandton Convention Centre in Johannesburg in September, was a **resounding success**.

Statistics

150 companies exhibited and approximately 2300 trade visitors attended the fair.

Nature of Business of Visitors	Percentage
Retailer	22.97 %
Retailer / Manufacturer	29.77 %
Manufacturer	20.93 %
Wholesaler	11.00 %
VIP	3.85 %
Other	14.19 %

Directors:
Ivan Hayden – Chair
Andrew Stephens – Vice Chair
Lourens Mare – CEO
Lorna Lloyd - COO
Duncan Crosson; Fana Maseko; Ernie Blom; Michael Pneuma; Michel Nunes; Howard Fevrier; Adrienne Kleinman; Bruce Gault; Michael Joseph; Lebohang Shabe; Maria da Silva; Nirdesh Singh; Aroon Bhoora; Bernard Stern; Albert Maree; Wielligh Meyer; Andrew Meyer; Colin Campbell; Muzi Manzi

A Non Profit Company
Reg. No: 2007/002791/08
NPO No: 067-544-NPO
VAT No: 4640 113 025



Jewellery Council of South Africa

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Parktown, 2193

Tel: +27 (0)11 484 5528

Fax: +27 (0)11 484 9296

Email: admin@jewellery.org.za

Website: www.jewellery.org.za

Local Visitors – Regional Breakdown

Province	Percentage
Gauteng	73.2%
North West	4.2%
Limpopo	1.3%
Mpumalanga	3.4%
KZN	5.3%
Eastern Cape	1%
Western Cape	4%
Northern Cape	0.2%
Free State	4.6%
Not specified	2.8%

Area of Interest of Visitors	Percentage
Coloured Gemstones	47.81 %
Diamonds	50.57 %
Display / Packaging	42.15 %
Equipment & Tool Supplies	45.52 %
Fashion Jewellery and Accessories	31.75 %
Fine Jewellery	54.36 %
Pearls	32.05 %
Refinery / Metal Supplier	26.70 %
Service to the Industry	26.94 %
Silver Jewellery	43.54 %
Titanium Jewellery	27.18 %
Watches, Clocks & Accessories	33.01 %
Writing Instruments	14.67 %
Not Specified	3.37 %

Jewellex Social Event

Jewellex is not all work! The **Jewellery Council of SA** celebrated its **40th Birthday**, sponsored by **De Beers, AngloGold Ashanti and Anglo American Platinum** at a dinner which was attended by 200 guests, including the Minister of Mineral Resources.

Jewellex Business Breakfast

The annual Jewellex Business Breakfast was held early on Sunday morning, presented by **Ms Debora Patta**, one of the most prominent and respected journalists in South Africa.

Ms Patta is the Executive Producer and Anchor for television programme 3rd Degree. Debora addressed the subject '**Why South Africa Matters - 10 Reasons Why South Africa is the best place to be today**'. She wove a fascinating tale of the characteristics that make South Africans marketable around the world.

We thank **Brinks South Africa** for their kind sponsorship of this event.

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Jewellex Africa 2013

Jewellex Africa 2013 will be taking place from 31st August to 2nd September at the Sandton Convention Centre, Johannesburg, South Africa.

The Jewellex Committee, under the Chairmanship of Mr Rowan Jacobson from CJR Giftsales, are eagerly working on the arrangements for 2013!

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

(signature withheld for security purposes)



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