

Jewellex Appoints PR Agency

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. The event has been hosted by the Jewellery Council of South Africa for over 40 years.

As Jewellex Africa has reduced in size in recent years, the Council felt it necessary to breath new life into the event by appointing a Public Relations and Reputation Management Agency to handle these aspects of the event.

The appointed agency is Bryanston-based Lion's Wing Brand Communications, specialists in reputation management.

Lorna Lloyd, Chief Executive Officer of the Jewellery Council of South Africa explains: "One of the main objectives of Jewellex is to become the trading hub of Africa and, thereby, offer 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. We feel the appointment of this agency will assist us in making Jewellex Africa 2014 a resounding success and reaching our goals and vision for the event," she says.

She explains that the Council aims to target key industry stakeholders who have not been involved in Jewellex previously, to get involved in the event. "We also aim to get the media involved in promoting jewellery brands that will be exhibited at Jewellex, in a bid to create consumer excitement and talkability around the event."

The Council hopes to attract more participation from international, and especially African countries, as both buyers and exhibitors. It is also important to encourage further participation from the watch sector, in order to give visitors, buyers and retailers a more rounded view of what the industry has to offer.

"A large part of our plans for Jewellex 2014 is around working with our exhibitors, encouraging them to showcase their latest products and getting them involved in the publicity aspect of the event. This will be facilitated through our newly-appointed agency," explains Lloyd.

The Council is also looking to introduce more involvement from supporting industries, giving non-jewellery industries a chance to get involved in this trade event.

More information about Jewellex can be found at www.jewellex.co.za.
More information about Lion's Wing can be found at www.lionswing.co.za.

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