Jewellery Council of South Africa

The Hamlet, 27 Ridge Road,
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Email: admin@jewellery.org.za
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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 over 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 2013 was held at the Sandton Convention Centre in Johannesburg in September.

Statistics

95 companies exhibited and approximately 2000 trade visitors attended the fair.

Nature of Business of Visitors	Percentage
Retailer	26.53 %
Retailer / Manufacturer	29.08 %
Manufacturer	21.87 %
Wholesaler	13.63 %
VIP	4.81 %
Other	16.69 %

Local Visitors – Regional Breakdown

Directors:
Ivan Hayden – Chair
Andrew Stephens – Vice Chair
Lorna Lloyd – CEO
Duncan Crosson; Fana Maseko; Ernie Blom; Michael Pneuma; Michel Nunes; Howard Fevrier; Adrienne Kleinman; Bruce Gault; Lebohang Shabe; Maria da Silva; Nirdesh Singh; Aroon Bhoora; Albert Maree; Wielligh Meyer; Andrew Meyer; Colin Campbell; Muzi Manzi, Glenn Schoeman; Innocent Mabusela

A Section 21 Company
Reg. No:2007/002791/08
NPO No: 067-544-NPO
VAT No: 4640 113 025

Province	Amount
Gauteng	1027
North West	44
Limpopo	18
Mpumalanga	38
KZN	84
Eastern Cape	6
Western Cape	41
Northern Cape	5
Free State	39
Not specified	29

Area of Interest of Visitors	Percentage
Coloured Gemstones	48.18 %
Diamonds	47.67 %
Display / Packaging	38.05 %
Equipment & Tool Supplies	44.75 %
Fashion Jewellery and Accessories	33.97 %
Fine Jewellery	52.11 %
Pearls	26.46 %
Refinery / Metal Supplier	28.06 %
Service to the Industry	17.13 %
Silver Jewellery	48.40 %
Titanium Jewellery	19.97 %
Watches, Clocks & Accessories	32.43 %
Writing Instruments	10.57 %
Not Specified	6.34 %

Jewellex Business Breakfast

The annual Jewellex Business Breakfast was held early on Sunday morning, presented by **Mr Jeremy Maggs** on his experiences in the media.

Jeremy Maggs is one of South Africa's most trusted journalists, working at a variety of independent media organisations.

We thank ***Metal Concentrators*** for their kind sponsorship of this event.

Jewellex Africa 2014

Jewellex Africa 2014 will be taking place from 2nd August – 4th August 2014 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 2014!

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.

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

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 Executive Officer
(signature withheld for security purposes)

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