

Jewellex Africa 2016 Report

On all accounts, Jewellex Africa 2016 was a resounding success.

From feedback received, the venue was as good as SCC and certainly provided a cozier and more intimate feel. Stands looked great and exhibitors spent time and energy on their stands. A comment was made that the show definitely had an ‘international’ feel. The Council also spent more resources on making the exhibition look more professional in line with other international shows.

The Midrand area, however, was still perceived to be out of the way and a possible security risk. In addition, not suitable in terms of accommodation and restaurants.

GENERAL INFORMATION	2008	2009	2010	2011	2012	2013	2014	2015	2016
Exhibitors - Total	155	137	133	119	115	95	79	114	113
Space given away (sqm)	203	101	24	24	18	59	98	191	75
Space sold (sqm)	1975	1869	1976	1709	1754	1315	994	1481	1419
Total exhibition space (sqm)	2178	1994	2000	1733	1772	1374	1059	1672	1494
Jewellex Function - guests	350	0	163	208	178	0	224	220	165
Jewellex Breakfast			119	78	58	65	0	0	0
Total Visitors	3527	3219	3232	2771	2149	1957	1725	1578	1571

Sponsorships

- De Beers Dinner, Diamond Pavilion and Carrier Bags
- BYL Diamonds Registration
- Metal Concentrators Coffee Shop
- Brinks Lanyards
- Gemfields Wi-Fi
- Tai Fook Branded water bottles
- Cape Precious Metals Wine Bar

DE BEERS
GROUP OF COMPANIES



GEMFIELDS

Tai Fook (Hong Kong) Holdings Limited
大福(香港)控股有限公司



BRINKS
Global Services

SEMINARS

Seminars were poorly attended, except the seminar on Jewellers Start-up Business, which was mostly attended by students.

Seminars presented:

- **GIA RETAILER SUPPORT**
Promotional Material and Retailer Tools presented by Les Milner



- **TRAINING DOESN'T WORK! WHAT'S THE SECRET?**
presented by Anna-Mart Rossouw



- **THE MILLENNIAL MYSTERY**
DESIGNING, SELLING TO AND MARKETING TO THE MILLENNIAL GENERATION
presented by Jacquie Myburgh Chemaly, Editor of Wanted, Wanted Watches, Jewellery and Luxury



- **HOW TO BOOST YOUR WORKFLOW USING FORCE MULTIPLIERS 3D PRINTING**
presented by David Bullock, Managing Director, Rapid 3D JV



- **BRIEFING: JCSA VALENTINES JEWELLERY WEEK**
How Members can get Involved presented by Monique Gaspar, Ebony & Ivory Advertising Agency



- **ANALOGUE DIGITAL DIVIDE**
Analogue merging with Digital presented by Jason Laing from EJP



- **Jewellers Start-up Business – Imagine It Start It**
presented by:

Bheki Zaca – Jewellers Club

Annalize Van Zyl from Annalize Van Zyl Exhibition and Events Management

SEDA Ekurhuleni Information Officer - Thuleka Mfihlo

Department of Small Business Development - Ms Goabi Moiloa- Black Business Supplier Development Programme (BBDP)

JEWELLERY COUNCIL COLLECTION AWARDS

The Jewellery Manufacturers' Association of South Africa (JMASA), a division of the Jewellery Council of South Africa, invited all students to enter the Jewellery Council Collection Awards Jewellery Design Competition 2016 to design and manufacture a ring that could be sold commercially. The theme was 'Spring in Africa'. Two categories namely Handmade and CAD.

Prize-giving was held at Jewellex on the last day.

Top 6 finalists presented with certificates:

- | | |
|--|-------------------------------------|
| 1. Slindile Mbelu(Design@50) | 2. Benigna Mokoatedi (Design@50) |
| 3. Refilwe Mokwatedi (Design@50) | 4. Nkosinathi Mhlongo (Keith White) |
| 5. Malehlohonolo Moorosi (Keith White) | 6. Boipelo Kepadisa (Keith White) |

Runner-up in the CAD category: France Make (Design@50) - 250g of fine silver each, kindly sponsored by Cape Precious Metals.

Runner-up in the Handmade category: Lilja Hastie (TUT) - 250g of fine silver each, kindly sponsored by Cape Precious Metals.

Winner in the CAD Design Jewellery Category: Karen Bhengu (Design@50)

- a.** A Trophy of Excellence
- b.** 750g of fine silver, kindly sponsored by *Cape Precious Metals*
- c.** A Jewellers Bench Toolkit with design specific tools kindly sponsored by *Metal Concentrators*
- d.** R5 000 sponsored by Piyuve Jewellers.

Winner in the Handmade Jewellery Category: Zanele Shongwe (KeithWhite)

- e.** A Trophy of Excellence
- f.** 750g of fine silver, kindly sponsored by *Cape Precious Metals*
- g.** A Jewellers Bench Toolkit with manufacturing specific tools kindly sponsored by *Metal Concentrators*
- h.** R5 000 sponsored by Piyuve Jewellers



CAPE PRECIOUS METALS COCKTAIL EVENING

The CPM Cocktail Evening was held in the Wine Bar which was sponsored by CPM. It was well attended.

DE BEERS JEWELLEX DINNER

The Dinner was sponsored by De Beers and 165 guests attended. This was a good opportunity for De Beers to interact with the Jewellery and diamond industry.

BEST STAND OF THE YEAR AWARDS

Judges:

- Jacquie Myburgh Chemaly, Editor of Wanted and Wanted Watches, Jewellery and Luxury
- Dean Divaris - Arthur Kaplan Jewellers
- Monique Gaspar – Ebony and Ivory Advertising Agency

Winners:



- Designer Stand – Montres du Monde



- Walk on Package – Gemfields



- Standard Package – Doron Diamonds

2017 DATES & VENUE CONFIRMED

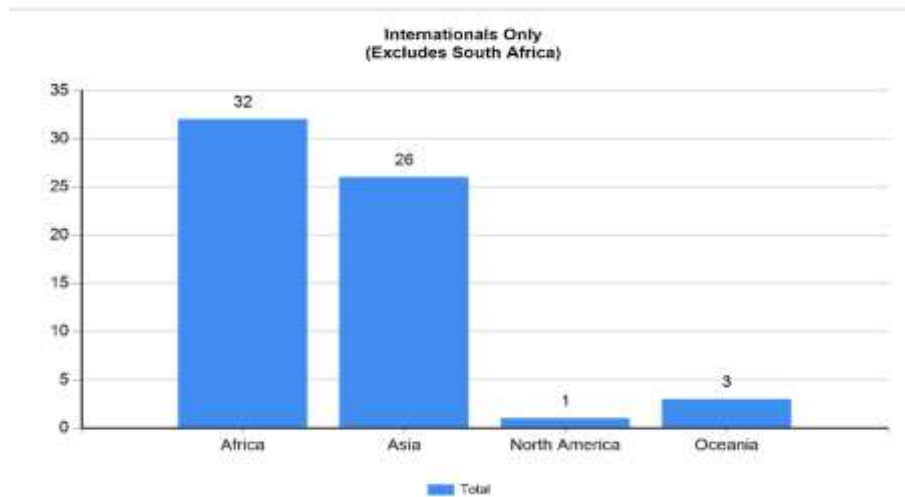
Assessments received from both exhibitors and visitors were analysed and based on the outcome of the assessments the 2017 Venue and dates can be confirmed as follows:

Venue: Sandton Convention Centre

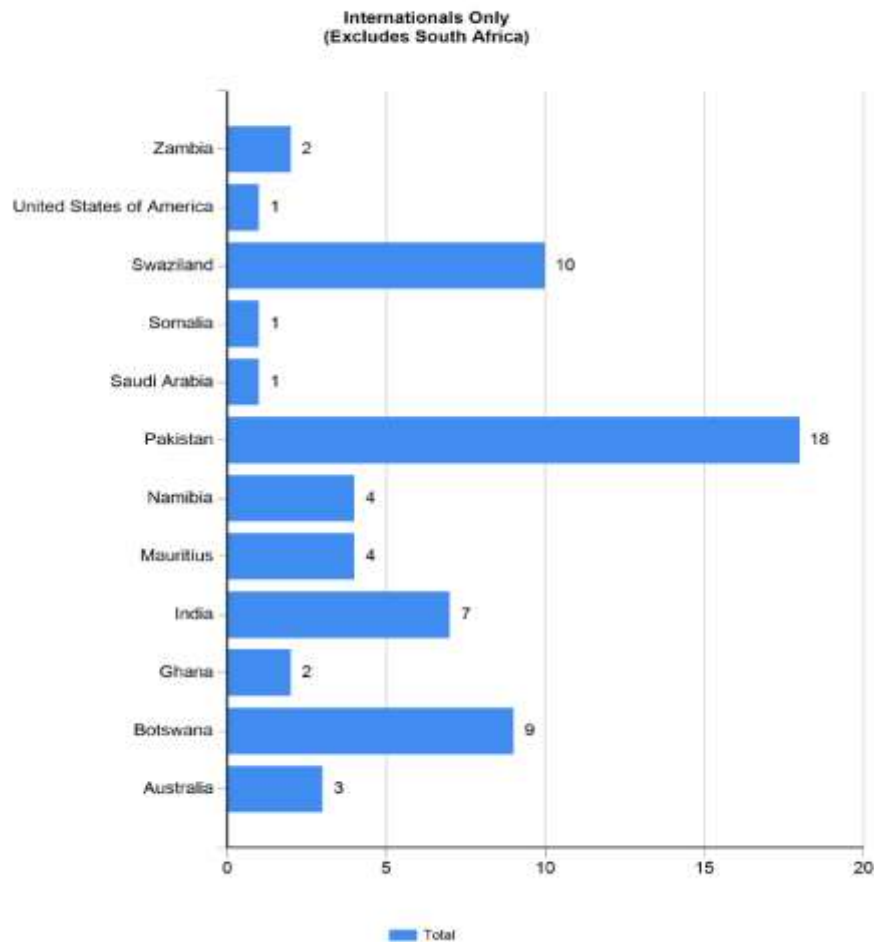
Date: 8th – 10th October 2017

VISITOR ANALYSIS REPORT 2016

Geography - Continents (all)



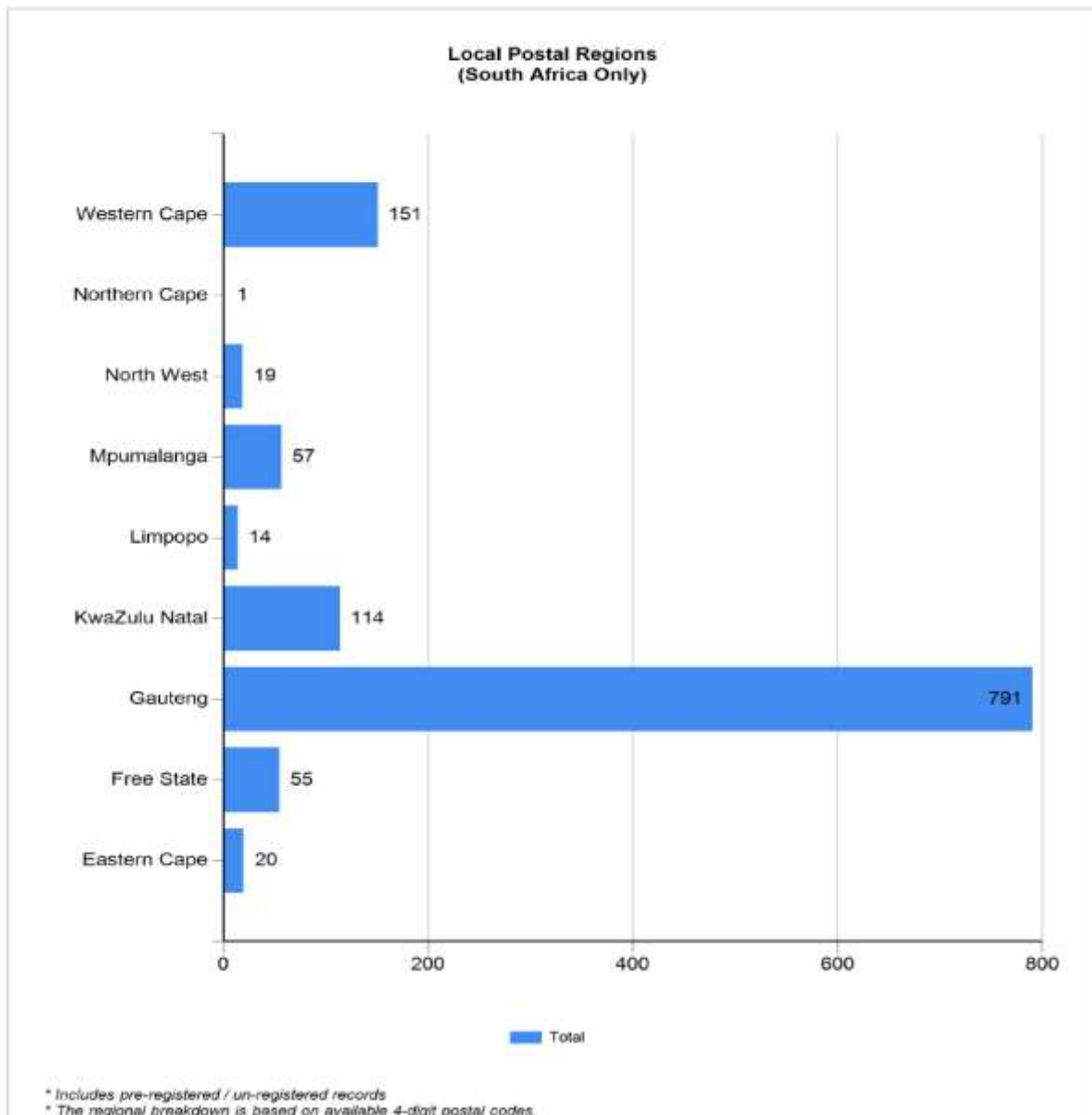
Geography - Countries (all)



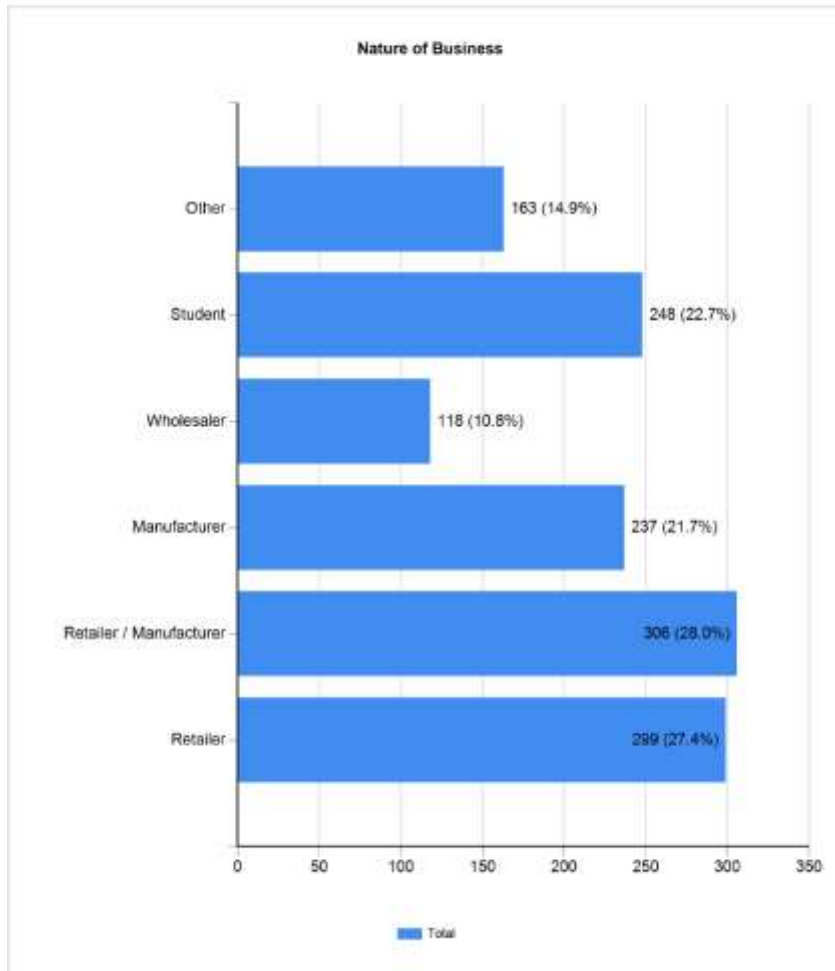
Geography - Countries (all)

Country	Total
Australia	3
Botswana	9
Ghana	2
India	7
Mauritius	4
Namibia	4
Pakistan	18
Saudi Arabia	1
Somalia	1
South Africa	1863
Swaziland	10
United States of America	1
Zambia	2
Total	1925

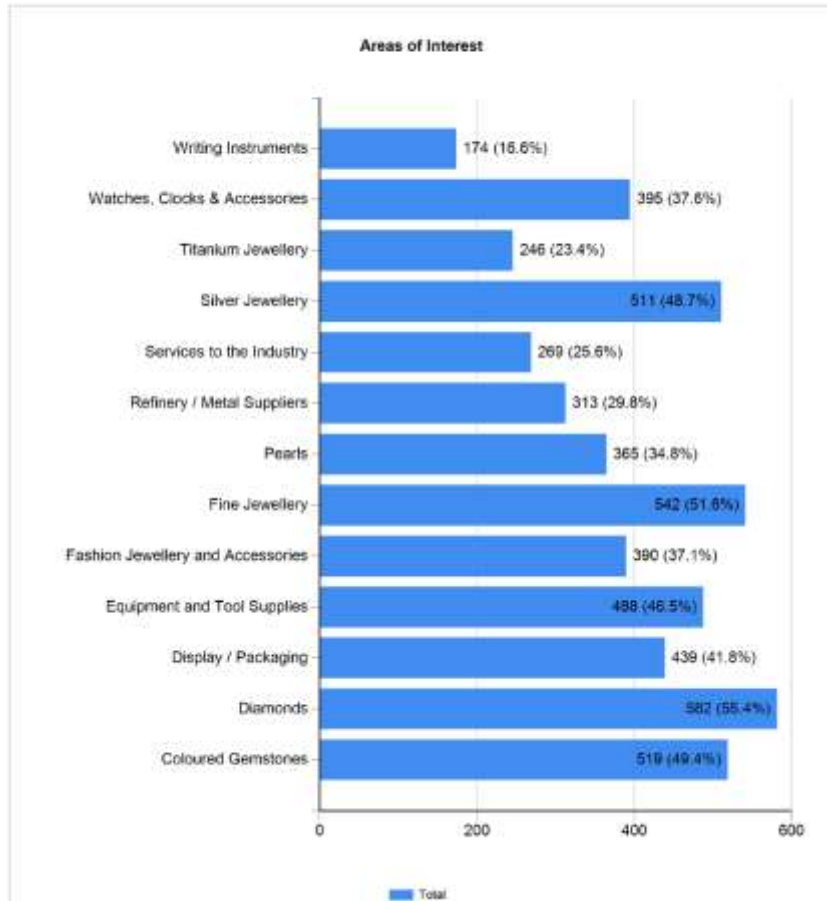
Geography - Regions (all)



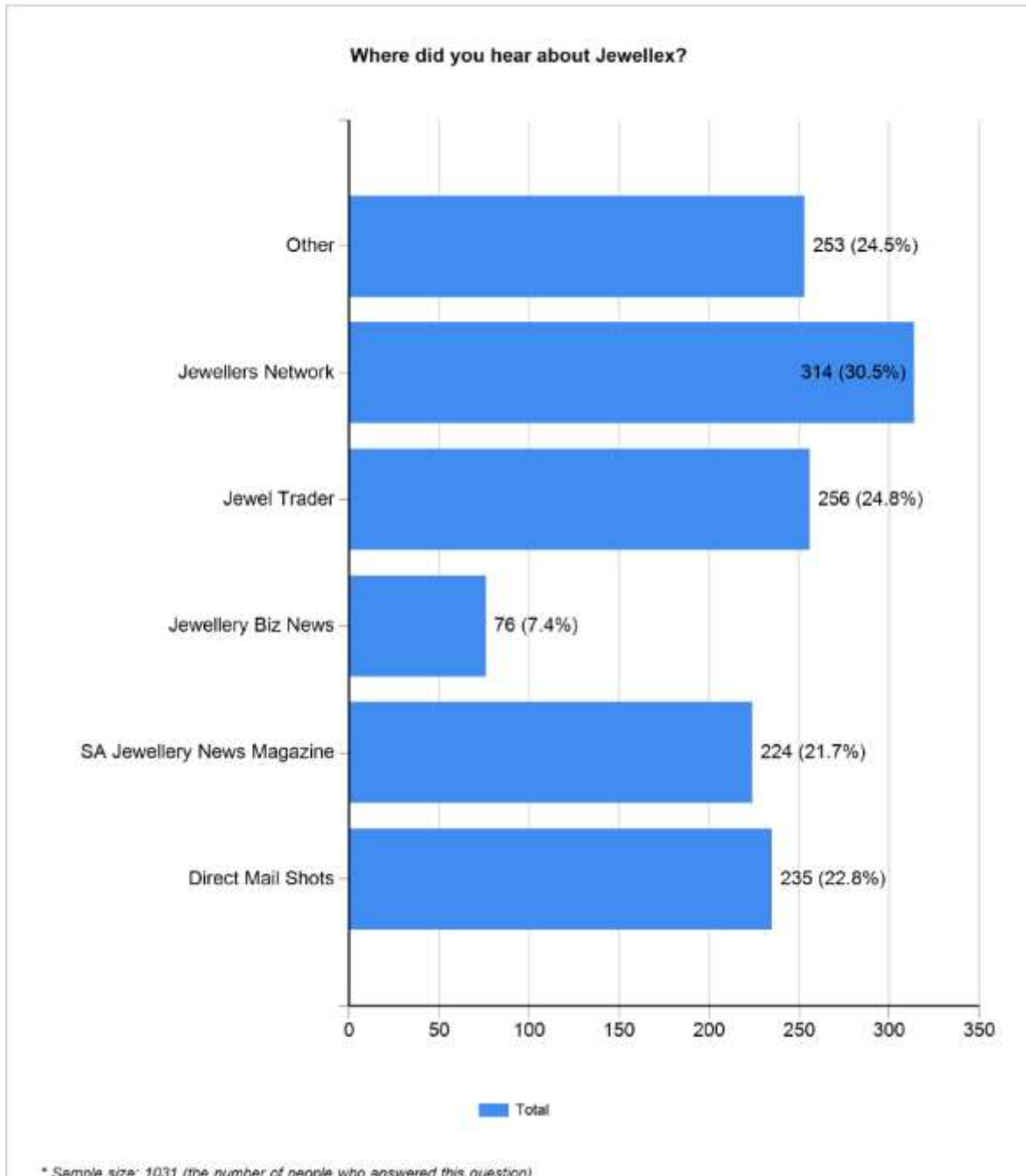
Question 1



Question 2



Question 3



Lorna Lloyd
CEO

