



SINGAPORE
INTERNATIONAL
JEWELLERY SHOW 2011

7th International Jewellery, Gems, Accessories & Lifestyle Exhibition

**Marina Bay Sands
Hall A & B
27 July – 31 July 2011**

POST EVENT REPORT SHEET

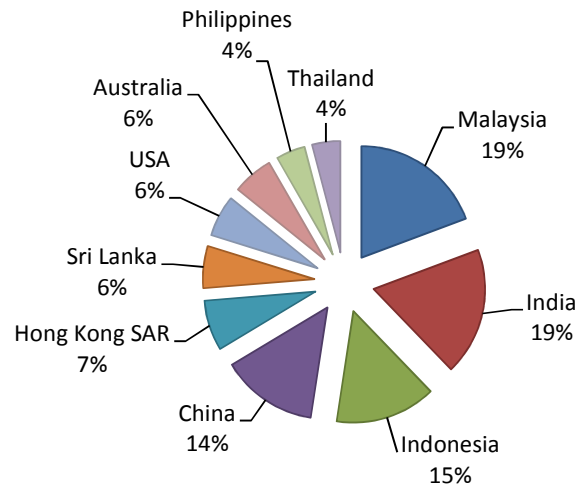
| | |
|---|--|
| Co- Organisers | Conference & Exhibition Management Services Pte Ltd Singapore International Jewellery Pte Ltd |
| Co Hosts | Singapore Jewellers Association Diamond Exchange of Singapore |
| Supported by | International Enterprise Singapore Spring Singapore Singapore Exhibition & Convention Bureau Singapore Chinese Chamber of Commerce & Industry |
| Official Bank | Citibank |
| Strategic Partner | China Union Pay |
| Official Tax Refund Agent | Premier Tax Free |
| Exhibition Statistics | Total Gross Area: 7700 sqm Total build-up area: 3300 sqm Total no of exhibitors: 180 (Exhibitors, principal companies, agents, representative offices) |
| Countries/Regions | Total no. of countries/ regions : 72 represented by exhibitors / visitors |
| Pavilions | Official Pavilions: 6 (Singapore, India, Hong Kong, Sri Lanka, Cambodia, Malaysia) |
| Sales on-site/ under negotiation/ expected over the next 12 months | S\$ 82.22 million |

Comparison of the 5 Years

The results of SIJS 2007 to 2011 are tabulated as below:

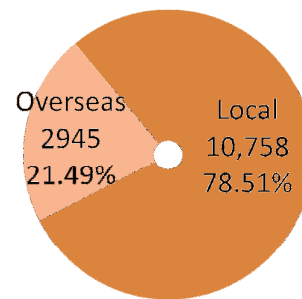
| | 2007 | 2008 | 2009 | 2010 | 2011 |
|----------------------------------|-------------|-------------|-------------|-------------|-------------|
| Total no of exhibitors | 148 | 153 | 131 | 181 | 185 |
| No. of participating countries | 28 | 30 | 23 | 23 | 25 |
| No of Local Exhibiting Co. (%) | 59.08% | 42% | 45% | 37% | 36.22% |
| No of Foreign Exhibiting Co. (%) | 40.92% | 58% | 55% | 63% | 63.78% |

Top 10 Visiting Countries



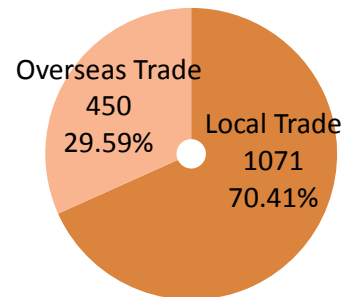
Total Visitors

Local Visitors: 10,758
Overseas Visitors: 2945



Trade Visitors

Local Trade: 1071
Overseas Trade: 450



No. of Visitors **13,703**

No. of Visits **25,269**

Total Attendees **13,703** attendees from **72** countries which included Algeria, America Samoa, Australia, Bangladesh, Belgium, British Virgin Islands, Brunei, Cambodia, Canada, Chile, China, Colombia, Cyprus, Denmark, Egypt, El Salvador, Faeroe Islands, France, French Guiana, Germany, Ghana, Hong Kong SAR, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Kazakhstan, Korea, Malaysia, Maldives, Mauritius, Mexico, Morocco, Mozambique, Myanmar, Netherlands, New Zealand, Northern Ireland, Oman, Pakistan, Peru, Philippines, Poland, Portugal, Reunion, Romania, Russia, Saudi Arabia, Singapore, Slovak Republic, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, UAE, UK, USA, United States Minor Outlying Islands, Uzbekistan, Vietnam.

A&P

Advertisement in Supporting Publications

1. Asian Lifestyle Magazine
2. eTradeAsia.com (B2B Portal, Taiwan)
3. Exquisite Magazine (Singapore)
4. GeMin
5. Global Source Publication (Hong Kong)
6. Gold Art Promotion Council (Pakistan)
7. Golden Profile Media Group (Russia)
8. Hong Kong Jewellery Magazine (Hong Kong)
9. Japan Precious (Japan)
10. Jewelry Fair Korea
11. JQ International Magazine
12. Lifestyle China (China)
13. Luxury-Insider (Singapore)
14. Tradekey.com (India)
15. The Jewelry (Korea)
16. UBM Rotaforte
17. Vicenza-Jewellery (Italy)
18. Wedding & Travel (Singapore)
19. Prestige Indonesia

Advertisements in Newspapers & Magazines (Singapore)

1. Straits Times
2. Urban
3. LianHe Zaobao
4. LianHe Wanbao
5. ShinMin
6. My Paper
7. Berita Harian
8. Tabla
9. Tamil Murasu

Newspaper Ads (Regional)

1. Borneo Bulletin
2. Media Permata
3. New Straits Times (National Ed)
4. The Star (National Ed)
5. Sin Chew Jit Poh
6. Thoi Bao Kinh Te (Vietnam)
7. Jakarta Pos

TV Programmes (Singapore)

1. Channel 5: News 5 Tonight
2. Channel 8: Singapore Today
3. Channel News Asia: Singapore Tonight
4. Suria: Berita
5. Vasantham: Tamil Seithi

Radio Advertising (Singapore)

1. Station: 100.3FM (Chinese)
2. Station: Gold 90.5FM (English)
3. Station: Class 95FM (English)

Media Exposure:

Print / Mass Media
Magazines
Broadcast Media
Online
TV, radio
Direct mailers, electronic mailers, web portal / Facebook

Total Estimated Media Valuation:

SGD 5.6 million (as at 12/8/2011)

Official Programme Official Opening Ceremony (27 July 2011)

Marina Bay Sands Singapore

The opening ceremony was officiated by MG(NS) Chan Chun Sing (Acting Minister for Community Development, Youth and Sports & Minister of State, Ministry of Information, Communications and the Arts)

Concurrent Activities Fashion Shows -

Opening Ceremony Jewellery Fashion Show by Lee Hwa, On Cheong and TianPo.

Daily Stage Programmes

Day 1

1. "Classical Feng Shui - A Modern Day Application" by HOFS
2. "Revolutionising Jewellery Design and Fabrication with CAD/CAM" by JDMIS
3. "Ruby and Sapphire from Thailand" by Mr Tay Thye Sun
4. Wedding day preparation and celebration

Day 2

1. "Looking for the Ideal Property - A Feng Shui Perspective" by HOFS
2. "Ruby and Spinel from Vietnam" by Mr Tay Thye Sun
3. "Diamonds : A girl's best friend" by JDMIS
4. Destination & Outdoor Weddings Workshop by International Wedding Planner Olga Jastrebkova from Guinone Weddings

Day 3

1. Talk on " Pearls: Natural, Cultured and Imitation" by JDMIS
2. "Feng Shui and Your Destiny – How to Empower Your Way to Success" by HOFS
3. "Opal from Indonesia" by Mr Tay Thye Sun
4. Wedding Gown Fashion Show by Famous Designers

Day 4

1. "Personal Feng Shui – Ten Easy and Common Sense Approach to Achieve Good Health and Happiness" by HOFS
2. Fashion Show (Bintang Jelita) by Foundation Jewellers & RENÉE L. Collections
3. "Tibetan red andesine: Gemstone from the roof of the world" by GIT
4. Fashion Show by Lee Hwa Jewellery
5. "Ruby and Sapphire from Thailand" by Mr Tay Thye Sun
6. Wedding Gown Fashion Show by Bluebay Wedding
7. "The World of Jewellery Design and Fabrication" by JDMIS

Day 5

1. "Unleash Your Potential – Feng Shui and Destiny Analysis to Maximize Results for You and Your Child" by HOFS
2. Fashion Show by TianPo
3. Wedding Gown Fashion Show by My Dream Wedding
4. Fashion Show by On Cheong Jewellery
5. "Getting into the world of colored stones" the outset of successful buying gemstones by GIT
6. "Opal from Indonesia" by Mr Tay Thye Sun

Daily Tea Parties and Reception -

1. American Women's Association AWA / Australia & New Zealand Association ANZA / Chinese Women's Association CWA
2. Women's Integration Network Council (WINC) / Women's Executive Committees (WEC)
3. Special invited VIP Buyers / Singapore Dental Association
4. Peranakan Association / Singapore Business & Professional Women's Association - 3rd Chapter (SBPWA) / Soroptimist International of Singapore (SIS) / Soroptimist International of Singapore - Garden City (SIS-GC) / NTUC Women's Committee Members
5. Lee Hwa Jewellery - Tea Reception
6. Tianpo Jewellery -Tea Reception
7. On Cheong Jewellery - Tea Reception

LUCKY DRAW CAMPAIGNS

Citibank “Spend and Get” Campaign

Asian Jewellery Pte Ltd, Aspial - Lee Hwa Jewellery Pte Ltd, Caratell Diamonds Pte Ltd, Confetti by Mui Pte Ltd, DeGem Masterpiece Pte Ltd, Foundation Jewellers Pte Ltd, Jadeite Collections Pte Ltd, Li-Hong Jade, Meyson Jewellery Pte Ltd, On Cheong Jewellery, Sara Taseer Fine Jewellery, Simone Jewels, Taka Jewellery Pte Ltd

Union Pay “Purchase + Redeem” Campaign

Asian Jewellery Pte Ltd, Aspial-Lee Hwa Jewellery, Caratell Diamonds Pte Ltd, DeGem Masterpiece Pte Ltd, Jadeite Collections Pte Ltd, Meyson Jewellery Pte Ltd, On Cheong Jewellery

Daily Purchase Instant Draw

Base Entertainment Asia, Body Contours, Brands, Brink’s Singapore Pte Ltd, Chain of Beads, Crabtree & Evelyn (S) Pte Ltd, IE Global Pte Ltd, Jill Lowe, Marina Bay Sands Pte Ltd, Meiwa Co., Ltd, MCVI Asia Pacific Pte Ltd (Marriot Vacation Club), Osim International Ltd, Philip Saeco, Pure Tincture Pte Ltd (Snow Berry), Robinsons Co (Singapore) Pte Ltd, Sasa Cosmetics (S) Pte Ltd, Singapore International Jewellery Pte Ltd, Singapore Flyers, Sothys Singapore Pte Ltd.

SIJS Grand Purchase Lucky Draw

Aspial - Lee Hwa Jewellery Pte Ltd, DeGem Masterpiece Pte Ltd, On Cheong Jewellery

JEWELLERY HIGHLIGHTS

- **DeGem**
A set of 3 spinel gemstones, including a 46-carat stone on a pendant and a 25-carat pair of earrings going for \$5 million.
- **On Cheong**
Ruby Jubilant Collection - Rubies and diamonds set in 18K white gold (range from S\$16,200 - S\$46,500)
 - **Joon Courtenay**
Snow Leopard bangle crafted with 18k white gold, black & white diamond, and eyes made of green garnet. Price \$170,760.
 - **TianPo Jewellery**
Borealis necklace in yellow gold with citrine, champagne quartz, green amethyst, peridot and topaz. Price \$16,500.
 - **Lee Hwa**
The Primavera necklace featured 10 jewelled ‘flowers’, each comprising a purple amethyst encircled by yellow gold petals that are framed by a striking interplay of black rhodium and brilliant diamonds. Price \$54,748
 - **Foundation Jewellers**
Traditional Peranakan “Ibu” kerosang and 2 star “Anak” kerosangs of the exclusive “Bintang Jelita” (Lovely Star) Kerosang set is handcrafted with 18K yellow gold and white diamonds. Price \$88,000.

SPECIAL HIGHLIGHTS

- **Jewelled Horse**
Specially flown in was a “Jewelled Horse” by Mr Robert Spagnolo from Italy.

Sponsors

Asian Jewellery Pte Ltd (jewellery premium)
Aspial- Lee Hwa Jewellery Pte Ltd (jewellery premium)
Brand's Bird's Nest (Bird's Nest)
Base Entertainment Asia (Lion King Ticket)
Body Contours (product gift sets & vouchers)
Brink's Singapore Pte Ltd (wine)
Caratell Diamonds Pte Ltd (jewellery premium)
Confetti by Mui Pte Ltd (jewellery premium)
Chains of Beads (jewellery products)
Crabtree & Evelyn (s) Pte Ltd (products)
Crème Hairdressing (hairdo for fashion shows)
DeGem Masterpiece Pte Ltd (jewellery premium)
Foundation Jewellers Pte Ltd (jewellery premium)
IE Global Pte Ltd (coffee sponsor)
Jadeite Collections Pte Ltd (jewellery premium)
Li-Hong Jade (jewellery premium)
Meyson Jewellery Pte Ltd (jewellery premium)
Marina Bay Sands Pte Ltd (restaurant voucher)
Meiwa Co Ltd (jewellery products)
MVCI Asia Pacific Pte Ltd (air ticket, hotel stay)
OSIM International Ltd (products)
On Cheong Jewellery (jewellery premium)
Jadeite Collections Pte Ltd (jewellery premium)
Jill Lowe (products)
POIS (outfits for fashion shows)
Phillip Saeco (coffee machine)
Pure Tincture Pte Ltd (products)
Premier Tax Free (paperbags)
Robinson & Co. (Singapore) Pte Ltd (shopping voucher, outfits for fashion show)
Sara Taseer Fine Jewellery (jewellery premium)
Simone Jewels (jewellery premium)
SaSa Cosmetics (S) Pte Ltd (product gift sets)
Singapore International Jewellery Pte Ltd (voucher)
Singapore Flyers (flyers ride ticket)
Sothys Singapore Pte Ltd (product gift sets)
Sound Image Production (Acoustic & Lighting)
Taka Jewellery Pte Ltd (jewellery premium)
Terry Makeup (makeup for models)
WiSOL Singapore (CCTVs)
Infoplus Solutions (People Counter and Sensor)

Supporting artists: MrThomas Diego Armonia (Artist), Italy
Mr Roberto Spagnolo (Jewelled horse owner/artist), Italy
Mr Ruy Silva (Artist), Portugal

For Show Enquiries:

| | | | |
|-----------------|--|-----------------|--|
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