

Jewellery 2018 Salon Exhibition

Jeddah, Hilton Hotel
9 - 12 April 2018

Riyadh, AlFaisaliah Hotel
16 - 19 April 2018



ORGANIZED BY:





The Jewellery Salon Exhibition...

With The grace and help of Allah, The Jewellery Salon Exhibition was unveiled under the organization of Sunaidi Expo and Conferences, to write a page in the record of past successes with water of gold.

The exhibition was attended by more than 80 designers and exhibitors from the finest local and international jewellery houses. It also received the honor of attendance of His Royal Highness Prince Faisal bin Nawaf bin Abdulaziz Al Saud who opened the exhibition held at the Hilton Hotel in Jeddah from 9th to 12th of April and accompanied His Royal Highness Prince Sultan bin Saud bin Mohammed bin Abdulaziz Al Saud at the opening of the exhibition at Al Faisaliah Hotel in Riyadh from 16th to 19th of April.

The Jewellery Salon has received a high demand from the elite who were interested in Jewellery and precious stones in Jeddah and Riyadh, and was visited by more than 3206 visitors in Jeddah and 5312 visitors in Riyadh.

His Royal Highness and the attendees praised the exhibition and the organization in terms of the precious exhibits that impressed the expectations of visitors.





Jeddah

Patronage

HRH Prince Faisal Bin Nawaf Bin Abdulaziz Al Saud

Date & Time

12-9 April 2018

4 PM - 11 PM

Venue

Hilton Hall –Hilton Hotel

Edition

9th



Riyadh

Patronage

HH Prince Sultan Bin Saud Bin Mohammad Bin Abdulaziz Al Saud

Date & Time

19-16 April 2018

4 PM - 11 PM

Venue

Prince Sultan Grand Hall -Faisaliah Hotel

Edition

7th

Brands List

Brand	Country
AJ JEWELRY	KSA
AL NAHAR JEWELLERY	UAE INDIA
ALAIN PHILIPPE	SWITZERLAND
ALESSA	UAE
ALKAYNUNA JEWELRY	KSA
ALMAHA JEWELLERY	KSA
ALSHAYA JEWELRY	UAE
AMINAH FANCY JEWELRY	KSA
ANITA KO	USA
ANNAMARIA CAMILLI	ITALY
AQ JEWELRY	KSA
ARMAND NICOLET	SWITZERLAND
ARMAND NICOLET	SWITZERLAND
ARMIN STROM	SWITZERLAND
ARMIN STROM	SWITZERLAND
ARPAS GOLD JEWELLERY	TURKEY
BINSABBAR JEWELLERY	KSA
BLANCPAIN WATCHES	SWITZERLAND





Brands List

Brand	Country
BOGHOSSIAN	SWITZERLAND
BREGUET	SWITZERLAND
CARRERA Y CARRERA	SPAIN (MADRID)
CHANTECLER	ITALY
CHARLES OUDIN PARIS	FRANCE
CHARMALEENA JEWELLERY	KSA
CHRISTIAN BONJA	LEBANON
DALAL JEWELRY	KSA
DAVID YURMAN	USA
DIAMOND ROSES	KSA
DRAGA JEWELRY	LEBANON
FABERGÉ	SWITZERLAND
FALAMANK	LEBANON
FOPE	ITALY
GEORGE HAKIM	LEBANON SWITZERLAND
GIRARD-PERREGAUX	SWITZERLAND
GREUBEL FORSEY	SWITZERLAND
HAJAR ALGHAMDI JEWELRY	KSA

Brands List

Brand	Country
HANNA JEWELRY	LEBANON
HARRY WINSTON	SWITZERLAND
HEBA AL-HUMAIDAN JEWELLERY	KSA
HOUSE OF GOLD & PRECIOUS STONES	KSA
HYSEK	SWITZERLAND
IVANKA TRUMP	USA
JACQUI AICHE	USA
JAEGER-LECOULTRE	SWITZERLAND
JAHAN	SWITZERLAND
JOUMY DE	UAE
JWAHER JEWELS	KSA
LAPIS	KSA
LAURETTE JEWELRY	KSA
LAVALLIERE	LEBANON
LUCACARATI	ITALY
M. FITAIHI	KSA
MASAT ALFARES JEWELLERY	KSA
MATTIOLI	ITALY
MONARCH JEWELRY	KSA





Brands List

Brand	Country
MONÉ DIAMANTÉ	KSA
MONTBLANC	SWITZERLAND
MOUSSAIEFF	UNITED KINGDOM
NAVAL JEWELRY	KSA
NSOULI JEWELRY	LEBANON
OCTAGONS	KSA
PALMIERO	ITALY
PANERAI	SWITZERLAND
PASQUALE BRUNI	ITALY
POINCIANA JEWELRY	KSA
PRAKSHI	UAE
QUINTING	SWITZERLAND
QUINTING	SWITZERLAND
REHAM JEWELRY	KSA
RENEE	UAE
ROBERTO COIN	ITALY
RODNEY RAYNER	U K
RUBAIYAT JEWELRY & WATCHES	KSA
SARA ALFI JEWELLERY	KSA

Brands List

Brand	Country
SF JEWELLERY	KSA
SHANTILAL JEWELLERS LLC	UAE
SJ SOLITAIRE JEWELS	UAE
SUTRA	USA
SUZANNE KALAN	USA
VACHERON CONSTANTIN	SWITZERLAND
VESCHETTI	ITALY
VHERNIER	ITALY
WALAA ALIBRAHIM JEWELLERY	KSA
YAGOTY	KSA
YATAGHAN JEWELLERY	UAE
YESSAYAN	LEBANON
YOURA JEWELRY	KSA
ZAIAN JEWELRY	KSA
ZOCCAI	ITALY
ZUKHRUF JEWELRY	KSA



Exhibitor Feedback

“

“We are used to being a part of Jewellery Salon Exhibition every year because we know it is one of the most successful jewellery exhibitions in the world, so we make sure to proudly be part of that success.”

Rafi Yessayan- General Manager- Yessayan Jewelry- Lebanon

“

“This is our fourth year participating in the exhibition. We now make sure to participate each year because of how sophisticated the organizing and attendance is. From now on, Masat Alfares will always be a part of Jewellery Salon.”

Saleh Alharthi- Show Manager- Masat Alfares Jewellery- Saudi Arabia

“

“Jewellery Salon Exhibition needs no words to describe its success; it is considered one of the most successful international exhibitions and that is why we make sure to participate every year.”

Abdulghani Al Kattan- Operations Manager- Poinciana Jewelry- Saudi Arabia

“

“Jewellery Salon has given us an amazing opportunity to come to the Saudi market and meet loyal clients. It is a great exhibition and we are very happy to be a part of it.”

Ibrahim Cakmack- Assistant Marketing Manager- Arpas Gold Jewellery- Turkey

“

“Rubaiyat has always been only about fashion, but we are now specialized in jewellery as well. With 9 franchise brands from Italy and 4 from Switzerland under our name, we are very thrilled to be participating in Jewellery Salon for the first time. It has been a great experience and we are especially pleased with the turnout.”

Jean Sfeir- Division Manager- Rubaiyat Jewelry and Watches- Saudi Arabia

“

“Octagons is a new Saudi brand that we launched here at Jewellery Salon 2018. We are thankful that turnout was highly impressive. It is such a great pleasure for us to be participating in the most luxurious jewellery exhibition in Saudi Arabia.”

Abdulrahman Baljaber- Chief Executive Officer- Saudi Arabia

Visitor Information

3,206 visitor in Jeddah

Ladies: 1,782

Gentlemen: 1,424

5,312 visitor in Riyadh

Ladies: 2,986

Gentlemen: 2,326

Highlights during the exhibition

HRD Antwerp Seminars



lecture:
DNA

lecture:
Synthetic Diamonds

lecture:
Antwerp & Diamonds



Saudi Promising Female Designers

The Jewellery Salon has contributed to the advancement and development of the presence of the Saudi girl and her presence in the field of work, and to the development outlined by King Salman in his vision 2030 for the active role of a Saudi girl that capabilities and talents deserve. His Royal Highness Prince Sultan bin Saud bin Mohammed bin Abdulaziz Al Saud praised the high status of Saudi women as a designer and implementer of the finest works in the Saudi market.

The Saudi Jewellery Salon is proud of the participation of the Saudi Female Designers in the Saudi exhibition. Their presence contributed in showing the exhibition in this a luxurious bright suit, putting a new brick in the hall of its previous successes, and promising new and brilliant successes next year, Allah willing.



Marketing Campaign and PR

Print Ads

- Okaz Newspaper
- Riyadh Newspaper
- Alam Arrajol Magazine
- Arabian Watches and Jewellery Magazine

Invitation Cards

- Personalized printed VIP invitation cards for Jeddah and Riyadh.
- Digital invitation cards sent to Sunaidi Expo's database.
- Phone calls to personally invite members on the database.

Visual Identity

- Indoor and outdoor banners.
- LED Screen.
- Show Catalog.

Marketing Campaign and PR

Digital Marketing

- 15 Email Newsletters to Sunaidi Expo's database.
- Paid advertisement on Social Media Platforms (Facebook, Instagram, Snapchat, Twitter).
- Paid advertisement through Social Media influencers (Afnan Alnamlah, Hassan Ghoneim, Aram Kabbani, Amira Abbas, Fawaz Alkhodairy, Abu Hasan).

Media coverage

- Reports and coverage on several leading TV channels.
- News and press releases before, during and after the exhibition.
- Radio coverage (Panorama and MBC FM).

Marketing Campaign and PR

facebook

PAGE LIKES

56k



POSTS REACH



+893k

ENGAGEMENT

+118k



Instagram

FOLLOWING

55k



CAMPAIGN REACH



+900k

twitter

FOLLOWING

21k



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3.77 M

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7.06 M

@ajelnews24

677k

@EyeOfRiyadh

669k

@panorama_fm

615k

@mbc_fm

snapchat

COVERAGE

Live Coverage in
Snap Jeddah and
Snap Riyadh

1M+
FOLLOWERS



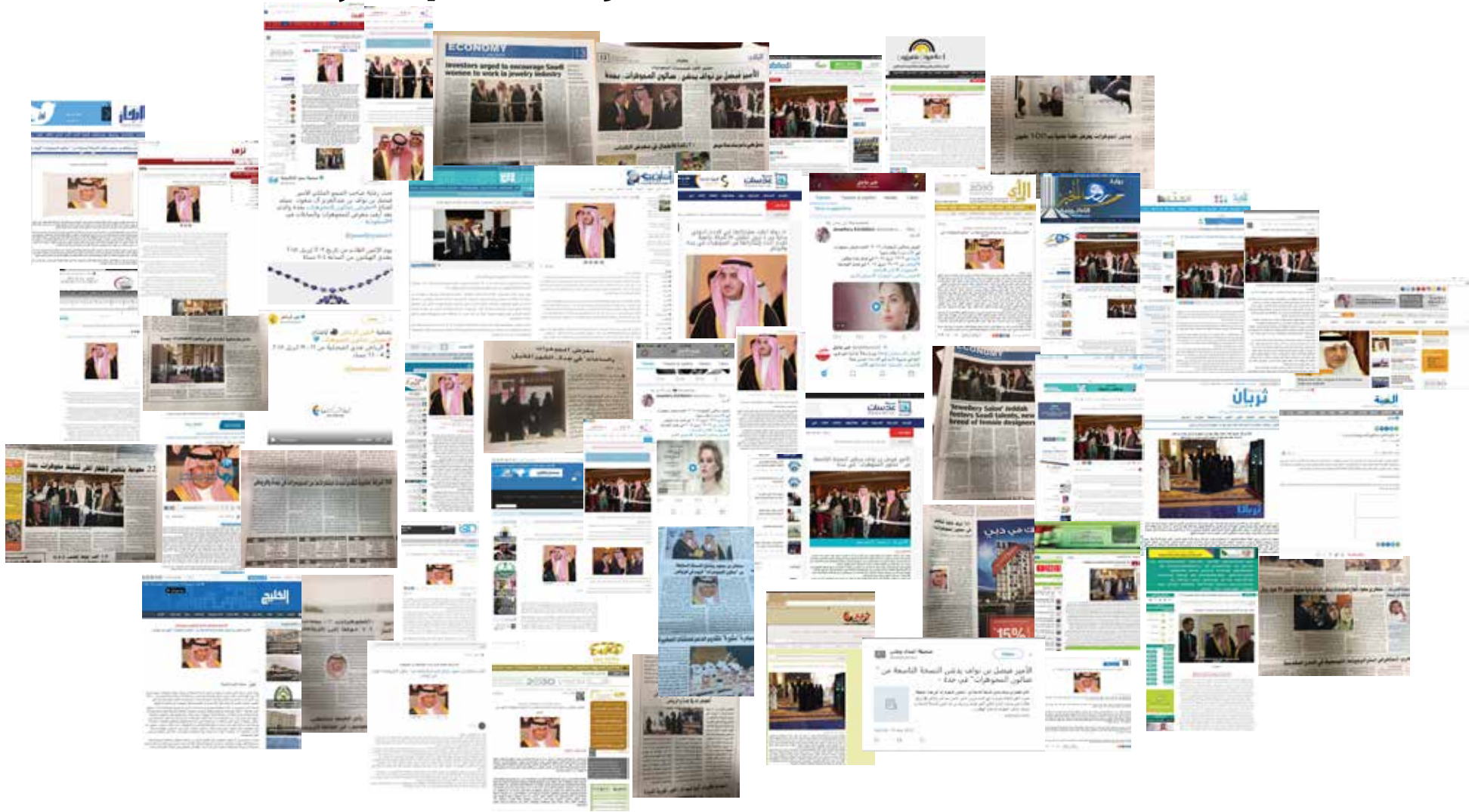
Marketing Campaign and PR

Media coverage



Marketing Campaign and PR

Many Reporters, journalists and media outlets



Marketing Campaign and PR

Print Ads



Alam Arrajol Magazine



Okaz Newspaper



Riyadh Newspaper



Alam Arrajol Magazine



Okaz Newspaper



Riyadh Newspaper





Sponsors and Partners

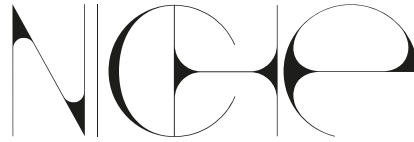
Strategic Partner

معرض صالون
الساعات الراقية ٢٠١٨

Security Partner



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Media Partners

