



## POST EVENT REPORT

Singapore's largest jewelry show, the Singapore International Jewelry Expo (SIJE) 2019, ended on an outstanding note this year. The dazzling four-day show at the swanky Marina Bay Sands Singapore Expo & Convention Centre welcomed a total of **12,000** jewelry enthusiasts and quality buyers from Singapore and around the world.

The show was officially opened by guest-of-honour Dr Lily Neo, Member of Parliament for Jalan Besar GRC, on Thursday, 18 July 2019 and continued to welcome visitors over four days till Sun, 21 July 2019.



SIJE 2019 is supported by the Hong Kong Jewellery and Jade Manufacturers Association, Hong Kong Jewelry Manufacturers' Association, Italian Trade Agency Singapore, Ministry of Commerce, Cambodia, Myanmar Gems & Jewellery Entrepreneur Association, The Gem & Jewellery Export Promotion Council and of course, the Singapore Exhibition Convention Bureau and Community Partners, Business Women Network, CRIB (Creating Responsible and Innovative Businesses), International Women's Federation of Commerce and Industry Singapore, Italian Women's Group Singapore, Spanish Speaking Women's Association and The Peranakan Association Singapore.

Strategic Partner for SIJE 2019 – Singapore Manufacturing Federation.

SIJE has earned a reputation in the industry as the largest and most enduring jewelry show in Singapore to date. This year, the show featured more than 230 jewelers, designers and manufacturers from 26 countries such as Singapore, Italy, Myanmar, Thailand, Hong Kong, Russia, Turkey, the USA, Poland, the UAE, Japan and India; traversing over two convention halls. The show also headlined a treasure-trove of jewelry and gemstones collection in excess of USD\$150 million. The remarkable numbers recorded this year bear witness to Singapore being the jewelry meeting place for jewelers and buyers from around the world.

**230**  
Exhibitors

**26**  
participating  
countries

**12,000**  
Visitors

# SIJE 2019 FAIR SUMMARY

<b>Fair Dates</b>	26 - 29 July 2019
<b>Fair Venue</b>	Marina Bay Sands Singapore Expo & Convention Centre Halls A & B, Level 1
<b>Fair Organizer</b>	Conference & Exhibition Management Services Pte Ltd
<b>In Partnership With</b>	DBS Bank
<b>Strategic Partner</b>	Singapore Manufacturing Federation (SMF)
<b>Official Venue Partner</b>	Marina Bay Sands
<b>Official Auctioneer</b>	Hotlotz Auction House
<b>Floor Area</b>	Total Gross Area: 8000 sqm. Total Build Up Area: 4000 sqm.
<b>Number Of Visitors</b>	12,000
<b>Exhibiting Companies</b>	223 (78.4% Overseas, 21.6% Local)
<b>Number of Participating Countries: 26</b>	Australia, Belgium, Cambodia (Country Pavilion), Germany, Hong Kong, India (Country Pavilion), Indonesian, Iran, Israel, Italy, Jamaica, Japan, Kenya, Lebanon, Malaysia, Myanmar (Country Pavilion), Nepal, Poland, Singapore, South Africa, Sri Lanka, Taiwan, Thailand, Turkey, UAE, USA
<b>Community Partners</b>	<ol style="list-style-type: none"> <li>1. Business Women Network</li> <li>2. CRIB</li> <li>3. International Women's Federation of Commerce and Industry Singapore</li> <li>4. Italian Women's Group Singapore (IWG)</li> <li>5. Spanish Speaking Women's Association (SSWA)</li> <li>6. The Peranakan Association</li> </ol>
<b>Total Sales On-Site and Sales Under Negotiation</b>	SGD\$48 million (estimated)
<b>Sales Expected over the next 12 months</b>	SGD\$60 million (estimated)
<b>Estimated Media Coverage as of 31<sup>st</sup> July 2019</b>	SGD\$6 million

Organised By



In Partnership With



Strategic Partner



## Supporting Associations & Institutions



## Community Partners



International Jewellery Stars Awards Co-Organisers



Strategic Conference Partner



Held In



# SHOW STATISTICS

## Total Visitors:

12,000



## Top 10 Visiting Countries

1. CHINA
2. MALAYSIA
3. INDONESIA
4. INDIA
5. THAILAND
6. AUSTRALIA
7. HONG KONG
8. JAPAN
9. MYANMAR
10. SRI LANKA



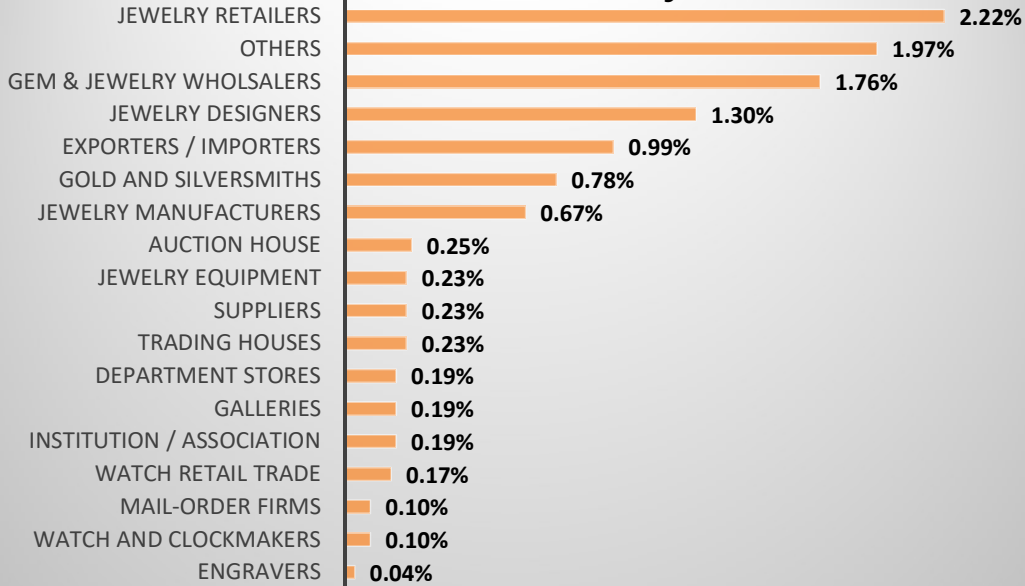
## Visitors from 56 Countries

<b>A</b>	AUSTRALIA	<b>K</b>	KOREA (REPUBLIC OF) KYRGYZSTAN
<b>B</b>	BAHRAIN BANGLADESH BELARUS BELGIUM BRITISH INDIAN OCEAN TERRITORY BULGARIA	<b>L</b>	LEBANON
<b>C</b>	CAMBODIA CANADA CHINA COLOMBIA CZECH REPUBLIC	<b>M</b>	MACAU MALAYSIA MONGOLIA MYANMAR
<b>D</b>	DOMINICAN REPUBLIC	<b>N</b>	NEPAL NETHERLANDS
<b>E</b>	EGYPT	<b>P</b>	PAKISTAN PHILIPPINES POLAND PORTUGAL
<b>F</b>	FRANCE	<b>R</b>	RUSSIAN FEDERATION RWANDA
<b>G</b>	GERMANY GREECE	<b>S</b>	SAUDI ARABIA SINGAPORE SLOVAKIA SOLOMON ISLANDS SOUTH AFRICA SRI LANKA SWITZERLAND
<b>H</b>	HONG KONG HUNGARY	<b>T</b>	TAIWAN THAILAND TURKEY
<b>I</b>	INDIA INDONESIA IRAN (ISLAMIC REPUBLIC OF) ISRAEL ITALY	<b>U</b>	UKRAINE UNITED ARAB EMIRATES UNITED KINGDOM UNITED STATES
<b>J</b>	JAPAN	<b>V</b>	VENEZUELA VIETNAM

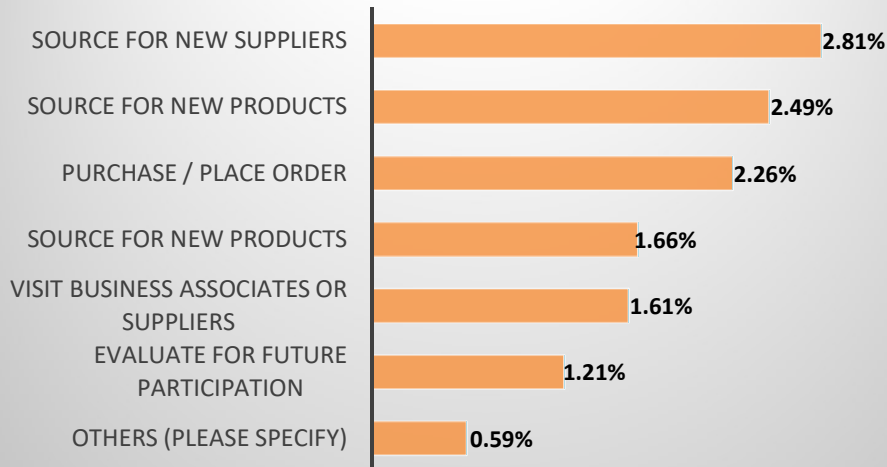


# TRADE BUYERS' STATISTICS

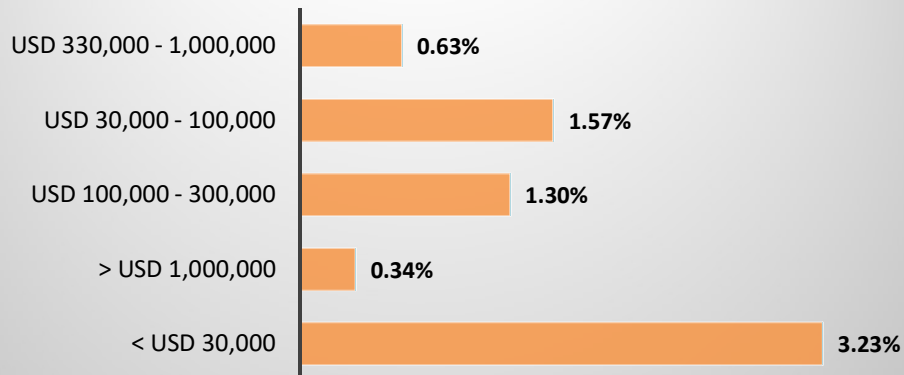
## Profile Of Trade Buyers



## Purpose Of Your Visit



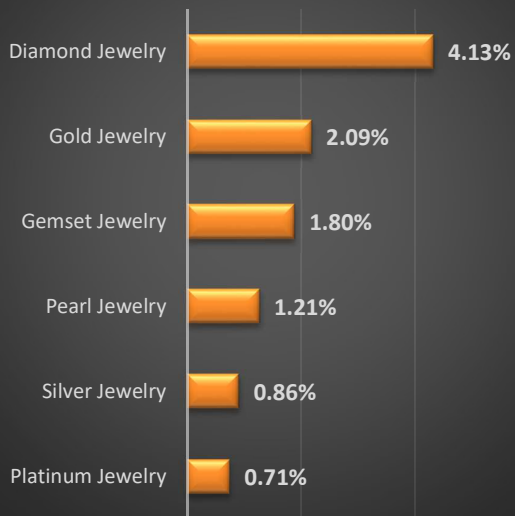
## Estimated Budget For Purchasing Jewelry Products



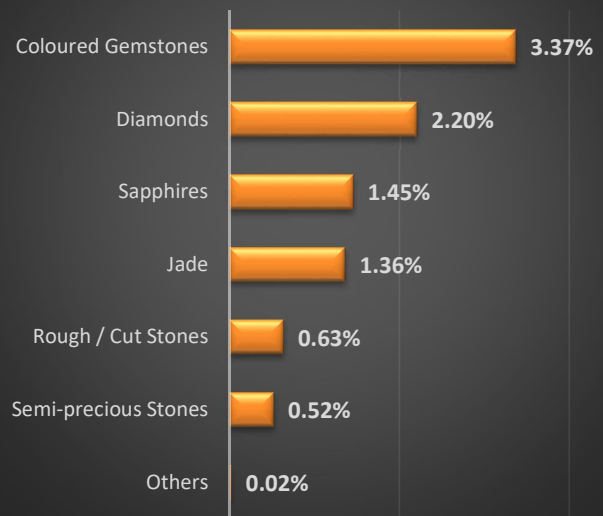


# TRADE BUYERS' STATISTICS

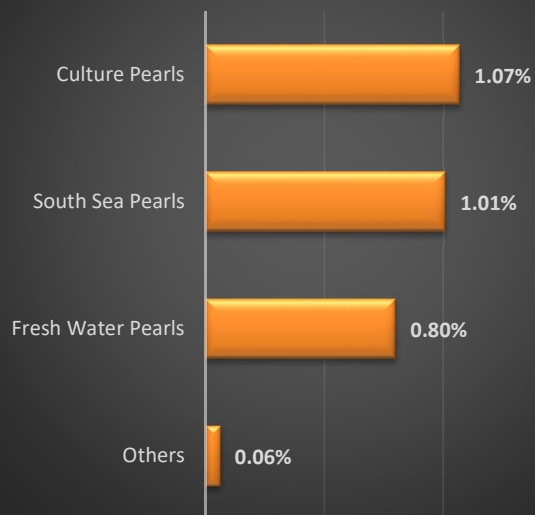
## Buyers Interests - Jewelry



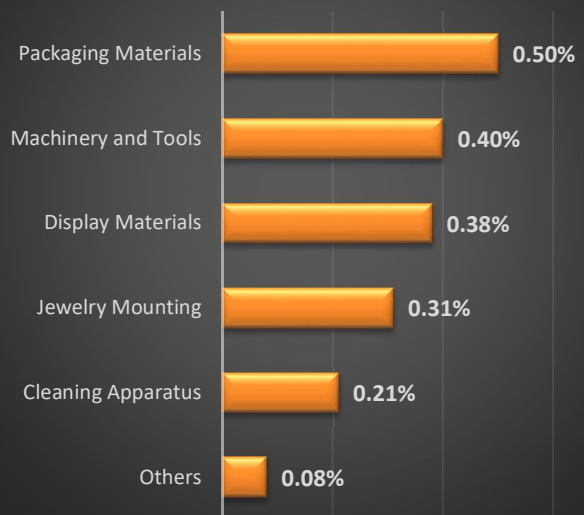
## Buyers Interests - Gemstones



## Buyers Interests - Pearls



## Buyers Interests - Equipment





## Creative Collections Category

**WINNER**

### Oriental Dreaming

by Sara Tan See Meng, Jewellery Entrepreneur/Business Owner, Singapore

This small collection is named "Oriental Dreaming" because I am in love with the meanings of symbols found in Chinese art. This has inspired me to create a few pieces that have an oriental flare but at the same time, for the commissions, have a deeper significance.



**The Jade Bonsai**  
20pcs of Jade  
20 Diamonds (1.78ct)  
18K White & Yellow Gold (33g)



**The Golden Phoenix**  
16mm South Sea Pearl  
373 Diamonds (1.96ct)  
18K Yellow Gold (12g)



**The Jade Empress**  
Carved Grade A Burmese Jade  
294 Diamonds (2.19ct)  
18K White Gold (21 g)

**2<sup>ND</sup> PRIZE**

### Dragonfly Fairy Brooch

by Wei Damin, Student/Amateur, Singapore



I often see a beautiful species of dragonfly called the Singapore Flatwater in the rainforests of Singapore. The colours of their wings are so beautiful and dreamy like jewels. I've always wanted to capture in jewelry design how I feel when I meet a beautiful dragonfly in the forest, until I learned the skills to make enamel.

**3<sup>RD</sup> PRIZE**

### Abstraction Jewelry Collection - Maelstrom

by Juliana Rogatti Lima, Jewellery Entrepreneur/Business Owner, Singapore



My Abstraction Jewelry Collection, Maelstrom, is the result of the process of imagining the movement of water and the curves of waves. Water is the essence of life on the Earth. If there is magic on the planet, it is contained in water. -Loren Eiseley  
Double Rings: K18 Silver 18K Gold Plated. One of the pieces has diamonds.  
Earrings: Silver K18 Silver 18K Gold Plated with piri, one of the pieces has diamonds.

**MERIT**

### The Cosmos, from Woven Opulence Collection

by Neelam Lara, Jewellery Entrepreneur/Business Owner, Singapore



THE COSMOS is a piece of avant-garde jewelry from my recent collection Woven Opulence. It comprises of a necklace and ear tops. It signifies the entire cosmos, and the macrocosm within. The use of the spiral radial motif signifies no beginnings and no end.

## Open Category

**WINNER**

### Butterfly Necklace

by Santa Naito, Graduate but not working in jewellery, Japan



There was a waterfall in a deep forest. One drop of water fell on a rock, and the splash became a beautiful butterfly.

Materials: Platinum/cabochon (ice jade, milky aquamarine); faceted stones (diamonds, blue sapphires, aquamarine); pearls; beads (ice jade or aquamarine)  
Technique: Lost wax or silver clay

**2<sup>ND</sup> PRIZE**

### Tea Rose Ring

by Valery Chaly, Jewellery Entrepreneur/Business Owner, Ukraine



Materials:  
18K gold (16.84g)  
Moissanite (6.05ct)

**3<sup>RD</sup> PRIZE**

### Enchanted Forest

by Andrea Ghelli, Veteran Jewellery Professional, Italy



Materials: 18K gold (216.65g); Ruby (1.78ct); Tsavorite (5.50ct); Brown diamonds (1.90ct); Black diamonds (0.38ct); White Diamonds (1.77ct); Yellow Sapphires (0.18ct); Blue Sapphires (0.08ct); Small Pearls (7.25ct); Large Pearls (17.50ct); Ebony

**MERIT**

### Hawkbill Turtle Pendant

by Alisah Sobaili Moghaddam, Veteran Jewellery Professional, Iran



Materials:  
18K white gold; White Diamonds; Colourful Sapphires  
Technique: Casting



## Emerging Talent Category

**WINNER**

### Book of Fantasy Ring

by Zhang Yee Ying, Student/Amateur, Malaysia



When you open the Book of Fantasy, the fantastic imaginations grow.

The purple crystal on top of this ring represents mystery, and the flower represents the fantasy growing from the storybook. The flower and edges of the book are gold-plated. The book papers are in matte finishing, while the flower and edges of the book are in glossy finishing.

**2<sup>ND</sup> PRIZE**

### Fantasy Earring

by Li Ye, Student/Amateur, Singapore



There was a creature I once saw: A round egg in three separate parts that was found on a sandy beach. It is a flower in the morning and became a butterfly at noon; At night, it swims back to the ocean, surprisingly in the way of a goldfish. The cycle repeats itself.

**3<sup>RD</sup> PRIZE**

### Butterfly Ring

by Greta Joceline Nazary, Student/Amateur, Indonesia



This design was inspired by the story that surrounds green meadows and spirits. Butterflies are said to be guides for the souls of the dead that are to be led to the afterworld.

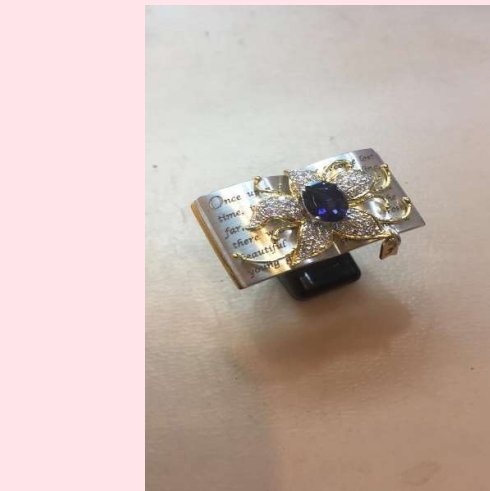
**MERIT**

### Luxury Rose Cigarette Filter

by Shahezad Givi, Graduate but not working in jewellery, Iran



Material: Gold and rubies



in collaboration with



# Stage & Lounge Programme

## STAGE

### 18 JULY, THURSDAY

3.00pm - 4.30pm

Opening Ceremony & Jewelry Fashion Show

### 19 JULY, FRIDAY

12.30pm - 1.30pm

In which way jewel images can  
improve your sales

*Dr. Ing. Michele Lombardi*

2.00pm - 2.30pm

Ageless Radiance - Like Jewel

*Dr. Shiau Ee Leng, Founder and Group Medical Advisor  
of ClearSK Healthcare Group*

3.00pm - 3.30pm

A revolution in jewellery design:

Latest developments in jewellery technology

*JDMIS and Eye2Eye*

5.30pm - 6.00pm

Fashion Sustainability

*FSWM Academy, supported by IWFCIS*

### 20 JULY, SATURDAY

12.30pm - 1.30pm

How to make nice jewel photo & videos

*Dr. Ing. Michele Lombardi*

2.00pm - 3.00pm

How to choose a diamond

*Thasanee Khanijou - Instructor, GIA*

3.00pm - 4.30pm

Auction by Hotlotz

5.30pm - 6.00pm

Unravelling the mystery of pearls

*Tanja M. Sadow, JDMIS Dean*

### 21 JULY, SUNDAY

12.30pm - 1.30pm

New technologies and tools for  
digital communication of jewels

*Dr. Ing. Michele Lombardi*

2.00pm - 3.30pm

Auction by Hotlotz

7.00pm - 7.15pm

SIJE Grand Purchase Lucky Draw

## LOUNGE

### 18 JULY, THURSDAY

3.00pm - 4.30pm

Opening Day Reception

*By invitation only*

### 19 JULY, FRIDAY

12.00pm - 1.00pm

China Hangzhou Convention &  
Exhibition Association

*Private Event*

2.00pm - 4.00pm

Exclusive Tea Reception

*ClearSK Healthcare Group, Private Event*

5.00pm - 7.00pm

IWFCIS Members and Friends

Networking Reception

*Private Event*

### 20 JULY, SATURDAY

2.00pm - 3.30pm

Exclusive Tea Reception

*Embassy of Italy & Italian Trade Agency - Singapore*

*Private Event*

4.00pm - 5.30pm

Exclusive Tea Reception

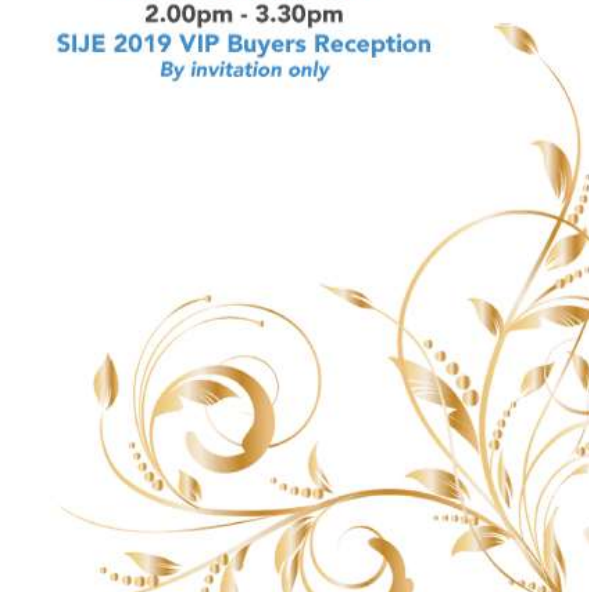
*Infiniti Jewels, Private Event*

### 21 JULY, SUNDAY

2.00pm - 3.30pm

SIJE 2019 VIP Buyers Reception

*By invitation only*





# FAIR ACTIVITIES & PROGRAMS

## BUSINESS MATCHING



## OPENING DAY FASHION SHOW



## DAILY SEMINARS AND TALKS



By GIA Thailand



By Four Pro Motion (Italy)



Jewellery Design & Management International School



By ClearSK





# BRIM Festival

- Business
- Relationship
- Image
- Mental Attitude

19 and 20 July 2019  
Marina Bay Sands Expo  
& Convention Centre  
Hall A, Level 1

**1 place, 2 days, 7 speakers!**

Get ready to bring your business and personal life from mediocre to significance! Over 2 days, 7 speakers with different and powerful tips will guide and provide you with applicable tools and tips! Learn how to master influence over people, impact with your products and services and impart on your skills and knowledge! All these absolutely complimentary! What are you waiting for? Register now @ <http://tinyurl.com/BRIMfestival2019> as seats are limited!



Marie



Meei Chiann



Joy



Brenda



Adelyn



Melissa



Lisa

**Friday, 19 July 2019**

1. 11.30am - 1.00pm : Brenda (Business)
2. 1.30pm - 3.00pm : Adelyn (Mental Attitude)
3. 3.30pm - 5.00pm : Lisa (Relationship)

**Saturday, 20 July 2019**

1. 11.30am - 1.00pm : Melissa (Image)
2. 1.30pm - 3.00pm : Marie (Relationship)
3. 3.30pm - 5.00pm : Meei Chiann (Business)
4. 5.30pm - 7.00pm : Joy (Mental Attitude)

QR Code will take you to the main registration page. Simply select the workshop you wish and register.



Organiser



In Collaboration with



Project Supported by



[learnnow.sg/seedfund](http://learnnow.sg/seedfund)

In Support of



# SIJE-DBS JOINT PROMOTION

**SIJE**

Singapore International Jewelry Expo 2019  
International Jewelry, Gems & Luxury Timepieces Exhibition  
Brought to you by **CENTIS**

In Partnership With

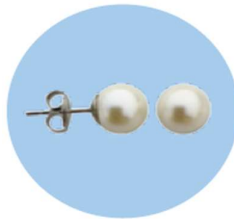
**DBS**

*Spend and Redeem*

**Exclusively for DBS/POSB Cardmembers**



All purchases made with DBS/POSB Debit/Credit Cards will enjoy the following:



**With minimum spend of S\$3,000:**

- Complimentary pair of Fresh Water Pearl Earrings set with 925 Silver from IVY Masterpiece worth S\$250
- One (1) chance at Grand Lucky Draw
- One (1) chance at Sure-Win Dip\*



**With minimum spend of S\$5,000:**

- Complimentary Fresh Water Pearl Necklace set with 925 Silver from IVY Masterpiece worth S\$500
- One (1) chance at Grand Lucky Draw
- One (1) chance at Sure-Win Dip\*



**With minimum spend of S\$6,000:**

- Complimentary Fresh Water Pearl Necklace set with 925 Silver from IVY Masterpiece worth S\$800
- One (1) chance at Grand Lucky Draw
- One (1) chance at Sure-Win Dip\*

**Other entitlements:**

- Priority registration counter at SIJE 2019
- Participation in all lucky draws with a minimum spend of S\$600\*

**Exclusively for DBS Black and Woman's Cardmembers only:**



- Invitation to Official Opening Ceremony & Fashion Show
- Access to SIJE VIP Lounge

\*While stocks last. Minimum spend must be made within a single receipt.  
Gifts to be redeemed at the Redemption Counter.

# LUCKY DRAWS AND SURE-WIN DIPS

## Spend and win lucky prizes in our Grand Purchase Lucky Draw and Sure-Win Dip!

**DBS/POSB Cardmembers**  
min. spend of S\$600 in a single receipt

**Cash and other credit cards**  
min. spend of S\$700 in a single receipt

### SIJE GRAND PURCHASE LUCKY DRAW



#### 1<sup>ST</sup> PRIZE

Infiniti Jewels Gorgeous  
Diamond Earrings with 2.75  
carats of diamonds worth  
S\$11,000



Sponsored by **INFINITI JEWELS**  
by Diastar (since 1982)  
Singapore



#### 2<sup>ND</sup> PRIZE

Amethyst Bracelet with  
Pink Sapphires and White  
Diamonds in 18K Rose Gold  
worth S\$8,800

Sponsored by **ZYDO**  
ITALY



#### 3<sup>RD</sup> PRIZE

Peonia Natural Collection  
Necklace with Pink Sapphires  
& Diamond in 18K White Gold  
worth S\$6,200

Sponsored by **LEONORI**



#### 4<sup>TH</sup> PRIZE

Tussie Mussie of the Georgian Era  
Inspired Ring with a 1 carat Purple  
Spinel and White Diamonds  
worth S\$5,800

Sponsored by *Simone*



#### 5<sup>TH</sup> PRIZE

Kyanite, Ruby and Diamond  
Earclips set in 18K Gold  
worth S\$4,800

Sponsored by   
**JAIPORE**  
BY RITV AURORA

### PURCHASE-WITH-PURCHASE



1 Stand-long  
7-8mm Fresh Water Pearl Necklace with  
Silver Capped Tassel strung with  
3-4mm Fresh Water Pearls,  
handmade by IVY Masterpiece

*Special Price*

**S\$188**  
(Retail Price: S\$300)

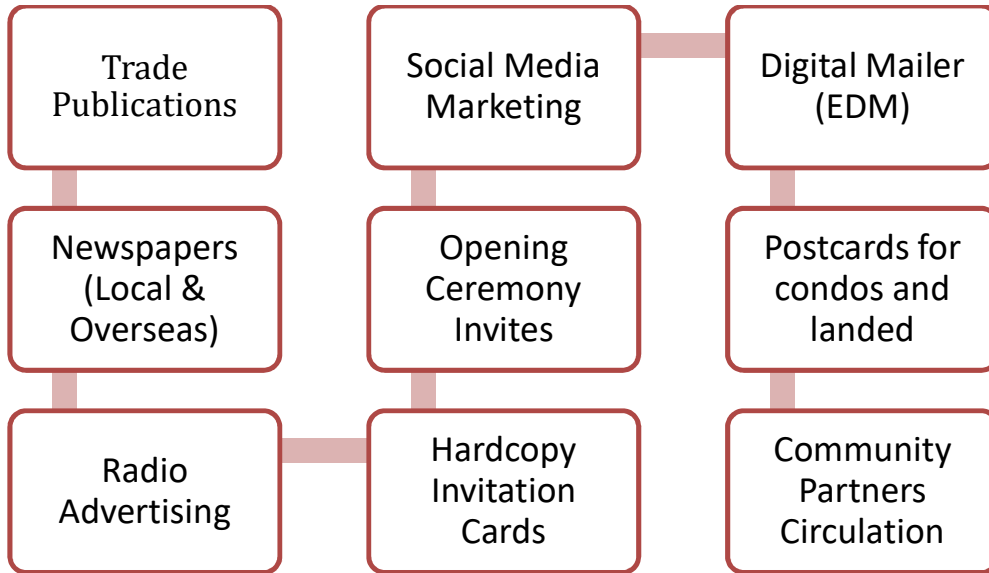
\*No minimum spend required per receipt.  
Limited pieces available.

\*While stocks last. Minimum spend must be made within a single receipt.  
Gifts to be redeemed at the Redemption Counter.



# ADVERTISING CAMPAIGNS

SG\$6 million worth of media coverage as of 31 July 2019 \*estimated\*



Trade Magazines			
			
			
			
			
			
			

## Radio Ads



## Newspaper Advertisements - Singapore



## Newspaper Advertisements - Malaysia



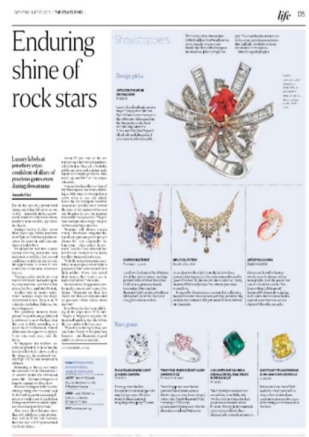
## Newspaper Advertisements - Brunei



## Social Media News Articles

[www.sije.com.sg](http://www.sije.com.sg), [www.facebook.com/SIJE.Page](https://www.facebook.com/SIJE.Page)  
<https://www.tradefairdates.com/SIJE-Singapore-International-Jewelry-Expo-M643/Singapore.html>  
[https://www.jewelry.org.hk/en/exhibitions/global-trade-fair-details.php?trade\\_fair\\_id=303](https://www.jewelry.org.hk/en/exhibitions/global-trade-fair-details.php?trade_fair_id=303)  
<https://www.gia.edu/gem-event-singapore-international-jewelry-expo-2019>  
<http://www.giathai.net/event/singapore-international-jewelry-expo-2019/>  
<https://gems.gevme.com/singapore-international-jewelry-expo-2019-35043037>  
<https://www.tnp.sg/lifestyle/fashion/feast-your-eyes-3-million-27-carat-diamond-ring-sije>  
<http://www.solitairemagazine.com/the-singapore-international-jewellery-expo-2019/solitaire-the-singapore-international-jewellery-expo-2019-thumbnail-01/>  
<https://www.fabusse.com/singapore-international-jewelry-expo-2019/>  
[https://ilikeevents.com/event/10268-singapore-international-jewelry-expo-\(sije\)](https://ilikeevents.com/event/10268-singapore-international-jewelry-expo-(sije))  
<https://www.rough-polished.com/en/schedule/113957.html>  
<http://enm.seexpo.com/abroad/deal/1566.html>  
<https://www.balticjewellerynews.com/single-post/2019/04/23/Singapores-largest-jewelry-show-at-the-Singapore-International-Jewelry-Expo-2019-1>  
<https://www.worldweddingguide.com/mc-events/the-singapore-international-jewelry-expo-2019-sije/>  
<https://www.thetrendandstyle.com/singapore-international-jewelry-expo-2019/>  
<https://www.tradeindia.com/TradeShows/16432/SIJE-Singapore-International-Jewelry-Expo.html>  
<https://lobortas.com/en/important-events/singapore-international-jewellery-expo-2019-lotus-pendant-is-the-winner-of-the-international-jewellery-stars-ijs-awards-2019>  
<https://www.2exhibitions.com/gems-and-jewelry/sije/>  
<https://www.evensi.com/singapore-international-jewelry-expo-2019-marina-bay-sands/299292808>  
<https://www.businesswomennetworksg.com/bwn-blog/category/all>  
<https://www.peranakan.org.sg/2019/06/a-special-invitation-to-the-singapore-international-jewelry-expo-sije-2019/>  
<https://allevents.in/singapore/singapore-international-jewelry-expo-2019/200017559151946>

# NEWSPAPER PUBLICATIONS





# PHOTO GALLERIES



## Conference & Exhibition Management Services Pte Ltd

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