



# SIJE

Singapore International Jewelry Expo 2021  
International Jewelry, Gems & Luxury Timepieces Exhibition  
Brought to you by 

**Marina Bay Sands Singapore Expo and Convention Centre**  
Halls A & B • 8 - 10 July 2021: 11.30am - 8.30pm • 11 July 2021: 11.30am - 7.30pm  
[www.sije.com.sg](http://www.sije.com.sg) | [www.facebook.com/SIJE.page](https://www.facebook.com/SIJE.page)

Organiser



Local Host



新加坡金钻珠宝商会  
SINGAPORE JEWELLERS ASSOCIATION



# Exclusive Invite

Be a part of the largest consumer and trade jewelry showcase in Singapore and the region.

The Singapore International Jewelry Expo 2021 (SIJE) returns to Marina Bay Sands Convention Centre on July 8, 2021. SIJE 2021 gathers leading jewelers from the jewelry capitals of the world to celebrate the love of jewelry and showcase a breathtaking array of rare gemstones and some of the most stunning statement jewelry creations.

The country pavilions and contingents will collectively present in excess of US\$150 million in exhibits spread over 8,000 square metres. Over a span of **4 days**, more than **230 jewelers** from 26 countries will greet an expected turnout of **13,000 visitors**.

Secure your premium location @ SiJE 2021, ACT NOW!



## Products at the show

- o Akoya Pearls
- o Antique Jewelry
- o Carat Size Diamonds
- o Cultured Pearls
- o Diamond Jewelry
- o Emeralds
- o Fancy Diamonds
- o Fine Jewelry
- o Freshwater Pearls
- o Loose Diamonds
- o Melo Pearls
- o Opal
- o Pearl Jewelry
- o Rough/ Cut Stones
- o Rubies
- o Sapphires
- o South Sea Pearls
- o Tahitian Pearls
- o Vintage Jewelry
- o Amber
- o Antique Watches
- o Cleaning Apparatus
- o Designer Watches
- o Diamond Watches
- o Dress Watches
- o Gemset Jewelry
- o Gold / Silver Bar
- o Gold / Silver Wafer
- o Gold Jewelry
- o Jadeite
- o Jewelry Boxes / Cases
- o Machinery & Tools
- o Platinum Jewelry
- o Semi-Precious Stones
- o Silver Coins
- o Silver Jewelry
- o Steel Jewelry
- o Display & Packing Materials

## People at the show

- o Auctioneers
- o Banks' Premium Card Holders
- o Buying Houses
- o Department Stores Buyers
- o Exporters/ Importers
- o Gem & Jewelry Wholesalers
- o Gold & Silversmiths
- o High Net Worth Buyers
- o Watch/Time Retailers
- o General public visitors from Singapore, ASEAN, China, India, Japan, Australia, Middle East and etc.
- o Jewelry Designers
- o Jewelry Equipment Importers & Exporters
- o Jewelry Institutes / Associations Members
- o Jewelry Retailers
- o Trading House Owners
- o Watch Manufacturers





## *A glimpse of last year's show*

Singapore International Jewelry Expo 2019, ended on an outstanding note. The dazzling four-day show at the iconic Marina Bay Sands Singapore Expo & Convention Centre welcomed a total of 12,000 jewelry enthusiasts and quality buyers from Singapore and around the world.

SIJE has earned a reputation in the industry as the largest and most enduring jewelry show in Singapore to date. SIJE 2019 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; spread over two convention halls. The show presented more than USD\$150 million of jewelry and gemstones. The remarkable numbers recorded by SIJE 2019 reinforce the show as the the jewelry hub for jewelers and buyers from around the world.



Total Sales On-Site and Sales Under Negotiation

**SGD\$48 million**

Sales Expected over the next 12 months

**SGD\$60 million**

Media Coverage as of 31st July 2019

**SGD\$6 million**

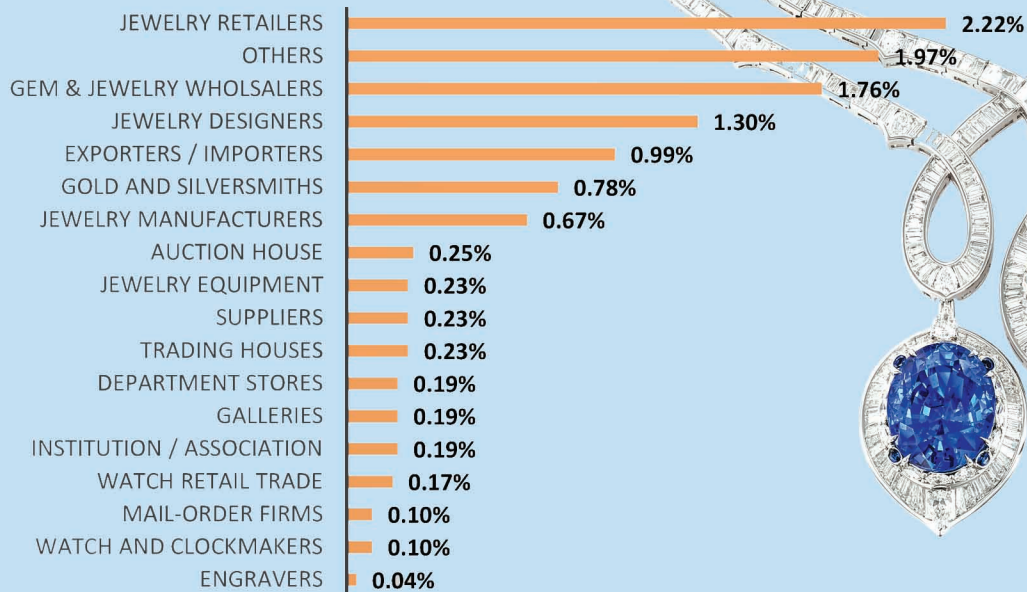
### *Top 10 Visiting Countries*

1	China	6	Australia
2	Malaysia	7	Hong Kong
3	Indonesia	8	Japan
4	India	9	Myanmar
5	Thailand	10	Sri Lanka

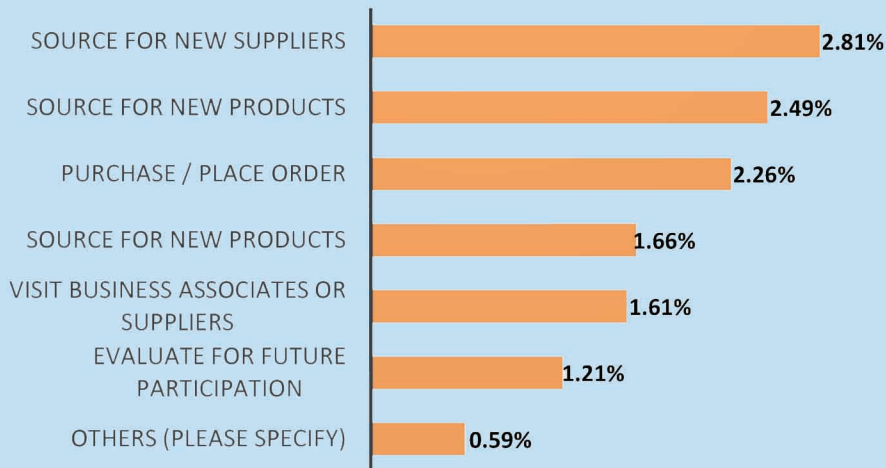


# ABOUT THE BUYERS

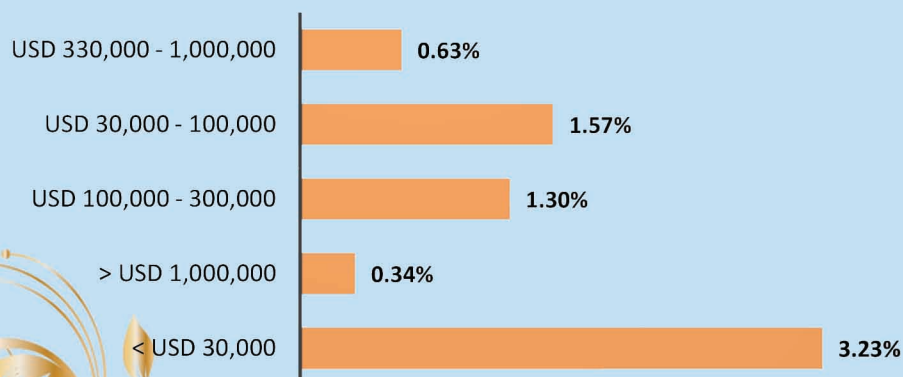
## TRADE BUYERS



## WHY THEY CAME



## PURCHASING POWER





# MEDIA

## DIRECT MARKETING

- Show Brochure
- VIP and Consumer Invitation Cards
- Trade Flyers
- Opening Ceremony Invitation Cards
- Electronic Direct Mailer (EDM)
- Exhibitors' E-invite
- Consumer Postcards for Public & Exhibitors' Clientele

## MAGAZINES/ PUBLICATIONS

- Baltic Jewellery News / Amber Trip
- Collection Magazine
- Four ProMotion S.R.L.
- Gemin Exhibition
- Global Sources Publication
- Hong Kong Jewellery Magazine Limited
- Hong Kong Jewelry Manufacturers' Association (HKJMA)
- Solitaire Magazine
- MIJ Exhibitions
- Preziosa
- Somut Media Internet

## NEWSPAPERS

- The Straits Times
- The Sunday Times
- Lianhe Zaobao
- Lianhe Wanbao
- Shin Min Daily News
- Tamil Murasu
- Tabla
- The Star (Malaysia)
- Sin Chew Jit Poh (Malaysia)
- New Straits Times (Malaysia)
- Borneo Bulletin (Brunei English)
- Media Permata (Brunei Malay)

## SOCIAL MEDIA MARKETING

[www.dubaiaexporter.com](http://www.dubaiaexporter.com)  
[www.exporthub.com](http://www.exporthub.com)  
[www.eventbrite.sg](http://www.eventbrite.sg)  
[www.tradefairdates.com](http://www.tradefairdates.com)

<https://www.facebook.com/SIJE.Page>  
[https://instagram.com/official\\_sije](https://instagram.com/official_sije)  
10times

## RADIO

- Class 95
- 93.8 LIVE
- Capital 95.8FM

## OPTIONAL ADVERTISING PACKAGE FOR SIJE 2021 EXHIBITORS ONLY



9cm

5.3cm

- ① **The Straits Times**  
Singapore's Leading English newspaper

- S\$1,100 per panel
- Exhibitors may buy ads in multiples of one, two, four, six or more panels.

Other Ad sizes and options available.

- ② **Lianhe Zaobao**  
Singapore's Leading Chinese newspaper

- S\$1,000 per panel
- Exhibitors may buy ads in multiples of one, two, four, six or more panels.

Email your advertisement enquiries to Ms Nalini: [nalininaidu.therainmaker@gmail.com](mailto:nalininaidu.therainmaker@gmail.com)

**FOR SUBMISSION OF PUBLICITY MATERIALS eg INVESTMENTS, HIGHLIGHTS, SPECIAL BUYS PROMOTIONS, PLEASE EMAIL TO CHLOE AND NALINI:**

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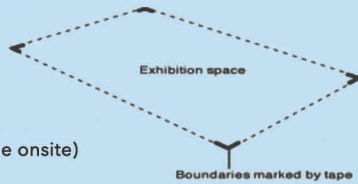
# WHAT'S IN IT FOR EXHIBITORS

Raw Space **DOES NOT** include booth structure, construction, carpet, furniture, electrical fittings, nor any forms of fittings.

An exhibitor who opts for a Bare space is required to engage a professional standbuilder to design and build their booth from scratch. All electrical fittings must be ordered from our official contractor.

## Fees Payable to Organizer

- Admin Fee @ SGD\$12/sqm
- Performance Bond @ SGD\$50/sqm (refundable if certified there's no damage onsite)



## ① Space Only @ SGD\$550 per sqm

## ② Bare Space with Panel advertisement

- Straits Times (S\$1000 usual price \$1100)
- Lianhe Zaobao (S\$900 usual price \$1000)

- ~ 18 sqm (\$9900) + Straits Times (S\$1000)
- ~ 18 sqm (\$9900) + Zaobao (S\$900)
- ~ 36 sqm (\$19,800) + Straits Times (S\$1000)
- ~ 36 sqm (\$19,800) + Zaobao (S\$900)

### A

#### SHELL SCHEME A SGD\$648/ SQM (MIN 9SQM)



- One white lockable cabinet
- One square table
- Two fluorescent lights
- Two white folding chairs
- One wastepaper basket
- One power socket (13amp/230v)
- Fascia board with company name, booth number
- Booth carpet and system panels

### B

#### SHELL SCHEME B SGD\$748/ SQM (MIN 9SQM)



- Two low glass showcases - Choice of 2 x warm spotlights / 1 x white fluorescent
- Two lights on wall - Choice of 2 x warm spotlights / 2 x white fluorescent
- One white square table
- Four white folding chairs
- One wastepaper basket
- One power socket (13amp/230v)
- Fascia board with company name, booth number
- Booth carpet and system panels

### C

#### ENHANCED SHELL SCHEME SGD\$1035/ SQM (MIN 18 SQM)



- Six low glass showcases without lights
- Two high square showcase with two glass shelves - 0.5m (L) x 0.5m (W) x 2.44m (H)
- One white square table
- Three black easy arm chairs
- One wastepaper basket
- One power socket (13amp/230v)
- Wooden constructed back wall with two 100w warm spotlights - 6m(L) x 2.44m(H)
- Centre wall with company name - 2m(L) x 3.5m(H)
- Two 3.5m wooden constructed overhead pelmet with 4 downlights
- Full booth carpet

## ADDITIONAL BENEFITS

- Complimentary listing in Event Website
- Complimentary Listing with one product photo in the show catalogue
- Exhibitors who book minimum 36sqm booth will receive one complimentary full page color advertisement in the SIJE Show Catalogue

## FOR SALES ENQUIRIES AND BOOTH BOOKINGS, PLEASE CONTACT:

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