



DIARY NOTE FOR IMMEDIATE USE Date: December 8, 2008

IJF & Showcase unite for retailers big buying day out

Expertise Events is pleased to announce, Showcase Jewellers will hold its official buying days over the duration of the **JAA International Jewellery Fair (IJF), Sydney Exhibition Centre, Darling Harbour, August 30 – September 1, 2009.**

Formerly held on the day prior to the Fair's opening, the new date will prove more time and cost effective for members of the buying group. "After receiving various feedback over the years, we will be trialling this at the Sydney 2009 Fair as we recognise that this will give exhibitors all day Saturday to set up their stands," said Michael Mishevski, CEO, Showcase Jewellers. "It will also allow members to not only conveniently buy from exhibitors in our dedicated area but also the total offering of the Fair."

"The new date will allow exhibitors more time to set-up their stand and provide them with the unique opportunity to attend the buying day without leaving the venue," said Gary Fitz-Roy, Managing Director, Expertise Events, organisers of IJF. "It also enables members to utilise their visit more effectively – essentially consolidating buying opportunities."

The buying day will provide retailers with the unique opportunity to view and discuss collections with representatives while planning and buying for the year ahead.

The variation in dates will be trialled in 2009 and depending on its success may be continued in future years.

In addition to Showcases' buying day, retailers will have the opportunity to see the broadest selection of quality jewellery from international destinations before conducting business with the most qualified sellers. As the country's largest and elite event for retailers and manufacturers, IJF will allow retailers the opportunity to gain exposure to industry training and market insights, whilst perusing world renowned jewellery feature displays and awards.

For visitor or exhibition information visit www.internationaljewelleryfair.com.au or call +61 2 9452 7575.

Where & When: International Jewellery Fair Sydney (IJF)
Sydney Exhibition Centre, Darling Harbour
August 30 – September 1, 2009

Information & Registration: Call + 61 2 9452 7575 or visit www.internationaljewelleryfair.com.au

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MEDIA ENQUIRIES

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ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call 02 9452 7575.