



## **MEDIA RELEASE**

### **FOR IMMEDIATE USE**

**Date: September 9, 2011**

## **20<sup>th</sup> JAA International Jewellery Fair proves to be the perfect place to sell, meet and network all things jewellery**

From humble beginnings in 1992 to the three hall spectacle today, the JAA International Jewellery Fair this year celebrated 20 years of unparalleled excellence serving the needs of the jewellery industry.

The industry again entered the Fair with optimism. While the feedback varied with each exhibitor - on the whole, reports were positive with many expecting follow-up business over the coming weeks to be quite strong.

Gary Fitz-Roy, Managing Director of Fair organiser Expertise Events said "We are very pleased with the support the Fair received from the industry, as we know both exhibitors and visitors alike are facing many challenges at present. The degree of optimism evident on the Fair floor is a testament to the resilience of the industry as a whole."

Comments from exhibitors on their results at the fair were positive;

"The team at Pretty Pink Jewellery were very pleased with their first Jewellery Trade Fair and the response from the retailers. We are looking forward to the future and working together to succeed with our new product." Antonio Kelzi, Pretty Pink Jewellery.

"We had a very positive "vibe" before the fair within our team and an excitement for our new position and what we have achieved after 10 years in Australia. After a slow start on Sunday we achieved what we aimed for so the end result was great!" Heidi Plentinger, Mark Milton Australia/New Zealand.

"Great event and very well organised. It was encouraging to see a high degree of optimism amongst the majority of business owners." Alex Bonnet, Stones and Silver.

"Overall on our part we believe it has been the most successful fair in the last 3 years! We look forward to participating again next year." Vina Lambert, Vina Jewellery.

"Thank you for an excellent trade Fair" Karin Adcock, Pandora

A touch of glamour and live interaction was introduced to the Fair with the Collection Preview Live fashion parades. Many visitors commented positively that seeing the exhibitors' products on live models gave a new dimension to their perspective on the products and it was an excellent chance to see jewellery in a new way to assist them with the buying decision process. A highlight in the finale at selected parades was the inclusion of Nationwide's Tolkowsky tiara.

Some of the exhibitors participating in Collection Preview Live commented;

"The new initiative of the Collection Preview Live, showcased some of our new products, and increased the number of visitors to our stand. Overall a successful Fair." Arthur Pike, Cashelle Fine Jewellery.

“Once again, Expertise Events put on a great show this year. It was exciting to be part of the new fashion parade and I’m sure this concept will grow in popularity in the coming years. Despite the economic conditions we found our surrounding exhibitors, like us, were upbeat and positive about the future of the industry and this was reflected in the quality of retailers interested in our products. “ Adam Simpson, Uberkate.

“The introduction of the fashion parade is great new feature and one that we will again make use of at the next fair. Overall we felt a great vibe throughout the fair and upbeat attitude from suppliers and retailers alike...” Helen Hagerty, Tuskc.

Expertise Events and Peter W Beck joined forces to conduct a \$20,000 product giveaway to celebrate the 20<sup>th</sup> year of the Fair. The package of Peter W Beck merchandise was won by Ridge Jewellers in Springwood Queensland.

Visitors and exhibitors were treated to free hot chocolate with marshmallow chocolate paddle sticks and cupcakes. This was just a little way for Expertise Events to thank visitors and exhibitors for supporting the Fair.

The registration experience was streamlined for visitors to the Fair with colour-coded lanes providing streamlined access to the Fair floor.

The Fair returns in 2012 in early September, and is the pinnacle of the JAA Jewellery Fair portfolio. There are two other events in the portfolio for post Christmas top-up buying; the JAA Melbourne Jewellery Fair and JAA Brisbane Jewellery Fair, both scheduled for March 2012.

For visitor registration and exhibition information visit [www.jewelleryfair.com.au](http://www.jewelleryfair.com.au) or call +61 2 9452 7575.

Where & When:

**JAA International Jewellery Fair**

Sydney Exhibition Centre, Darling Harbour

September 2-4, 2012

**JAA Melbourne Jewellery Fair**

Royal Exhibition Building, Carlton Gardens

March 4-5, 2012

**JAA Brisbane Jewellery Fair**

Brisbane Convention & Exhibition Centre, Couth Bank

March 25-26, 2012

- ends -

**MEDIA ENQUIRIES**

Karin Cahill

Event Marketing - Trade



**EXPERTISE EVENTS**

Tel 02 9452 7575

[karin.cahill@expertiseevents.com.au](mailto:karin.cahill@expertiseevents.com.au)

**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](http://www.expertiseevents.com.au) or call 02 9452 7575.