

# **POST SHOW**

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**6<sup>th</sup> Jakarta International  
Jewellery Fair 2013**

**9 – 12 May**

**Kartika Expo Center  
JAKARTA – INDONESIA**



INDONESIA  
JEWELLERY  
FAIR

**JAYA EVENTS**  
*Exhibition & Beyond*



# Exhibitors

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Total numbers of exhibitors were over 150 participants from around 10 countries.





# Well-Known Attendees

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- Opening Ceremony by Director General of Ministry of Industry.
- Top Officials from Ministry of Industry of Indonesia.
- Top Officials from Ministry of Trade of Indonesia.
- Miss Indonesia 2013 (a Representative at Miss World 2013) as a Brand Ambassador of one of largest gold-jewellery manufacturers in Indonesia.

# Visitors

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- 6<sup>th</sup> Jakarta International Jewellery Fair 2013 attracted a total of around 45,000 visitors during its four-day event.
- Visitors were included both trade and general visitors. Among visitors, the majority were from the metropolitan areas of Jakarta and its suburbs with social economic status A+.
- The visitor primary age was 35-50 years old, and the secondary age was 20-35 years old and 50-60 years old.
- Visitors' professions were from businessman, housewives, and jewellery collectors. Many visitors came from different countries such as ASEAN's countries, India, Hong Kong, Australia, Europe, and America.



# Highlights of The Event

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- The opening ceremony was performed by Director General of Ministry of Industry, Mr. Agus Tjahajana, and attended by top officials from Industry Ministry and Trade Ministry.
- To attract more visitors to come to 6<sup>th</sup> Jakarta International Jewellery Fair 2013, every visitor got a coupon that was used and eligible as a Lucky Draw which was drawn every two hours during the event. Daily 1,000 Souvenirs were also given to female visitors.
- Grand Prize of one-set jewellery was also awarded to a lucky winner on the last day of the event.



# Highlights of The Event

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- A trademark of **Jewellery Show** performed by over 20 models was also held every day during 4-day event that attracted huge crowds. Jewellery displayed during the Jewellery Show will set an upcoming trend of jewellery market in Indonesia in 2014.
- In addition to that, organizer also launched Mr. GoldMan Show a fun game show that all male visitors could join. Participants of the Mr. GoldMan Show were challenged to lift up a 12.5-kg weight of gold bar for as long as they could endure. The longest duration a participant could lift up the gold bar would win 30 grams of gold.



# Upcoming Event

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## Event

7<sup>th</sup> JAKARTA INTERNATIONAL JEWELLERY FAIR 2014

## Venues

KARTIKA EXPO CENTER & RAFFLESIA GRAND BALLROOM

BALAI KARTINI

JAKARTA – INDONESIA

## Dates

8<sup>th</sup> – 11<sup>th</sup> May 2014 (Thursday to Sunday)

## Business Hours

10:00 – 21:00 WIB (Indonesia Western Time)