



Media Release

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“Enchantment” in the vibes for Singapore International Jewelry Expo 2013

Singapore, 7 November 2012 – Enchantment is in the air at the much-awaited Singapore International Jewelry Expo (SIJE) next year!

Taking place at Marina Bay Sands from 4 to 7 July 2013, SIJE 2013 boasts a gross exhibition area of 8,000 square meters and features a dazzling and exquisite display of precious and semi-precious jewels and gems, bound to take one’s breath away with the extravagant showcase.

Targeted at both the business and consumer markets in the region, SIJE 2013 brings together leading jewelry designers, brands and gemstone suppliers from around the world to showcase the most exquisite jewelry collections.

Some key exhibitors include fine Italian jewelry brands Zydo and Famosi Gioielle, as well as up-market, stylish and contemporary jewelry retailer DeGem, one of the most respected names in high-end jewelry across the region

“We are very excited to participate in SIJE 2013. In the past years, we have been able to establish our brand Zydo in Singapore and the ASEAN Region. The upcoming show will be an enchanting experience for our buyers as we will be showcasing some of our new exquisite designer pieces,” said Mr Jack Zybert, owner of Italian jewelry brand Zydo.

“We are pleased to be participating in SIJE 2013, together with our group of Fine Italian companies. We have received good responses from buyers and private collectors that were looking for unique designs in jewelry. We are expecting another enchanting year in 2013 as we will be showcasing more exquisite and one of a kind jewelry pieces for our special clients in Asia,” said Mr Fabio Cascapera, owner of Italian jewelry brand Famosi Gioielli.

The organizers are optimistic about visitor turnout locally and from the region. With the recent study by Bank Julius Baeron, the ranks of Singapore’s rich are tipped to shoot up over the next few years as Asia’s robust growth churns out more wealthy people. China, India and South Korea are also to see a sharp rise in the number of high net worth individuals by 2015. More designer pieces are expected to be in demand as buyers are on the lookout for special design and unique jewelry and they are willing to spend anything from SGD 10,000 to SGD 10 million per piece.

SIJE 2013 will expect to see over 100 exhibitors from 20 countries, and will also feature a series of on-site activities such as seminars conducted by its strategic conference partner, GIA Laboratory Bangkok.

For more event information, please visit www.sije.com.sg.

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