



Media Release

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Australian Jewellery Fair holds its own in 2010

Despite the industry experiencing a tough start to the year, the **JAA Australian Jewellery Fair** held its own with a sell out Fair including twenty one per cent of exhibitors appearing at Brisbane for the first time. Held at the **Brisbane Convention and Exhibition Centre, South Bank** last weekend, the **JAA Australian Jewellery Fair** provided buyers with an opportunity to strategically plan their purchasing in the critical post Christmas period.

Attendance was solid and numbers were consistent with the 2009 figures.

“From a flow perspective the new Saturday and Sunday format worked well. The weekend timing split the audience basically half and half which allowed exhibitors more time with the buyers. However during rebook some exhibitors said they preferred the format of previous years when Sunday had the majority of visitation and Monday was much slower paced. Whilst the feedback for the weekend format has been positive and rebook has been very strong as always we will take all considerations on board during our post show analysis”, said Gary Fitz-Roy, Managing Director, Expertise Events, the Fair’s organiser.

Whilst the weekend by all appearances was successful, there has been an allegation there were one or two rogue sellers attempting to ambush market during the **JAA Australian Jewellery Fair**. It is important in cases like this we stick together and support the JAA, the exhibitors and the industry as a whole.

“Ambush marketing at events like this poses a huge risk to the credibility of the industry. The **JAA Australian Jewellery Fair** directly puts money back into the industry not only through the JAA but also through supporting young and up and coming designers. Anyone who attempts to attend our events as visitors to try to sell product or, worse still, setup in hotels next door, cheapens the industry and sends a very bad message to buyers. Most importantly it takes potential revenue out of genuine exhibitor’s pockets. Prompt action will be taken to protect the **JAA Australian Jewellery Fair** and our exhibitors including potential lifetime bans from our other events if proof of ambush marketing is discovered”.

“The **JAA Australian Jewellery Fair** is a tightly secured event; these off premise ambush events create a huge security risk and leave everyone vulnerable”.

“Expertise Events invests heavily in bringing the cream of the industry together under one roof three times a year in Australia and New Zealand to give buyers access to the best national and international independent wholesalers as well as the key buying groups”.

“The buying groups have re-assured us of their commitment to fully support the Fair with their buyers attendance. For industry to flourish, including the independent exhibitors as well as the buying groups all three of our major jewellery events need to play a key role in the buying groups overall selling and marketing strategies. Expertise Events provides a number of networking and socialising areas at each Fair to ensure that any exhibitor or buying group can organise functions or promotional events for potential buyers onsite and this will be further encouraged”.

There are a number of positive and proactive initiatives being taken by Expertise Events, the event organisers to support the jewellery industry during 2010.

The JAA International Jewellery Fair held on August 29-31, 2010 is pleased to announce that the Fair is filling up fast with currently over eighty six per cent of floor space sold. The Fair is once again previewing the collection of entries from the JAA Australian Jewellery Design Awards. The JAA Australian Jewellery Design Awards has a new promotional partner, Marie Claire who will provide unprecedented exposure for the both the winners and industry as a whole.

The **NZ Jewellery Fair** held on September 25-26, 2010 at the ASB Showgrounds, Auckland is being co-located with a new event, the **NZ Retail Show** which is proudly supported by the NZ Retailers Association.

“Whilst the industry as a whole has had a mixed start to the year we are delighted that the **JAA Australian Jewellery Fair** not only performed as expected but has become an important event on the industry calendar, said Gary Fitz-Roy, Managing Director, Expertise Events, the Fair’s organiser.

“It is important that we all provide industry support. Whilst exhibiting at industry Fairs demonstrates you take your business seriously and allows you to present your products professionally; it also enables you to form strong relationships and build trust with the buyers providing a total integrated service for those seeking more than just a restock. Buyers who attend events like these not only are given the opportunity to purchase a large range of beautifully presented stock in a secure environment but also gain critical insight on how the market can impact business so they can plan for future growth”.

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