معرض جواهر الإمـــــارات
JEWELS OF EMIRATES SHOW

POST SHOW REPORT



28 JAN يناير – 01 FEB فبراير 2026

مركـز اكـسـبو الشـارقـة
EXPO CENTRE SHARJAH

Organised by: مركز اكسبو الشارقة EXPO CENTRE SHARJAH

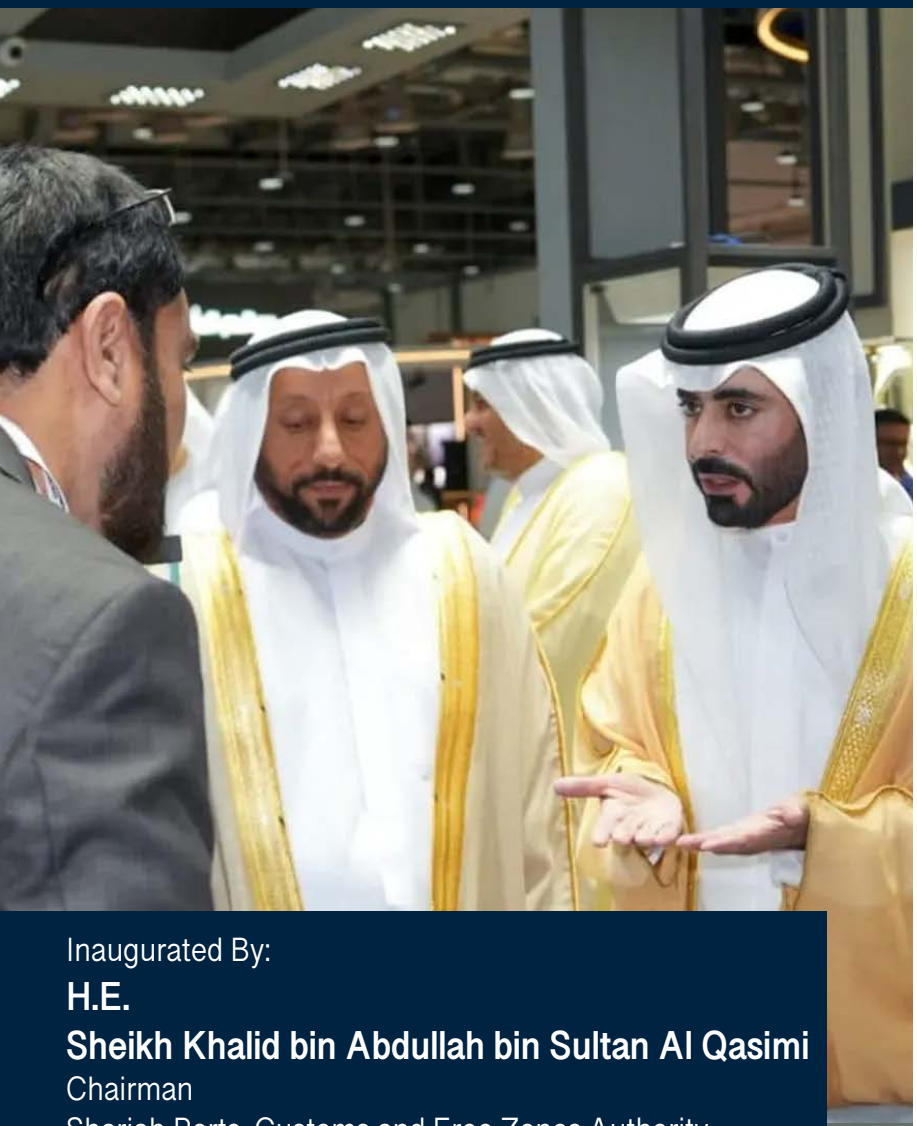
Supported by: غرفة تجارة وصناعة الشارقة Sharjah Chamber of Commerce & Industry

Show Sponsor: سالم الشعيبي للمجوهرات SALEM AL SHUEIBI JEWELLERY

www.jewelsofemirates.ae

معرض جواهر الإمـــــارات

JEWELS OF EMIRATES SHOW



Inaugurated By:

H.E.

Sheikh Khalid bin Abdullah bin Sultan Al Qasimi

Chairman

Sharjah Ports, Customs and Free Zones Authority





Event Highlights

180
master jewellers

500+
designer brands

11,550 sqm
exhibition space

8500+
Visitors

Exclusive Pavilions

EMIRATI JEWELLERS PAVILION

SHARJAH PEARLS

LUXURY PAVILION (Debut)

25+ million Dhs

Retail jewelry purchased at the event marking a 2.14% increase over 2025 and a substantial 19.73% uplift from 2024

Exhibitor Profile

- Fine (Gold) Jewellery
- Diamond Jewellery
- Platinum Jewellery
- Fashion Jewellery
- Designer Watches
- Jewellery Designers
- Pearls & Gemstones
- LabGrown Jewellery
- Silver Jewellery



Visitor Profile

The exhibition attracted a diverse audience including:

- Industry professionals and buyers
- Retail consumers and enthusiasts
- VIP guests and decision-makers
- Regional and international visitors

The strong mix of returning & first-time visitors contributed to increased engagement and broader market reach.



منصة صانعة الإمارات
EMIRATES JEWELLERS PAVILION

Emirati Jewellers Pavilion

Emirati designers showcased their jewellery innovations and gold and diamond jewellery designs, inspired by Emirati heritage.

A. ALJANAHI Jewelry
BY.M JEWELRY
DTOPAZ JEWELLERY
DURRI®
FJ FATMA ALMHEIRI JEWELLERY ART
GIOIELLI DI GLORIA FINE JEWELRY
حرف ونقش HARF W NAGSH للمجوهرات
Jeon jewellery
MASAH FINE JEWELLERY
nuqta
Sawsan Faisal JEWELRY
ذهب امال THAHAB AMAAL



A Successful Edition

Delivering Strong Engagement, Visitor Satisfaction, and Market Growth.

The exhibition welcomed 180 + exhibitors and recorded strong audience engagement, achieving a 4.5/5 visitor satisfaction rating, 94% recommendation rate, and reinforcing its position as a leading industry platform.

Show Highlights at a Glance

600+
Visitor Survey Responses confirming strong audience engagement

4.5
Average Visitor Satisfaction Rating

94%
Visitor Recommendation Rate demonstrating high event appeal

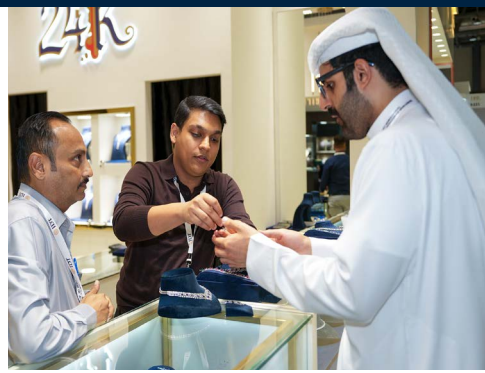
180+
Exhibitors Participated across diverse product categories

88%
Visitor Satisfaction with product variety and displays

53%
First-Time Visitors expanding the exhibition's audience reach

76%
Exhibitor Satisfaction with operational services and digital support

Strong International Attendance







Exhibitor Testimonials

Yoko London

For more than five decades, Yoko London has specialized in creating exceptional pearl jewelry. Participating in the Jewels of Emirates Show (JOE) has been a valuable experience for our brand. We sincerely appreciate the efforts of Expo Centre Sharjah in delivering a well-organized and highly professional exhibition.

Zri Jewellery

As a Qatari brand inspired by the richness of Khaliji heritage, Zri Jewellery is proud to present our gold collections at the Jewels of Emirates Show (JOE). This exhibition has provided an excellent platform to connect with new audiences, and we extend our gratitude to Expo Centre Sharjah for their outstanding organization and support.

Bernardo

Il Bernardo represents the finest traditions of Italian craftsmanship, with every piece meticulously made in Italy. The Jewels of Emirates Show (JOE) has given us a wonderful opportunity to showcase our creations to the regional market. We thank Expo Centre Sharjah for hosting a truly successful and prestigious event.





Exhibitor Testimonials

Kanz Al Sahara Jewellery

Kanz Al Sahara Jewellery takes pride in offering luxurious and distinctive jewelry sets from Saudi Arabia. Our participation in the Jewels of Emirates Show (JOE) has been both rewarding and impactful. We are grateful to Expo Centre Sharjah for their trust and for organizing such a high-quality exhibition.

La Roche Jewellery

La Roche Jewellery is dedicated to crafting sophisticated, high-end jewelry and complex bespoke designs. Being part of the Jewels of Emirates Show (JOE) has allowed us to present our artistry to a discerning audience. We would like to express our appreciation to Expo Centre Sharjah for providing an exceptional platform for the jewelry industry.





An extensive Marketing & PR campaign

2000+
VIP E-Invitations
VIPs, consulates, embassies, govn entities, media, press & jewelry associations



500,000+
SMS



800,000+
Email Broadcasts



Digital marketing and social media:

Total Impressions:
28 million

Total Reach:
26 million



Press Coverage

Arabic Coverage:
275 clippings

English Coverage:
150 clippings

Press Value:
9 million+



Press Coverage
Media types

Newspaper: **231** clippings

TV: **110** clippings

Radio: **23** clippings

Website: **400** clippings



High-impact WhatsApp outreach campaign



Influencer Reach
67+ million



Outdoor Advertising
Prominent locations in Sharjah, Dubai, and Al Ain



Raffle Draws
Social Media Contest





Thank You

to Our Partners,
Supporters & Sponsors

Organised by:

مركز اكسبو الشارقة
EXPO CENTRE SHARJAH

Supported by:

غرفة تجارة وصناعة الشارقة
Sharjah Chamber of Commerce & Industry

Event & Mega-Raffle Draw Sponsor:

سالم الشعيبي للمجوهرات
SALEM AL SHUEIBI JEWELLERY

Official Hotel Partners:

NOVOTEL HOTELS & RESORTS SHARJAH EXPO CENTRE

pullman HOTELS AND RESORTS SHARJAH

Media Partners:

The New Jeweller UAE Regular

myUAEguide

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JEWELS OF EMIRATES SHOW

معرض جواهر الإمارات

27 – 31 JANUARY 2027 (Tentative)

يناير

مركز اكسبو الشارقة
EXPO CENTRE SHARJAH

Enquire Now to Reserve Your Space

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