

# The 8th International Jewellery Exhibition in Israel

# Jovella 2011

Israeli Trade Fairs & Convention Center, Tel Aviv

# July 5-6, 2011



Jewelry photo: courtesy of B. Zaban

In Collaboration with:



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[www.jovella.co.il](http://www.jovella.co.il)



## The Spirit of Jovella

JOVELLA 2011 is the leading event of the Jewelry Industry in Israel that offers both domestic and foreign visitors fresh designs and new spirit in jewelry in an artistic mesh of ultramodern and traditional art, east and west, ancient and modern.

Jovella 2011 presents beauty, high quality, and fine design of world-class products.

Contemporary Israeli design is well regarded in fashion and architecture. Now, a new generation of jewelry designers offers yet another showcase for this spirit of art in industry and industry of art.

We invite you, manufacturers, marketers and designers, to become partners in the success of JOVELLA 2011.



# Jovella 2011

## Jovella 2010

JOVELLA 2010 attracted over 12,000 trade visitors, including buyers, retailers, journalists and distinguished guests from abroad.

It was a fascinating and fruitful professional business encounter.



The Jewelry, which is displayed at Jovella offers:

- Creative designs
- Up-to-date fashion
- Excellent quality
- Reflecting a mélange of cultures and traditions
- Combining the exotic with the state-of-the-art and the Ethnic with cosmopolitan



# Jovella 2011

## Introducing Jovella



COHEN JEWELRY



HAARI KABBALAH  
AND JEWISH JEWELRY



IRIS DESIGNS



AVIRAM TOLEDO

RACHEL GEFEN



- Gold
- Silver
- Fashion Jewelry
- Custom Designed Jewelry
- Judaica Jewelry
- Religious Jewelry
- Pearls
- Gemstones
- Precious Stones
- Watches
- Fashion Accessories
- Israeli Diamond Pavilion
- Israeli Designers Avenue
- Jewelry Displays
- Tools & Equipment
- Professional Lighting
- Packaging Products
- Safety Deposit Boxes
- Professional Software



**Today, Israel's Jewelry export market focuses on four major categories:**

**Diamond Jewelry**

Superb gold and platinum jewelry set with diamonds

**Gold Jewelry**

Plain gold jewelry, gold jewelry set with colored gemstones, and gold jewelry with diamond accents

**Silver Jewelry**

Silver jewelry, either plain or combined with gold and colored gemstone accents

**Fashion Jewelry**

Trendy jewelry made from inexpensive materials combined with stones, beads, crystals or other objects

In 2009, Israel boasted \$296 million\* in jewelry exports, which were comprised of:

- **Gold Jewelry** - \$87
- **Silver Jewelry and Fashion Jewelry** - \$209

Export of Gold & Silver Jewelry by Destination:

USA	– 61%
Europe	– 29%
Far East	– 8%
Other	– 2%

Export of Polished Diamonds: \$ 3.9 Billion\*

\*By Destination: USA-52%, Hong Kong-24%, Belgium-7%, Switzerland-6%, Rest-11%.

Export of Rough Diamonds: \$ 2.1 Billion

Export of Precious Stones: \$ 60 million

\* Source: Jewelry Division, Ministry of Industry, Trade & Labor – Diamonds, Precious Stones and Jewelry Administration

**Israel** is one of the world's largest sources of polished diamonds, specializing in superb cutting, finishing and setting. Therefore, Israel is highly attractive market for buyers as there is a significant saving in selling commissions.



**Israel** infuses technology into all industries - **Jewelry** is no exception.

**Hundreds** of mid-sized manufacturers facilities are designed to cater to the emerging changing demands of the markets.

**Duty-free**

Jewelry from Israel is duty-free to North America, Europe and other areas.

**Affordable**

Jewelry (especially hand-crafted jewelry) is affordably priced.

**Artistically diverse**

Israel's integrated culture, with immigrants from over 70 countries, offers diversity in artistic ideas, styles, techniques and know-how.

**Direct from the source** Israel is one of the world's largest partnership between the diamond and jewelry industries omits the middleman and keeps prices low.

## **High Quality**

The Israeli jewelry industry has made good use of Israeli high-tech leadership and developed unique technologies that add to the strength, design, beauty and quality of its products.

## **Customizable**

Jewelry designers and manufacturers are flexible and cater their products to market demands.

## **Service Oriented**

Israeli designers and manufacturers have a strong commitment to service and customer satisfaction.



## Visit Tel Aviv...

Jovella 2011 will be held in Israel's Trade Fairs & Convention Center.

The center is housed in **Tel-Aviv** the city that "never sleeps".

This special blend of Mediterranean ambience, seaside resort and modern facade, is what makes **Tel-Aviv** so uniquely appealing and gives the **spirit to Jovella**.



Stretched along the beautiful beach strip of the Mediterranean, Tel-Aviv is Israel's largest city and biggest commercial center. It is a busy metropolis, which inspires its visitors with a unique energetic atmosphere of excitement and fun.

Visible from a distance with its seafront skyscrapers and exclusive hotels, Tel-Aviv presents a lively combination of entertainment venues, shopping malls, exotic markets, nonstop active nightlife, gorgeous golden beaches and wonderful restaurants of all kinds.

It is also the country's greatest cultural center, a home for a variety of museums, galleries, theatres and concert halls.



Special package rates enable the participants of **Jovella** and their accompanying person to enjoy a unique area of the world during the perfect time of the year and benefit from special hotel and sightseeing rates.

Daily Tours are offered to:

Jerusalem

Masada, Dead Sea and Ein Gedi Hot Springs

Nazareth, Capernaum, Sea of Galilee and Tiberias

Haifa, Druze Villages, Megido (Armageddon)

Caesarea, Acre, Rosh Hanikra





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