

***Held under the Patronage of the Prime Minister and Minister of Interior, HE Sheikh Abdullah bin Nasser bin Khalifa Al Thani***

## **‘Once upon a time ... luxury’: Doha Jewellery and Watches Exhibition Unveils 2017 Theme**

*Fairy-tale experiences herald fourteenth chapter of DJWE*

**DOHA, 28 December 2016:** Doha Jewellery and Watches Exhibition (DJWE), the leading annual luxury exhibition, today revealed the first details of its 2017 chapter, scheduled to be held between 20-25 February, at the Doha Exhibition and Convention Center.

Displaying well over five hundred brands through forty exhibitors from ten countries, the next edition of the show is designed to be a journey to the very heart of a glamorous tale in which exclusivity, beauty, art, legacy and unique craftsmanship strive and combine to tell the unforgettable story behind each jewel. The theme aims to enthrall visitors with new pages of exclusive luxury features and inspiring, one-off creations.

The exhibition is organised by Qatar Tourism Authority (QTA) and delivered this year by Auditoire. QTA works to facilitate the growth of business events in Qatar by working with, and empowering, the private sector to organise and deliver quality exhibitions and events.

Commenting on the announcement, Ahmed Al Obaidli – Director of Exhibitions at QTA, said, “Identified in Qatar’s National Tourism Sector Strategy as a core sub-sector, Business Events play an important role in attracting the 7 million annual visitors Qatar is targeting by 2030. DJWE is truly a success story in the broader history of Business Events in Qatar, as its organisers and exhibitors have been witnesses to the sector’s growth year after year, reaching the point now where it set for success on the global stage, with enhanced facilities, event organisation capabilities, and expanded exhibition space spread through world-class venues.”

Al Obaidli added that a large-scale regional campaign had been launched two months before the exhibition’s opening date, with the aim of attracting visitors to the event from around the Gulf.

DJWE is the longest-running and one of the most anticipated exhibition in Qatar's annual calendar of events and reinforces the country's position as a premium business events destination. Plans for the 2017 edition of Doha Jewellery and Watches Exhibition will give outstanding local talent the chance to shine alongside global luxury brands.

The highly-anticipated exhibition also promises a series of glamorous experiences akin to fairy tales, the details of which will be unveiled during a press conference on January 9<sup>th</sup> 2017.

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### **About DJWE**

Now in its fourteenth year, Doha Jewellery and Watches Exhibition (DJWE) is firmly established as one of the world's leading jewellery and watch exhibitions. A notable event in the regional calendar *de luxe* for collectors and admirers of beauty and fine craftsmanship, DJWE is the only event of its kind where the exquisite works of art on display are also made available for purchase.

Hosted by Qatar Tourism Authority and delivered by Auditoire, DJWE 2017 surpasses previous editions in gathering more than five hundred internationally renowned brands in the impressive space of the new Doha Exhibition and Conference Center (DECC).

Attendance of DJWE 2017 is a truly unforgettable event, polished and magnified by the experience of legendary Qatari hospitality in the glamorous setting of Doha's West Bay.

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