



17 February 2020

Under the patronage of His Excellency Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, Prime Minister and Minister of Interior

Qatar National Tourism Council previews the 17th Edition of Doha Jewellery & Watches Exhibition

- Exhibition to run from 24 to 29 February 2020 at Doha Exhibition and Convention Center
- 65% increase in number of participating exhibitors and 12% growth in exhibition space
- 18 Young Qatari Designers participate in initiative including 5 newcomers showcasing 16 jewellery brands
- 127 exhibitors representing 14 countries and over 500 local and international brands will participate
- Launch of Turkish Pavilion featuring 11 brands and the return of Indian pavilion with 28 brands
- Global marketing campaign in 16 target markets

Qatar National Tourism Council (QNTC) has announced the details of the 17th edition of the Doha Jewellery & Watches Exhibition (DJWE), which is organized under the patronage of His Excellency Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, Prime Minister and Minister of Interior, for a period of six days from February 24 to 29, at the Doha Exhibition and Convention Center (DECC).

The announcements were made by His Excellency Mr. Akbar Al Baker, Secretary General of the National Tourism Council and CEO of Qatar Airways Group, during a press conference at the JW Marriott Marquis City Center Doha, the official hotel partner.

His Excellency Mr. Akbar Al Baker, Secretary General of QNTC and CEO of Qatar Airways Group, remarked: "The Doha Jewellery and Watches Exhibition has become a major destination for seekers of luxury and elegance from around the world because it enables direct interaction between brands and customers. Here, the most prestigious new brands are launched and the latest products and releases of some of the world's best-known international names are unveiled. The exhibition has contributed to reinforcing Qatar's position as a host of international exhibitions, and plays a critical role in supporting Qatari talent by providing a platform for them to market their products, launch their brands, and gain crucial experience through contact with the most prestigious players in the field."

He added, "We continue to develop the business events sector and enhance Qatar's role in achieving its goal of sustainable tourism development, which is boosted by Qatar's world-class event management capabilities and facilities. We also continue to diversify tourism products in line with our target source markets."

With the growing popularity of the prestigious luxury event, this year's exhibition space was expanded to an area of more than 33,000 square meters at the Doha Exhibition and Convention Center – representing a 12% increase from the previous edition.

The 2020 edition will bring together 127 exhibitors, a 65% increase from last year, from 14 countries. International exhibitors will makeup more than 58% of the total number of vendors. Along with local



Qatari designers, they will showcase more than 500 brands of watches and jewellery, providing a unique opportunity for luxury-seekers to learn about the latest products and innovations from the most renowned brands in Qatar and the world, all under one roof.

Under the patronage of His Excellency the Prime Minister and Minister of Interior, Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, the Young Qatari Designers Initiative returns to the exhibition this year with five new designers, showcasing 16 jewellery brands, in a special zone, bringing the total to 18. The initiative was launched to support Qatari creatives and showcase their work and achievements, enabling them to display their designs alongside some of the biggest luxury brands in the world.

This year's edition of the exhibition will – for the first time – include a Turkish Pavilion that features 11 Turkish brands, in addition to the return of the Indian Pavilion for the second year in a row with 28 brands featured – more than double the number in 2019. The Indian Pavilion will display wide and distinctive varieties of the latest and finest Indian jewellery that has been crafted to suit all tastes and occasions.

DJWE is expected to showcase a number of exclusive pieces designed by famed global brands such as **Tag Heuer** and **FPG**, in addition to the participation of world-renowned diamond brand De Beers, which comes to Doha for the first time ahead of the opening of its first Qatari branch in Al Hazm.

Among the highlights of the 17th edition of the Doha Jewellery & Watches Exhibition comes the participation of the **Qatar Watch Club**, which will exhibit a collection of rare collectibles and limited edition pieces, and the participation of the prestigious French **Objective Horlogerie** group, which will provide various workshops, including a watch care workshop organised by the group for the first time in the Middle East.

The exhibition also provides consulting services by certified experts, gem specialists, and specialists who will provide free appraisals to visitors looking to buy jewellery pieces at the exhibition, in addition to various educational and interactive activities.

A global media campaign will run in target markets in advance of DJWE, featuring famed Bollywood star **Sonam Kapoor** as the face of the campaign and the guide for visitors on their journey to beauty. The campaign was launched in 16 markets including Kuwait, Oman, United Kingdom and France; and is expected to reach 450 million viewers, listeners and readers through social media and TV channels such as *BBC, CNN, Sky News UK, Fashion TV, Kuwait TV* and others.

The 17th DJWE is made possible thanks to generous partners including Qatar Airways as airline partner, the JW Marriott Marquis City Center Doha as hotel partner, and Qatar National Bank, amongst other partners and sponsors.

This year's edition also witnesses the continued participation of some of Qatar's premier jewellery patrons, at the forefront of which are: Al-Fardan Jewellery, Al-Majed Jewellery, Ali Bin Ali Jewellery and Watches Group, Amiri Jewellery, Fifty-One East, Al Muftah Jewellery and Blue Salon.

-The End-

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An overview of the Doha Jewellery and Watches Exhibition

The Doha Jewellery and Watch Exhibition, which celebrates its seventeenth year, occupies a distinguished position as an international exhibition and a leading destination that attracts aficionados of the world of fine jewellery and watches and lets them enjoy the latest trends and the most prestigious brands and interact with them. The activities and events that take place during the exhibition are inspired by a mixture of craftsmanship, beauty, heritage, passion and originality.

Every year, the exhibition brings together hundreds of international brands and the most prominent promising local designers under one roof at the Doha Exhibition and Convention Center in Qatar. The exhibition is the destination for jewellery and time pieces connoisseurs from all over the world.

The Doha Jewellery & Watch Exhibition was the platform from which the Young Qatari Designers Initiative was launched. This initiative provides a unique opportunity for promising Qatari talents to showcase their distinct designs and creations in one pavilion alongside the most prestigious brands in the world.

Social Media:

- [Instagram](#)
- [Twitter](#)
- [Facebook](#)
- [YouTube](#)

For registration by the media and visitors: www.djwe.qa

About Qatar National Tourism Council (QNTC)

Qatar National Tourism Council's mission is to firmly establish Qatar on the global map as a place where cultural authenticity meets modernity, and where people of the world come together to experience unique offerings in culture, sports, business and family entertainment.

QNTC's work is guided by the Qatar National Tourism Sector Strategy (QNTSS), which seeks to diversify the country's tourism offering and increase visitor spending.

Since launching QNTSS, Qatar has welcomed over 14 million visitors. The economic impact of the tourism sector in Qatar is becoming increasingly visible with the government designating tourism in 2017 a priority sector in pursuit of a more diverse economy and more active private sector.

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