



For immediate release
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The 17th Doha Jewellery and Watches Exhibition offers visitors educational workshops

The Doha Jewellery and Watches Exhibition (DJWE) not only presents the latest trends and collections in luxury jewellery, it is also one of a few exhibitions of its scale that allows consumers to purchase the precious gems and timepieces on display, as well as take advantage of classes and workshops led by industry experts.

Returning for its second year, Qatar Watch Club is organizing a series of panel discussions and educational workshops for the public. The club will host two sessions daily, from 5pm to 7pm, and one class on Friday and Saturday between 6pm and 7pm. Leading watch brands Ulysse Nardin, Chanel, Greubel Forsey, TAG Heuer, HYT, Moser, Chopard, and Nomos will also participate in these sessions.

"We are pleased with our participation in DJWE," said Qatar Watch Club Chairman Jassem Al Sayed. "The exhibition is in line with our strategy of organizing educational events on watches, and this year we cooperated with Salon Des Horlogers to showcase unique watches that will be seen in Qatar for the first time."

Independent Swiss watch brand Salon des Horlogers brings three luminaries of the independent watchmaking scene – Romain Gauthier, Ludovic Ballouard and Laurent Ferrier – to DJWE for the first time. Visitors will have the rare opportunity to meet these master watchmakers and get hands-on experience with their timepieces.

Diamond trading platform UNI, in cooperation with De Beers Group Institute of Diamonds, is presenting workshops entitled "The Art of Rarity," led by international diamond expert Rachel Sahar. Three workshops and panels will be held daily throughout the exhibition, covering topics such as coloured natural diamonds, unique diamond properties, buyers' confidence, and assessing quality.

"We offer workshops to celebrate the beauty and rarity of natural diamonds, as well as the exclusivity and cachet they provide to owners," said Rachel Sahar, gemologist. "Through colours, property, and uniqueness, a diamond can express the personality of its wearer. As lovers of diamond and jewellery, the Qatari public is quite knowledgeable, and those who are not are eager to learn."

Prestigious French watchmaker Objective Horlogerie is offering 10 workshops every day between 12pm to 10pm and six workshops on Friday from 4pm to 10pm. The workshops aim to educate



watch enthusiasts about the mechanical movement of timepieces, and watch care workshops are being organized by the group for the first time in the Middle East.

As part of the exhibition's commitment to creating an inclusive event, organizers have partnered with Mada Center to make the show accessible for visitors with functional limitations, disabilities and for the elderly.

Those interested in attending any of the DJWE workshops can register through www.djwe.qa.

Held at the Doha Exhibition and Convention Center, DJWE will run until the end of February, welcoming visitors daily from 12pm – 10pm, and from 4pm – 10pm on Friday, 28 February. The exhibition is an ideal platform for luxury aficionados to learn about the latest releases and collections by the most famous brands from Qatar and the world. This year's edition is the largest ever, with the participation of 129 exhibitors from 14 countries displaying products by 500 local and international brands on an area of 33,000 square meters.

-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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