



24 February 2020

## **Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, Prime Minister and Minister of Interior, Opens 17th Edition of DJWE**

The 17<sup>th</sup> edition of the Doha Jewellery and Watches Exhibition (DJWE), organised by Qatar National Tourism Council (QNTC) was opened by His Excellency Sheikh Khalid bin Khalifa bin Abdulaziz Al Thani, Prime Minister and Minister of Interior, under whose patronage the event takes place. It will run from 24<sup>th</sup> to 29<sup>th</sup> February at the Doha Exhibition and Convention Centre (DECC). The launch took place in the presence of ambassadors, high-level dignitaries and exhibitors.

DJWE is a leading platform for lovers of luxury and jewellery to see the latest trends and innovations in the industry, along with renowned international and Qatari brands, together under one roof. This year's edition is expected to be the largest ever, with 129 exhibitors from 14 countries showcasing 500 local and international brands, spread across 33,000 square metres. The exhibition is open to visitors daily from 12pm-10pm, and from 4pm-10pm on Friday, 28 February.

Reflecting on the continued growth of the Doha Jewellery and Watches Exhibition, **H.E. Akbar Al Baker, Secretary General of QNTC and GCEO of Qatar Airways**, said: *"Doha Jewellery & Watches exhibition is one of the biggest events in Qatar, offering visitors the opportunity to experience the quality and craftsmanship of hundreds of the world's finest gemstones and jewellery collections all under one roof. It helps attract tens of thousands of tourists to Doha each year – including celebrities, media, and industry influencers.*

*"It is no surprise therefore, that DJWE is growing year after year, and the seventeenth edition is the largest to date in terms of exhibitors and exhibition space. We are thrilled to welcome partners and guests from all over the world who have come to attend the event and we hope they enjoy the experience of luxury and beauty both at the exhibition, and in Qatar generally."*

Al Baker concluded his statement by saying: *"Qatar's tourism sector is witnessing rapid growth with the development of new tourism products and experiences. These achievements are the result of fruitful cooperation between various industry partners, headed by QNTC, and guided by the sustainable development goals charted in our Qatar National Vision 2030."*

Indian style icon Sonam Kapoor joined the opening ceremony as the face of the National Tourism Council's promotional campaign, titled "Journey into Wonder." Aired in 16 regional and international markets, the campaign has reached over 450 million people, furthering Qatar as a world-class destination.

The exhibition is supported by a number of partners, led by Qatar National Bank (QNB) as the official sponsor, Qatar Airways as the official airline partner, JW Marriott Marquis City Centre Doha as the official hospitality partner, Alfardan Automotive and Sotheby's International Realty Qatar.

Qatar Airways is offering special promotions on fares in Economy and Business Class until the end of March, with the aim of attracting visitors from all over the world to enjoy DJWE. In addition, Alfardan



Jewellery, Al Majed Jewellery, Ali Bin Ali Luxury, Amiri Gems, Fifty One East, Al Muftah Jewellery and Blue Salon will be lending their support as the exhibition gets under way.

With a rapidly growing international presence, the 17<sup>th</sup> edition of the Doha Jewellery & Watches Exhibition offers an unprecedented opportunity for Qatari designers to showcase their work. For the fourth year in a row, the Young Qatari Designers Initiative allows visitors to see stunning collections from 18 young Qatari designers. Returning designers include Trifoglio Jewellery, Ghada Albuainain Jewellery, Ghand Jewellery, Leila Issam Fine Jewellery, Hairaat Fine Jewellery, Nouf Jewellery, Sarah's & Co., Al Ghala Jewellery, Midad Jewellery, Thameen Jewellery and Hessa Jewels. In addition, five new Qatari designers – H Jewellery, Kaltham's Pavilion, Camelot Jewellery, Claire De Lune Jewellery and Letters Passion Arts – will show their uniquely stunning designs, meet buyers and mix with peers and enthusiasts from across the world.

The 17<sup>th</sup> edition of the exhibition features two international pavilions: the Turkish pavilion, a DJWE first, housing 11 Turkish brands, in addition to the Indian pavilion, which returns for its second year with 28 brands that showcase the diversity of Indian jewellery, catering to all tastes and occasions.

This year's exhibition will host several international brands for the first time. Among them are Dolce & Gabbana and Nous, included in the Ali Bin Ali Luxury pavilion, De Beers, which will soon open its first store in Qatar at Al Hazm Mall, and Italian brand Lenore, which will present a collection of bracelets, necklaces and earrings at the Jawaher Pavilion. The Indian Pavilion is expected to launch the AYRA jewellery collection belonging to Indian jewellery house Amayra.

The first day of the show witnessed the presentation of several limited-edition pieces. Swiss watchmaker TAG Heuer unveiled its Aquaracer Calibre 7 watch at Al Majed Pavilion, inspired by the colours of Qatar's flag. Other unique and limited-edition pieces came from Parmigiani Fleurier, Greubel Forsey, Pasquale Bruni, Roberto Coin and F.P. Journe.

A new 18-carat white gold egg will join other famous Fabergé pieces at the Alfardan Jewellery Pavilion, while Rolex and Tudor will display iconic designs, and Chanel will have a dedicated booth within Fifty One East's pavilion. Jawahir Oman Jewellers, one of Oman's oldest luxury brands, will present a selection of its most famous collections, including Dinar.

Demonstrations will be offered by Qatar Watch Club and Objectif Horlogerie, while the De Beers Group Institute of Diamonds, in collaboration with UNI, will host a workshop by diamond expert Rachel Sahar. Those interested in taking part can visit [www.djwe.qa](http://www.djwe.qa) or click [here](#).

The Doha Exhibition and Convention Center is a state-of-the-art destination for hosting major events in Qatar. Located in the heart of West Bay, just minutes away from Katara Cultural Village, it is surrounded by luxury shopping centers and five-star hotels. It can be easily accessed from Hamad International Airport by Doha Metro, with a direct route from Terminal 1 to the DECC Metro Station (Red Line), which has direct access to the exhibition halls.

**-The End-**

**For more information, please contact the QNTC press office:**

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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](http://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.

[www.visitqatar.qa](http://www.visitqatar.qa)

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