



**INTERNATIONAL JEWELRY + WATCH VIETNAM  
“IJV”  
@ VIETNAM JEWELRY WEEK 2010**

9-12 Dec., 2010      Tan Binh Exhibition & Convention Centre, **Ho Chi Minh**  
16-19 Dec., 2010      Fortuna Hotel, **Hanoi**

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For Immediate Release

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*The glittering Jewelry event brings finest collections to the twin cities*

International Jewelry + Watch Vietnam (IJV), a premier business biannual event, is getting ready to display a sparkling international luxury showcase with fine jewelry, gemstones, diamonds, pearls and timepieces in the largest and the second largest cities of Vietnam, Ho Chi Minh running from 9-12 December, 2010 while Hanoi from 16-19 December, 2010, organized by World Trade Fair Ltd., Hong Kong.

Held under the significant support from Vietnam Chamber of Commerce and Industry (VCCI), IJV confirms its leading role as bringing high-end and design-driven collections from the leading fine finished jewelry and precious stones' export countries and regions like Hong Kong, Italy, Thailand, Malaysia, Singapore, Israel and USA to the regional emerging economy – Vietnam and the neighboring countries of Laos, Cambodia and Myanmar.

Since its debut in 2008, the fair has attracted more than 130 international and local manufacturers and traders to explore and develop this potential market with fast-growing young and middle-income population. According to the last show survey, both exhibitors and visitors recognized the overall success of the exhibiting activities. 92.5% of the exhibitors were satisfied with the quality and position level of the visitors and in a greater extent, all of them could meet their major target buyers during the four-day event. Occupying the exhibition space of 2,320 square metres, the fair had drawn 13,861 visitors, a rise of 16.8% compared with the past edition in December 2009. "Buyers from all over the country flocked to the fair for sourcing and business negotiation. The busy business atmosphere had filled up the whole exhibition hall," added Mr. B. K. Chow, Show Director of World Trade Fair Ltd.



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The two IJVs in December will achieve a great success by Vietnam's prosperous economic development. "The government is targeting growth of 6.5% this year, but the economy could expand as much as 7%." Prime Minister Nguyen Tan Dung said earlier this year. Also, Le Hoang Quan, chair of the HCM City People's Committee commented on the city's socio-economic situation, "HCM City's economy is developing well in the first half of 2010 with the city's GDP estimated to increase by 11% over the same period last year. During the first five months this year, the city's total retail sales and service turnover reached over 145 trillion dong, rising 34.1% from the same period last year." How about Hanoi? From Vietnam Economic Times published in April, the authorities announced that Hanoi had an expanding economic growth of 8.7% in the first quarter of 2010.

According to World Gold Council's quarterly survey Gold Demand Trends published in May, Vietnam's gold demand for jewelry in the first quarter of 2010 was 5.1 tones, increased by a remarkable 20% over the same quarter in 2009. With healthy GDP growth and increasing jewelry demand in the country, the shows will undoubtedly be affirmed as the most influential business events of its kind.

<b>Consumer Demand of Gold (for Jewelry only)</b>			
<b>in some Asian countries and regions</b>			
	<i>Q1 2009</i>	<i>Q1 2010</i>	<i>% Change</i>
<i>India</i>	37.7 tones	147.5 tones	+291
<i>China</i>	94.6 tones	105.2 tones	+11
<i>Indonesia</i>	9.4 tones	10 tones	+6
<i>Japan</i>	5.6 tones	4.9 tones	-12
<i>Hong Kong</i>	4.4 tones	5.5 tones	+23
<i>South Korea</i>	4.4 tones	5.2 tones	+17
<b>Vietnam</b>	<b>4.3 tones</b>	<b>5.1 tones</b>	<b>+20</b>
<i>Thailand</i>	2.2 tones	2.5 tones	+15
<i>Taiwan</i>	2.0 tones	2.0 tones	+2

Source: GFMS / World Gold Council

For more news about IJV, please browse [www.vietnamjewelryshow.com](http://www.vietnamjewelryshow.com).

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