



ANTWERP  
DIAMOND  
PAVILION  
2013

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HONG KONG - LAS VEGAS  
MUMBAI - VICENZA



# Contents

<b>1. About AWDC</b>	<b>3</b>
<b>2. Antwerp Diamond Pavilions</b>	<b>4</b>
<b>3. 2013 Trade Fairs</b>	<b>5</b>
<b>4. Trade Fairs</b>	<b>6</b>
Vicenza	6
VicenzaOro First	6
VicenzaOro Charm	6
VicenzaOro Choice	6
Hong Kong	7
Hong Kong International Jewellery Show (March)	7
June Hong Kong Jewellery & Gem Fair	7
September Hong Kong Jewellery & Gem Fair	7
Las Vegas	8
Mumbai	9
IJS Signature (February)	9
IJS (August)	9
<b>5. Shipment Conditions</b>	<b>10</b>
<b>6. Flanders Investment &amp; Trade (F.I.T.)</b>	<b>11</b>
<b>7. Rules and Regulation</b>	<b>12</b>
<b>8. Application form</b>	<b>13</b>
<b>9. Checklist</b>	<b>14</b>

# 1. About AWDC

## **Antwerp World Diamond Centre, a unique organisation**

AWDC, short for the Antwerp World Diamond Centre, is the coordinating body and the official representative of the Antwerp diamond sector, and as such is recognized internationally as the host, spokesperson and intermediary for the Belgian diamond community. In this capacity, AWDC liaises on behalf of the Belgian diamond sector with governments and actively promotes the Antwerp diamond sector at home and abroad.

AWDC is more than ever committed to maintain a healthy and prosperous diamond industry, spreading Diamonds love Antwerp as the trademark for perfectly processed diamonds.

## 2. Antwerp Diamond Pavilions

As it is our goal to actively promote Antwerp as the world diamond centre, AWDC bargains favourable deals with trade fair organisations, enabling the Antwerp diamond companies to exhibit as a group on leading trade fairs worldwide. In doing so, AWDC wants to offer the opportunity for equal participation to the biggest possible number of Antwerp diamond companies, collectively promoting diamonds from Antwerp.

### Our services

If you participate in an Antwerp Diamond Pavilion, AWDC can offer you a wide range of services:

- Administrative assistance in handling the necessary trade fair paperwork.
- Complete technical infrastructure of the booth, supported by experienced professionals.
- Coordination with the group pavilion contractor.
- Coordination of the joint marketing campaigns for the exhibitors.
- Promotional material.
- A contact available at AWDC (Monday to Friday, 9am – 5pm CET).
- Benefit from AWDC's extensive promotional and marketing services, such as events, brochures, Antwerp Pavilion Websites, and much more.

If AWDC has its own booth in the group pavilion, you can benefit from additional services:

- Use of secretarial office at the show.
- Free drinks during show hours.

### Our services do not include

- Applying for exhibitor badges.
- Handling the import and export and insurance of your goods.
- Making all necessary arrangements for a safe, storage room and CCTV.
- Staffing your booth.

## 3. 2013 Trade Fairs

DATE	TRADE FAIR
19.01.13 - 24.01.13	VicenzaOro First
22.02.13 - 25.02.13	India International Jewellery Show (Mumbai)
05.03.13 - 09.03.13	Hong Kong International Jewellery Show
18.05.13 - 22.05.13	VicenzaOro Charm
31.05.13 - 03.06.13	JCK Las Vegas
20.06.13 - 23.06.13	June Hong Kong Jewellery & Gem
08.08.13 - 12.08.13	India International Jewellery Show (Mumbai)
TBC	VicenzaOro Choice
11.09.13 - 14.09.13	September Hong Kong Jewellery & Gem

## 4. Trade Fairs

### Vicenza

Three times a year AWDC sets up a group pavilion at the fairs organized by Fiera di Vicenza. VicenzaOro First, VicenzaOro Charm and VicenzaOro Choice are vital appointments to be up-to-date with the latest activities from companies and designers. As Italians still prefer to do business face-to-face, the Vicenza Fairs are a must-attend for all Antwerp diamond companies.

#### *VicenzaOro First*

The first international trade fair of the year is VicenzaOro First, probably the best place to showcase loose diamonds and jewellery collections. It is one of the most important gold and jewellery trade fairs in Europe with over 1700 exhibitors participating. In 2012 AWDC set up a group pavilion of 149 m<sup>2</sup> and 16 Antwerp diamond companies participated.

#### *VicenzaOro Charm*

In May, Fiera di Vicenza is regarded as the main event for jewellery and gold ware trends. The fair has a specific scope on lifestyle and the tastes and desires of today's consumers.

In 2012 over 1400 companies presented their jewellery collections at this vibrant fair, and this year AWDC will be present for the third time. VicenzaOro Charm is definitely a must-attend fair for anyone that values the latest lifestyle and fashion trends.

#### *VicenzaOro Choice*

VicenzaOro Choice is the meeting place for the key Italian and foreign distributors, such as international department stores, retailers and concept stores, specifically focussed on the Christmas jewellery collections. This year AWDC will be present for the 7<sup>th</sup> time.

## Hong Kong

Over the last years the export of polished diamonds from Antwerp to Hong Kong increased with an average of 20% a year, a clear indication that China is one of the fastest growing markets for diamonds. Your presence on the Hong Kong Trade Fairs is the ideal opportunity to reach those buyers.

### ***Hong Kong International Jewellery Show (March)***

In March 2013 AWDC will set up a pavilion at the Hong Kong International Jewellery Show organized by the Hong Kong Trade Development Council. With 30.000 professional visitors, this fair is one of the most important trade platforms for the Chinese market. The 2012 show featured more than 2,650 exhibitors from 44 countries and regions. They include representatives of a total of 24 group pavilions. These pavilions, representing various countries & regions as well as industry associations, are one of the strong features of the show attracting many visitors.

In 2012 the Antwerp Diamond Pavilion (ADP) counted 57 exhibitors and a total surface of over 700 m<sup>2</sup>. AWDC has an excellent reputation in China which, combined with the strategic location of the pavilion, definitely gives the Antwerp diamond companies a head start on the competition.

### ***June Hong Kong Jewellery & Gem Fair***

The June Hong Kong Jewellery & Gem Fair, organized by UBM, has over 19.000 professional buyers from 100 countries. Although the June fair is smaller than the one in September, its strengths lie in the fact that the September Fair sales already start in June. In 2012 AWDC set up a group pavilion of over 800 m<sup>2</sup> and 67 exhibitors.

### ***September Hong Kong Jewellery & Gem Fair***

Like the June Hong Kong Jewellery & Gem Fair the September Hong Kong Jewellery & Gem Fair is organized by UBM. Since 2009, the September fair is the world's biggest jewellery fair in terms of the amount of exhibitors. The Fair featured over 3.000 exhibitors spread over 120.000 square meters of exhibitions space in two venues:

- All jewellery raw materials including diamonds, pearls and gemstones, equipment & packaging are showcased in the AsiaWorld-Expo.
- All fine finished jewellery are displayed in the Hong Kong Convention & Exhibition Centre.

In 2012 the Antwerp Diamond Pavilion (ADP) counted over 90 exhibitors and a total surface of almost 2000 m<sup>2</sup> in the AsiaWorld-Expo.

## Las Vegas

JCK Las Vegas, organised by JCK Events / Reed Exhibitions is the biggest trade fair of the USA. 16.000 buyers from around the world attend the fair and almost 40% of them only visits JCK Las Vegas. The United States represents the world's largest consumer market of polished diamonds.

AWDC collaborates with Flanders Investment & Trade to increase the chances of success at JCK Las Vegas. In 2012 AWDC set up a group pavilion of 2900 ft<sup>2</sup> and a total of 21 participating Antwerp diamond companies.

## Mumbai

### *IIJS Signature (February)*

India remains one of the fastest growing economies worldwide, with a booming diamond market, worth an estimated \$27 billion. Where Antwerp is the world's most important diamond trading hub, Mumbai is beyond the doubt the most important polishing centre in the world and Antwerp is top supplier of those diamonds. Diamonds already account for more than 85% of the total Flemish exports to India and prospects for the Indian diamond market continue to grow, not in the least thanks increased consumer spending. Therefore the jewellery fairs in Mumbai definitely are must-attend event for the Antwerp diamond companies.

The demand for exhibitor space in Mumbai far exceeds the available space which is why organiser IIJS - The Gem & Jewellery Export Promotion Council - decided to organise an extra edition in January. In 2012, AWDC succeeded in setting up a pavilion on this new fair, for 12 exhibitors, as will be the case in February 2013.

### *IIJS (August)*

India represents one of the fastest growing economies worldwide, with a booming diamond market. The gemstone and diamond sector represents more than 80% of the total Flemish export to India. In 2008, after increasing demand from the Antwerp diamond companies, AWDC set up a pavilion at the India International Jewellery Show (IIJS) for the first time.

## 5. Shipment Conditions

### INVENTORY OF GOODS

As an importer, you are not always 100% aware of the goods that are sent or returned to you. However, when the contents of your shipment and the accompanying documents (invoice) seem not to be similar, you will suffer from delays, fines or even confiscation of the goods.

Therefore we would like to inform you that you, **as an importer, are entitled to inspect your shipment in advance (“inventory”)**. To avoid potential problems we advise you strongly to make use of this possibility. You only need to inform the Import department of Diamond Office **before** the clearance of your goods.

The Diamond Office Team

## 6. Flanders Investment & Trade (F.I.T.)

Flanders Investment and Trade (F.I.T.) is a government agency supporting home-based companies doing business abroad and foreign companies looking to set up or expand operations in Flanders, the northern region of Belgium. FIT has a network of foreign offices in over 90 cities worldwide.



FIT's services are only available for:

- entrepreneurs (small and large companies)
- of a Belgian registered company
- with offices and/or a production unit in Flanders
- having the intent to trade internationally (F.I.T. does not provide services to exclusively import-based companies)
- creating a substantial added value to Flanders and consecutively to Flanders' employment

F.I.T. points out opportunities at international projects and offers an answer to questions about countries or sectors, trade customs and regulations. F.I.T. helps with contact details of foreign prospects, partners etc. F.I.T. also offers financial support to Small & Medium Enterprises (SME's).

11

### MARKET INFORMATION

If you are looking for market information, addresses or contacts abroad (e.g. jewellers, diamond wholesale companies etc), you can find all the information you need at Flanders Investment and Trade (F.I.T.).

Any entrepreneur that wants to use F.I.T.'s service for market information, contact lists, addresses and such needs to register on the F.I.T. website.

For assistance to complete the Dutch registering form you can contact Taïssa Deridder at AWDC, taissaderidder@awdc.eu, 03 222 05 44.

PLEASE NOTE: To enable a sufficient follow-up on markets, market information requests are limited to five markets per request.

#### F.I.T. FUNDING

To encourage Flemish entrepreneurs to broaden their business horizon F.I.T. provides funding for 8 specific initiatives, including participation in an international trade fair or niche event in a foreign country.

Please note that you require a log-on to benefit from this service. If you haven't registered yet, please register on the F.I.T. website first.

You can find detailed information on the terms and conditions to apply for funding on the F.I.T. website, [www.flandersinvestmentandtrade.be](http://www.flandersinvestmentandtrade.be)

## 7. Rules and Regulation

Please ask AWDC for terms and conditions of the Antwerp Diamond Pavilion



# 8. Application form

COMPANY NAME .....

CEO .....

CONTACT PERSON .....

ADDRESS .....

TEL .....

FAX .....

E-MAIL .....

WEBSITE .....

BUSINESS REGISTRATION N° .....

### INTERESTED IN

- VicenzaOro First** 19 - 24 January  
*I would like to be put on the list for ..... m<sup>2</sup>*
- India International Jewellery Show (Mumbai)** 22 - 25 February  
*I would like to be put on the list for ..... m<sup>2</sup>*
- Hong Kong International Jewellery Show** 05 - 09 March  
*I would like to be put on the list for ..... m<sup>2</sup>*
- VicenzaOro Charm** 18 - 22 May  
*I would like to be put on the list for ..... m<sup>2</sup>*
- JCK Las Vegas** 31 May - 03 June  
*I would like to be put on the list for ..... m<sup>2</sup>*
- Hong Kong Jewellery & Gem Fair** 20 - 23 June  
*I would like to be put on the list for ..... m<sup>2</sup>*
- India International Jewellery Show (Mumbai)** 08 - 12 August  
*I would like to be put on the list for ..... m<sup>2</sup>*
- VicenzaOro Choice** September (TBC)  
*I would like to be put on the list for ..... m<sup>2</sup>*
- Hong Kong Jewellery & Gem Fair** 11 - 14 September  
*I would like to be put on the list for ..... m<sup>2</sup>*
- Others**, please specify: .....

Please submit your official business registration and proof of polished diamond sales to AWDC together with this application form

For more info, please contact  
**Taisa Derudder** | [taisaa.derudder@awdc.be](mailto:taisaa.derudder@awdc.be) | 03 222 05 44



# 9. Checklist

*To make sure you don't forget anything when planning to participate in a trade fair, please check our general guidelines for you or your assistant.*

- Apply for fair
- Allocation of available space at AWDC
- Sign contract with AWDC
- If necessary: sign contract with organization
- Booth lay out meeting
- Sign floorplan.
- Call F.I.T. for funding
- Apply for Visa
- Receive manual
- Fill in forms in manual
- Listing in show directory
- Product classification
- Exhibitor's badges
- (personnel service) hostess/ translator
- Storage room
- Safe
- CCTV
- Check for special rates with AWDC
- Book hotel and flight
- Call Insurance company for transportation of goods
- Contact forwarder for transportation of goods

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For more info, please contact  
**Taisa Deridder** | [taisaa.deridder@awdc.be](mailto:taisaa.deridder@awdc.be) | 03 222 05 44