



**Vietnam Leading International Jewelry Show**  
**9<sup>th</sup> International Jewelry + Watch Vietnam (9<sup>th</sup> IJV)**

**3 - 6 November 2011**

Tan Binh Exhibition & Convention Centre (TBECC), Ho Chi Minh City



[www.vietnamjewelryshow.com](http://www.vietnamjewelryshow.com)

Organizers:



World Trade Fair Ltd.



VCCI Exhibition Service Co., Ltd, an exhibition unit of Vietnam Chamber of Commerce & Industry

Media Partners:



**mua sam**

**BRIDAL**

**INFO TV**



**THOI TRANG VANG**  
SOLD FASHION



Official Forwarder & Customs Broker:



# Dazzling of Great Value Diamonds, Jewelry, Timepieces & Equipment from Top International Suppliers



The 9<sup>th</sup> International Jewelry + Watch Vietnam (9<sup>th</sup> IJV), which will be staged from 3 - 6 November 2011 at Tan Binh Exhibition & Convention Centre in Ho Chi Minh City, is a perfect-timed event for all industry players and public visitors to source the wide range of international-quality and great value gold ornaments, diamonds, gemstones, fine jewelry and watches collections during the wedding season in Vietnam.

Vietnam Fast Facts	Source: CIA
GDP – real growth rate	6.8% (2010)
Population	90.5 million (2011 est.)
Labour force	46 million (2010)
GDP – per capita (PPP)	\$3,100 (2010)
Industrial production growth rate	14% (2010)

## Vietnam – A Promised Jewelry Market

Vietnam has been recognized as a middle-income nation and the number of high- and middle-income earners has increased rapidly. Vietnam's economic growth has been most prominent in the major urban centres such as Ho Chi Minh City, Hanoi, Binh Duong and even Can Tho where the middle and upper classes represent almost 50% of the urban population. A new generation of rich young people become more aware of and appreciative of luxury items, with a higher focus on quality and craftsmanship. Jewelry, luxury clothing and cosmetics shops have cropped up. Demand for wedding jewelry has been increasing significantly in recent years.

“The Vietnamese are not shy about showing off, using all these luxury products,” Mr. B.K. Chow, World Trade Fair Ltd’s Show Director, said that. Madam Bui Thuc Anh, Chief of Executives of VCCI Exhibition Service Co. Ltd, concluded that “IJV offers a direct business platform for foreign and domestic jewelers to sell their latest designs. People here like to spend on luxury goods and in fact, we can see this vast jewelry market opportunity.”





## Exhibit Forwarding and Customs Clearance (For International Exhibitors only)

IJV is a cash-and-carry show. International jewelers are allowed to sell their exhibits on show floor (paid in US\$ or Vietnamese Dong). Customs duties, taxes and VAT are only applied on sold items (based on import declare value, not actual sales value) that will be settled with the customs officers on the last day of exhibition through the official forwarder and broker, Brink's HK. Starting from January 2011, the Import & sales VAT + corp. income tax has been reduced to 12% while ACFTA's duty in some jewelry items has been decreased from 20% to 15%.

### LIST OF IMPORT DUTY AND IMPORT VAT RATES (SUBJECT TO CHANGE IN CUSTOMS REGULATIONS)

CODE	DESCRIPTION	IMPORT DUTY (%)					IMPORT Vat (%)
		MFN	CEPT (Form D)	ACFTA (Form E)	AKFTA (Form AK)	VJEPA (Form VJ)	
7101	Natural Loose Pearls and Natural Temporarily Strung Pearls	30	5	15	20	24	10
7102.39	Loose Polished Diamonds	0	0	1	1	0	10
7103	Loose Precious Stones	0	0	1	1	0	10
7113.11	Silver Jewelry	30	5	15	20	24	10
7113.19	Gold Jewelry	25	5	15	20	22	10
7116	Articles of natural or cultured pearls, precious or semi-precious stones	30	5	15	20	24	10
	Watches	20	5	15	20	22	10
	Clocks	25	5	15	20	22	10

### Sales VAT and Corporate Income Tax

DESCRIPTION	SALES VAT	CORPORATE INCOME TAX	TOTAL
Sales of all kind of goods	1%	1%	2%

MFN : for MFN (Most Favoured Nation) list of countries  
CEPT : for ASEAN countries (9 countries), **Form D** is required.  
ACFTA : under Commercial Agreement between ASEAN-CHINA, **Form E** is required.

AKFTA : under Commercial Agreement between ASEAN-KOREA, **Form AK** is required.  
VJEPA : under VIETNAM-JAPAN Economic Partnership Agreement, **Form VJ** is required.

## Main Exhibits

- Diamonds
- Gemstones
- Gold Jewelry
- Platinum Jewelry
- Pearl, Diamond and Gemset Jewelry
- Semi-Finished Jewelry
- South Sea Pearls & Tahiti Pearls
- Wedding Jewelry
- Bejeweled Watches
- Brand Name Watches
- Jewelry Tools & Equipment



Dehres Ltd



Apple Green Diamond Inc.



Golden Master Jewellery Limited



Far East Jewellery

## IJV spring fair 2011 - The 8<sup>th</sup> International Jewelry + Watch Vietnam (8<sup>th</sup> IJV) concluded on a high note with increasing number of trade buyers

The 8<sup>th</sup> IJV, spanning from May 6 to 9, 2011, has proven to be the must-attend jewelry buying event with a high note. The Exhibition had presented the charming diamonds & gemstones, jewelry sets, bejeweled timepieces as well as the latest jewelry equipment from local and international suppliers.

Top manufacturers from Hong Kong, Italy, Japan, Turkey, India, Israel, Thailand, USA and Vietnam had lined the aisles of the fairground with their finest jewelry and watches collections as well as the advanced testing equipment. **Fine finished jewelry** is always the most eye-catching item. Dehres, a reputable high-end jewellery and diamond manufacturer in the world, had displayed stylish masterpieces of classical and contemporary designs. Hong Kong leading jewelers such as Golden Master, Good Way, Tai Fook, Abba, Grandvas, Far East and Yue Creations had showcased the stunning 14K & 18K jewelry with flawless diamonds and gemstones.

A stunning display from homegrown jewelers such as Gems International Vietnam's perfect hearts & arrows diamond jewelry collections and Dai A Mon's GIA certified diamonds were the visitors' best choices. Amongst the international players present at The 8<sup>th</sup> IJV were Twinkle Harmony from Japan, Indigo Jewellery from India and Silver Star from USA.

Exquisite **Gold jewelry** from Arpas of Turkey as well as Chrysos of Italy had further evoked an outburst of gold passion. Perfect-cut **Diamond** suppliers like Apple Green Diamond from Japan, Diasource from USA, EADH Diamonds from Israel, Novel-Collection from Thailand as well as Bombay Diamonds, Blue Diam, Nasaa Gems and Sahar Atid Diamond from Hong Kong had demonstrated an extensive inventory of ravishing loose diamonds which are polished to achieve maximum brilliance. The Show had housed **Bejeweled watches** like Diamond & Oceanus from Hong Kong, featuring beautiful and unique designs of jewelry watches. HTC Consultancy and Scientific Equipment had introduced the new generation of **Precious metal testing machines** to suit the different requirements of gold & jewelry enterprises.

The 4-day event attracted 11,986 visitors from Vietnam, Australia, Belgium, Canada, France, Hong Kong, India, Israel, Italy, Japan, Korea, Singapore, Taiwan, Thailand, the UAE and the USA. Local trade visitors from outside Ho Chi Minh City grew by 16%. 30 local press, radio & TV media had attended the event, confirming its attractiveness in the industry and market.

### Vietnam Leading Media attended at 8<sup>th</sup> IJV



Yue Creations International Ltd.



Twinkle Harmony Jewelry



Tai Fook China Holdings Ltd.



Indigo Jewellery (India) Mfg. Pvt. Ltd.

## Exhibitors' comments

"We have been exhibiting at IJV every time since its debut in 2008. We met many local distributors in the past IJVs and our customers keep replenish orders. People here are getting richer in this fast-developing economy, so the purchasing power on jewelry has risen sharply. We will definitely participate again in the 8<sup>th</sup> IJV." Ms Kan, Director, Golden Master Jewellery Ltd, a finished jewelry manufacturer with long-time business establishment in Vietnam.

"We have been taken part in IJV for 2 years and we can get some more new business contacts from time to time. We find the market potentials and we can find good business opportunities." - Mr. Kelvin Ho, General Manager, Goodway Jewellery Mfg., a manufacturer, wholesaler and exporter of gold jewellery set with diamonds, gemstones and pearls in Hong Kong.

"As it is our first time exhibiting at IJV and our company is new to the market, we can meet some trade buyers here. Vietnamese's purchasing power is surpassing our expectation." - Mr. Andy Chan, Sales Representative, Fu Shing (Dicko Jewellery), a well established jewelry wholesaler in Asia.

## Advertising & Promotion

### Newspapers Advertising



Tuoi Tre



Thanh Nien

### Lifestyle & Trade Magazine Advertising



Cam nang muss am

Gioi dan ong

Tiep Thi Gia Dinh

The Gioi Phu Nu

Thoi Trang Tre

Thoi Trang Vang Gold Fashion

### Press Releases on Printed & Online Media



Vietnam News



Sai Gon Giai Phong (西貢解放日報)



Ngươi do thi



Khoa hoc - Cong nghe



www.baomoi.com



www.thuongmai.vn



www.ven.vn



www.vccinews.vn

Many press release can be founded at : The Gioi Phu Nu, Cong Thuong (Newspapers for Industry & Trade), Vietnam Economic News, Vietnam Business Forum, www.oke.com.vn, Doanh Nghiep Thuong Mai, Thoi Bao Tai Chinh, etc...

## Overseas Advertising & Promotion



Oroarezzo 2011 Fair Catalogue, Italy



Diamond World Magazine, India



Bangkok Gems & Jewellery Magazine, Thailand

## Outdoor Poster & Banner Advertising



More than 60 street advertising banners and posters had been hanging around the exhibition centre and the busiest streets in the City.

# Post Show Report of The 8<sup>th</sup> International Jewelry + Watch Vietnam (8<sup>th</sup> IJV)

## Direct Mailing



Show invitations had been mailed to all jewelry and industry-related enterprises in Vietnam and Asian countries. In addition, the VIP invitations had been sent to the directors of top 700 leading jewelry wholesalers, traders and retail stores in Vietnam.

## Email Marketing & Online Pre-registration



## Fax Invitation, Telemarketing & SMS Marketing

Nearly 48,000 past visitors had received the show invitation by fax, phone and SMS. Top 700 jewelers had received telemarketing calls as well, getting to know more about show highlights with kind reminders.

## Lucky Draw and Gift Redemption



Promotional gift redemption and lucky draws were conducted during the Show. Every visitor is entitled to a lucky draw chance and stand to win luxury timepieces and Co-opmart coupons of total value over US\$10,000.

# Exhibitor List of Past Editions of International Jewelry Vietnam (May 2008 – May 2011)



## Belgium

Grossmann Diamond Mfg  
Overseas Diamonds NV



## China

Shenzhen Weilian Gangtai Jewelry Machine



## Czech Rep

Preciosa,a.s



## Egypt

Asfour Crystal Int'l



## French Polynesia

Maruata Pearls



## Hong Kong

A1 Jewellery Co Ltd  
A.A. Rachminov Diamonds (Asia) Ltd  
A.J. Jewellery International Ltd  
Abba Jewellery (Mfg) Ltd  
Ablemaster Jewellery Mfg Co Ltd  
Alfonso Jew Mfg Co  
Ankit Gems (HK) Ltd  
Antwerp Classic Diamond (HK) Ltd  
AP Creations Ltd  
Ashapura Impex  
AVA Jewels Limited  
Beverly Fine Jewelry Co Ltd  
Bklyn Production Co Ltd  
Blue Diam Co  
Bluemark Ltd  
Bluemark International Ltd  
BNJ Limited  
Bombay Diamonds  
Catene Belle Ltd  
Century Future Int'l Ltd  
China Diamond Corp Ltd  
Crystal Rise Jewellery Ltd  
CWL & Associates Ltd  
D.A. Jhaveri (H.K.) Ltd  
D & S Jewellery (Mfy) Ltd  
Dai Sun Jewellery Co Ltd  
Davi Jewellery Co Ltd  
DAZZLE  
De Grand Jewel (HK) Co Ltd  
Dehres Ltd  
Diamax Jewellery Int'l Ltd  
Diamond & Oceanus Ltd  
Diamond Collection Ltd  
Diarough (HK) Ltd  
Diasqua (HK)  
Dragon Bay Jewellery Co  
East Arts Jewellery Mfy Ltd  
Edelweiss Jewellery (Far East) Ltd  
Edison Jewelry Design Ltd  
EGL Asia Ltd  
EJEWHK Ltd  
Eternity Jewelry Co Ltd  
Far East Jewellery  
Fook's Jewellery Ltd  
Four Seasons Diamond Int'l Ltd  
Fu Shing Co Ltd  
Full Wealth (China) Ltd  
Gemasia Solitaire Ltd  
Gemma International Co Ltd  
Gold Field Co Mfg Ltd  
Gold Treasure International Jewellery Co Ltd  
Golden Bauhinia (H.K.) Jewellery Ltd  
Golden Bauhinia Jewellery Watch Co  
Golden Master Jewellery Ltd  
Goldstream Trading Ltd  
Good Way Jewellery Mfy Ltd  
Grandvas Trading Ltd  
GSSP (HK) Ltd  
Henry Jewellery Manufacturer  
Hini Star Ltd  
HK622 Limited  
I G I  
IAD Jewellery Ltd  
Iskcon Gems  
Jewel Arts Ltd  
Jocardy Ltd

K.V. Impex  
Kajan Jewellery Ltd  
Kego Design Jewellery Co Ltd  
Keywest Development Co  
Kin Kwok Jewellery Co  
Kinetic Artwork (HK) Ltd  
King Sing Trading Ltd  
King's View Jewellery Ltd  
Kitaro Industrial Co Ltd  
L G Creation Ltd  
Legrand Jewellery (Mfg) Co Ltd  
Lily & Co Int'l Jewellery Ltd  
Melody Designs  
Ming's Collection Limited  
MOC Ltd  
Nam Keung Hong  
Nasaa Gem & Jewellery Co  
Nelson Jewellery Arts Co Ltd  
Om Gem Creations Ltd  
Pak Fook Jewellery Group (HK) Ltd.  
Paloma Diamonds HK Ltd  
Prime Design Jewellery Co Ltd  
Profit Gem Jewellery (Group) Ltd  
Ricco (Int'l) Co Ltd  
Rise Gems  
Ritone Jewelry Int'l Ltd  
Rosey Gems  
Sahar Atid Diamond (HK) Limited  
San J Jewellery Ltd  
Sejal Gems Hong Kong Co Ltd  
Silo Hong Kong Ltd  
Sing Ho Development Int'l Ltd  
Sparkle Jewellery Company  
Sunlight Jewelers Hong Kong Ltd  
Sunrise Diamonds Ltd  
Super Bell Int'l Ltd  
Swallow Jewellery Co Ltd  
T & W Jewellery Co  
Tai Fook (China) Holding Ltd  
Top Success Jewellery Co Ltd  
Trendy Group Int'l Holding Ltd  
Twinkle Watches & Jewellery  
Venus Jewels (HK) Ltd  
Vetorin Jewellery Co Ltd  
Victory Jewels  
Wai Kwong Diamond Ltd  
Wah Ngai Hong Jewelry Co Ltd  
Whizz Link Limited  
Wing Fung Precious Metals Ltd  
Winning Jewellery Ltd  
Yue Creations International Ltd  
Zico Jewellery & Trading Co



## India

Kapu Gems  
Indigo Jewellery (India) Mfg. Pvt. Ltd  
J B & Brothers  
Livingstones Jewellery Co Ltd



## Indonesia

PT. Hartono Wira Tanik



## Israel

E.A.D.H Diamonds Ltd  
E F D Ltd  
G.Y. (Yosipov) Diamonds Ltd  
Z.Y. Bernstein Ltd



## Italy

Asolo Gold Spa  
C. D. I. IN EX S.p.A.  
Chrysos Spa  
Cleopatra Italia Srl  
Goldstream Trading Ltd  
LAC Spa  
Loto Preziosi SPA  
Luigi Dal Trozzo E C SAS  
Magimex Italia  
Pronto Gioielleria Manifattura Srl  
Silmar Spa  
Tecnigold SPA  
Trademax



## Japan

Apple Green Diamond Inc  
Tasaki Shinju (H.K.) Ltd  
Trilok Dia Co Ltd  
Twinkle Harmony Jewelry



## South Korea

SMT (Saeyang Micro Tech)



## Malaysia

De Grand Jewellery S/B  
Kan-Chi Malaysia  
Lazo Diamond Jewellery & Mfg S/B  
Ozel Jewellery (M) S/B  
Sin Ter May S/B  
Vanity Jewellery S/B



## Russia

Golden Profile Media Group



## Singapore

Aine Jewellery (S) Pte. Ltd  
Efficient Jewellery Industry Pte Ltd  
Forever Jewels Pte Ltd  
Hong Chek Co Pte Ltd  
Monde D' Or  
Platim Jewelry Pte Ltd  
Taka Jewellery Pte Ltd



## Switzerland

PR & A Watch Sagl



## Thailand

Gemma Int'l Co Ltd  
Colombin Stone Co Ltd  
JLR Co Ltd  
KGK Diamonds Co Ltd  
Manee Diam Co Ltd  
Martina Jewelry Co Ltd  
Novel-collection  
Poonam Gems Co Ltd  
Rough Synthetic Stones Co Ltd  
Sigi Creations Co Ltd



## Turkey

Altinbocek / Golden Bug Jewelry  
Arpas As  
Atasay  
Cetas Jewelry  
FMB Jewelry  
Gusto Ozname Kuyumculuk San. Tic. Ltd. Sti  
Goldas Kuyumculuk San Ith Ihr As  
Lara Kuyumculuk Kiy Maden Paz Ssan Dis Tic Ltd  
Onsa Mucevherat Imalati Ve Dis Tiaret A.S.



## USA

A S Diamonds Inc  
Charles Wolf Couture  
DC & D Co  
Diamond Trading Center  
Diasource Inc  
Isaac Davidowits Llc  
Silver Star Jewelry



## Vietnam

Alatca Media  
Cam Nang Mua Sam & Bridal  
Cong ty TNHH Gems International Vietnam  
Dai A Mon Company Ltd  
DC Technology  
Gia Kim  
HTC Consultancy and Scientific Equipment Co Ltd  
INFOTV  
Loc Quy Diamond - Jewelry Co Ltd  
Luc Phuoc Jewelry Ltd  
Minh Kim Technology Co Ltd  
Saigon Times  
Sanh Dieu Magazine  
Squindo  
Taiheiyu Shinju-Vn Co., Ltd  
Thanh Son Technology Electric Co Ltd  
Tap Chi The Gioi Dan Ong  
Thoi Trang Tre  
Thoi Trang Vang

## World Trade Fair Limited

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For further inquiries about exhibiting, please contact:

Other jewelry show info:  
[www.816888.net](http://www.816888.net)