


# SIJE

Singapore International Jewelry Expo 2021  
International Jewelry, Gems & Luxury Timepieces Exhibition

Brought to you by  CEMS  
Conference & Exhibition  
Management Services Pte. Ltd.

## Digital Showcase

Pre-Launch: 18 Nov – 1 Dec 2021

**2 – 31 December 2021**

Digital Showcase can be accessed 24 hours daily where visitors can continue to leave messages for exhibitors.  
During the pre-launch period, visitors will not be able to interact with exhibitors

Organised by



Local Host



新加坡金钻珠宝商会  
SINGAPORE JEWELLERS ASSOCIATION

Country Partner: Indonesia



Embassy of Indonesia  
in Singapore



MINISTRY OF TRADE



BANK INDONESIA

# 2019 Post Event Statistics

Show Dates

**26 – 29 July 2019**

Venue

**Marina Bay Sands Singapore Expo & Convention Centre**  
Halls A & B (Level 1)

Exhibiting Companies

**230** (78.4% Overseas, 21.6% Local)

Participating Countries

**26**

Australia, Belgium, Cambodia (Country Pavilion), Germany, Hong Kong, India (Country Pavilion) Indonesia, Iran, Israel, Italy, Jamaica, Japan, Kenya, Lebanon, Malaysia, Myanmar (Country Pavilion) Nepal, Poland, Singapore, South Africa, Sri Lanka, Taiwan, Thailand, Turkey, UAE, United States

Total Sales On-Site and Under Negotiation

**SGD48 million** (estimated)

Sales Expected over next 12 months

**SGD60 million** (estimated)

Media Coverage as of 31 July 2021

**SGD6 million** (estimated)

[Click here to view SIJE 2019 Highlights Video](#)

[Click here to view SIJE 2019 Exhibitors Interviews Video](#)

# 2019 Post Event Statistics

Total Visitors

**12,000**

Top 10 Visiting Countries

1. China
2. Malaysia
3. Indonesia
4. India
5. Thailand
6. Australia
7. Hong Kong
8. Japan
9. Myanmar
10. Sri Lanka

Visiting Countries

**56**

Australia, Bahrain, Bangladesh, Belarus, Belgium, British Indian Ocean Territory, Bulgaria, Cambodia, Canada, China, Colombia, Czech Republic, Dominican Republic, Egypt, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Israel, Italy, Japan, Korea, Kyrgyzstan, Lebanon, Macau, Malaysia, Mongolia, Myanmar, Nepal, Netherlands, Pakistan, Philippines, Poland, Portugal, Russia, Rwanda, Saudia Arabia, Singapore, Slovakia, Solomon Islands, South Africa, Sri Lanka, Switzerland, Taiwan, Thailand, Turkey, Ukraine, UAE, United Kingdom, United States, Venezuela, Vietnam

## Here's what you can expect at the all-new SIJE 2021 – Digital Showcase:

- Be one of our **220 exhibitors** from **26 countries** taking part virtually and on-premise
- Reach out to an expected turnout of **13,000 visitors**
  - Trade Associations / Retailers / Wholesalers
  - High net-worth individuals
  - Collectors
  - Banks' Premium Cardholders
  - Invited VIPs and visitors from Singapore, ASEAN, China, India, Japan, Australia, Middle East
- Share your expertise, unique gemstones, designs and highlights with our visitors through our virtual platform
- Additional virtual platform outreach of 1 month after the physical show
- Excellent branding exercise that leads up to SIJE 2022

**Hybrid SIJE is an added solution to answer to current conditions that businesses must operate under in the New Normal**

As an international jeweler, in addition to the booth here in Singapore either managed by your company or your local representative, you too can benefit from the additional reach offered by the Digital Showcase.

**In other words, our Hybrid SIJE 2022 offers you the best of both worlds – on-premise and online.**



# Digital Showcase

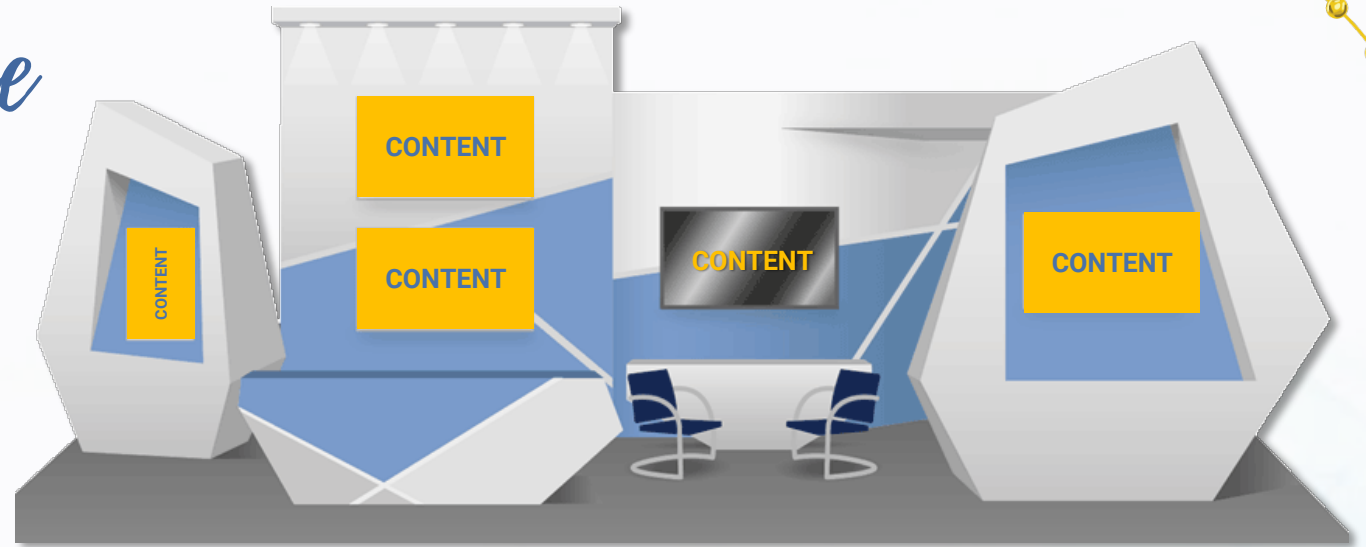
## **SPECIAL PACKAGE FOR POLISH COMPANIES @ \$1,000 PER DIGITAL BOOTH (u.p. S\$2,880)**

- 1x standard digital showcase with company write-up
- QR Code in Virtual Lounge (on-site) for buyers to scan on their mobile devices to access your Virtual Booth
- 1x Corporate / Product Video
- Host live demos / presentations
- Access to and connection with registered buyers
- Scheduled meets with buyers
- Promotion of your Highlight / investment pieces in Digital Showcase and various print media
- 100 composite photos for product listing
- Digital Showcase will remain accessible for 1 month after (until 31 Dec 2021) to allow exhibitors and buyers to continue their transactions



# Your Digital Showcase

- Customise your booth with an easy-to-use Content Management System (CMS)
- Upload your Company Logo and company description
- Upload multiple files types such as videos, images and PDFs for visitors to download
- Customise multiple hotspots in your booth with videos, image banners or PDFs
- Choose from stock representative images, or even upload a picture of your own representative
- Make your booth stand out with highly customisable background colours, or match your company's brand colours



## General Booth Features

- Booth Design:  
Logo / Banner / Promotional Video
- Booth Description:  
Company description, product display, social media
- File Uploads:  
Product brochures for viewing & downloading (PDF / JPG / ZIP)
- Product Display:  
Product showcase with pictures, details & descriptions
- Networking tools:  
Chat room, leaving a message, schedule meetings, video group calls (max. 4 pax)

Virtual booth shown is a sample. Final virtual booth template may differ.

[View tutorial video](#)

# Connect with Your Global Buyers

When a buyer visits your booth, there will be a public notification at the Booth Chatroom for anyone to start a conversation. Here, you can follow up with the potential leads immediately!

**UB Ventures**  
Booth: 138  
UB Ventures is a venture capital firm that specialises in the subscription business. Leveraging our extensive experience in the creation of both B2B and B2C.

Hi, how can I help you?  
Chat Meetup

**Chat**

**Joined Chatrooms (3)**

- UB Ventures**  
Kana Ng: Has joined the booth
- Pico X**  
Sum Wong: Has joined the bo...
- EventXtra**  
Sum Wong: Has joined the bo...

**Direct Messages (1)**

- Sum Wong**  
CEO | EventXtra Organizer  
Kana Ng: Hi Sum, shall we sch...

**Kana Ng** Booth Re...  
Head of Account Management | EventXtra  
Has joined the booth

**Chat**

- Announcement** Friday  
Organiser name: Welcome to eve...
- Anna Wong** 14:39  
ALGOGENE Financial Technology Compa...  
Hi!! am Anna from EventXtra.
- Frank Chou** Yesterday  
ALGOGENE Financial Technology Compa...  
Hi!! am Anna from EventXtra.Hi!!...
- POLYU** Friday  
Anna Wong: Hi!! am Anna from E...
- ALGOGENE Finan...** May 18 10:30  
Anna Wong: Hi!! am Anna from E...

**Frank Chou**

Tue, Jun 18

**Anna Wong**  
Not answer

14:41

**Anna Wong**  
Declined

14:41

Video Call is on. Try again later

EventXtra

Powered by V Director

Buyers can also chat with you or your sales representatives in real time at your virtual booth. You can also host your own Video Call in your booth to interact with up to 3 buyers at a time.

# Connect with Your Global Buyers

**EventXtra Booth**  
Kana Ng (Sales Rep)  
Pick a Date and Time Slot  
Time Zone: UTC +08:00

< August 2020 >

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Time Slot Selection:

- 1:30 AM
- 2:30 AM
- 9:00 PM (Selected)
- 9:30 PM
- 10:00 PM
- 10:30 PM

**Confirm**

Buyers can also schedule meeting times with your representative(s) in a few simple steps:

Buyer will select your representative

Buyer will select a date

Buyer will select a time slot

Buyer will fill in their information

You can choose to confirm or decline the appointment



# Business Matching

Lobby Exhibition Hall Webinars **Participants** Products

Participants

- C Carrie Chu
- M Mary Chan Exhibitor  
Sales Representative | EventXtra
- E Eirene Woo
- T test test
- L Leo Chan Exhibitor  
Product Manager | EventXtra
- K Kana Ng Booth Rep  
Head of Account Management | EventXtra
- J Jo Chan
- B Bella Lee Exhibitor  
Sales Representative | EventXtra
- E Emily Chan

You can also connect with potential buyers via the Participants search function through filters such as Company Name, Job Title and Industry.

# Your Products

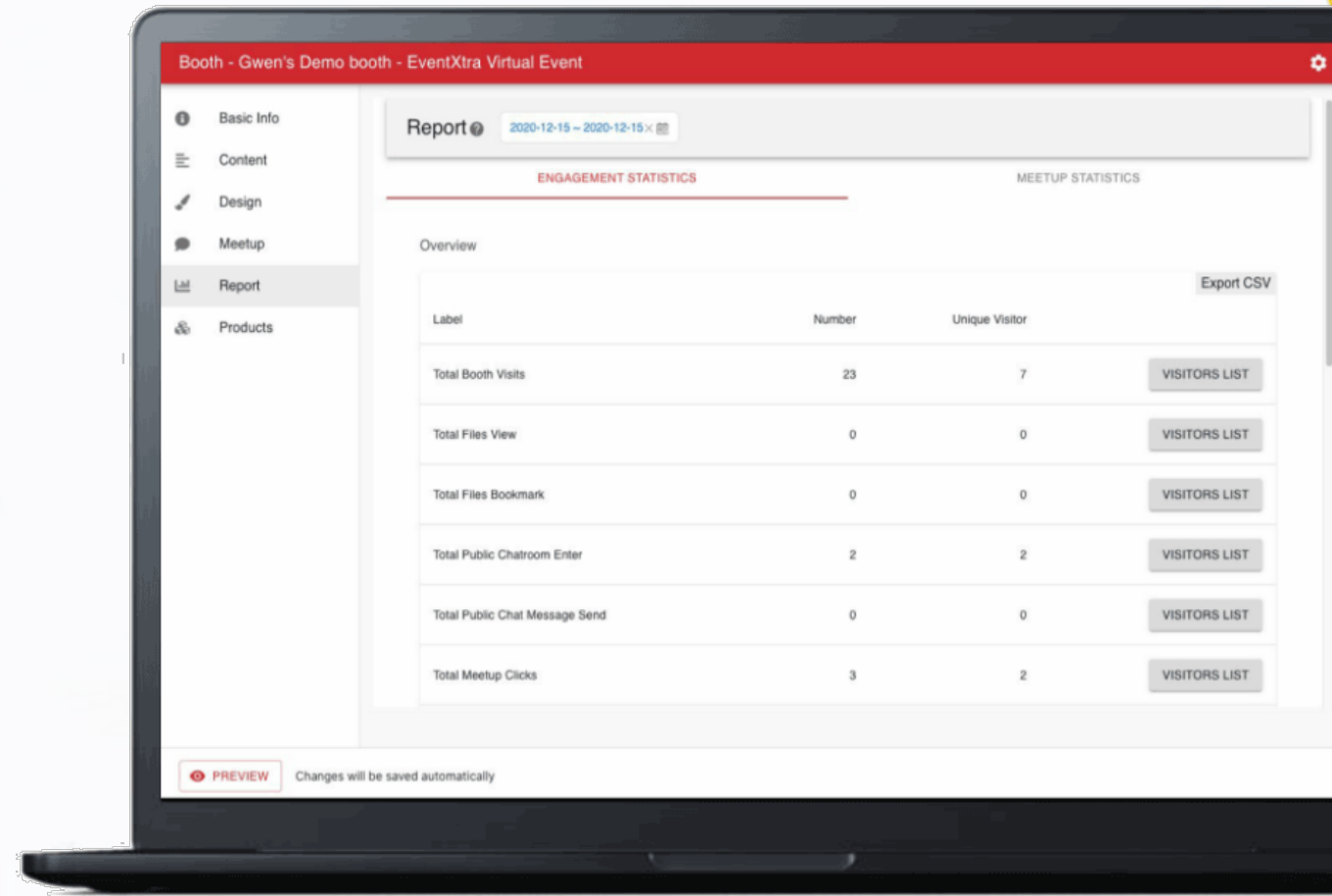
Buyers will be able to find you and your products through a sophisticated global and product search function, and a filtering system.

The image shows a sequence of screenshots from the EventXtra platform. At the top, a navigation bar includes 'EventXtra', 'Lobby', 'Exhibition Hall', 'Press Conference', 'Participants', and 'Hi, Sum'. A search bar contains 'eventextra'. Below, a search result for 'eventextra' is shown. A red magnifying glass highlights the search bar. In the foreground, a tablet displays a grid of product listings. On the right, a desktop screen shows a detailed view of a product called 'smart jump umbrella' by NPT COLOUR CO., LTD. The product page features a large image of a woman in a blue umbrella, a price tag of '¥60', and sections for 'Product Details' and 'More Products' with smaller images of related items like a 'Rain Poncho' and 'compact umbrella case'.

# Meaningful Data

As an exhibitor, you will be able to view the following data from your dashboard:

- Total number of booth visits
- Total number of file views
- Total number of file bookmarks
- Total number of messages sent
- Total meetup clicks
- Scheduled meets / cancellations and more!



# Visitor Profile

## TRADE VISITORS

- Auction Houses
- Department Store Buyers
- Engravers
- Exporters / Importers
- Galleries
- Gem & Jewelry
- Wholesalers
- Gold & Silversmiths
- Institutions / Associations
- Jewelry Designers
- Jewelry Equipment
- Jewelry Manufacturers
- Jewelry Retailers
- Mail-order Firms
- Suppliers
- Trading Houses
- Watch & Clockmakers
- Watch Retail Traders

## PUBLIC VISITORS

- High Net-worth Individuals
- Banks' Premium Card Holders
- Invited VIPs and visitors from Singapore, ASEAN, China, India, Japan, Australia, Middle East etc.

# Be an exhibitor today!

For sales enquiries & booth bookings,  
please contact:

## Judy Lee

Executive Director  
[judy@cems.com.sg](mailto:judy@cems.com.sg)  
Whatsapp / Wechat:  
(65) 9660 9938

## Joyce Che

Asst. Project Manager  
[joycejh@cems.com.sg](mailto:joycejh@cems.com.sg)  
Whatsapp / Wechat:  
(65) 9339 2914

For media enquiries & publicity submissions,  
please contact:

## Nalini Naidu

Principal Publicist  
The Rainmaker  
[nalinaidu.therainmaker@gmail.com](mailto:nalininaidu.therainmaker@gmail.com)  
Mobile: (65) 9633 3198

## Chloe Tan

Manager  
[chloe@cems.com.sg](mailto:chloe@cems.com.sg)  
Tel: (65) 6278 8666

# S I J E

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