

SAVE THE DATE



The 7th International Jewelry Exhibition in Israel

Join us at the Israeli Jewelry Showcase
of Contemporary Spirit



July 6-7, 2010

Israeli Trade Fairs
& Convention Center, Tel Aviv

Jewelry photo: courtesy of B. Zaban

Organizers:
 **STIER**
International Trade Fairs & Exhibitions GROUP
www.jovella.com

In collaboration
with:


איגוד תעשיית התכשיטים בישראל
Israel Jewelry Manufacturers Association

Sponsored by:


The Israel Export &
International Cooperation Institute


The Ministry of Industry & Trade
Diamonds Precious Stones &
Jewelry Administration &
Foreign-Trade Administration


THE ISRAELI
DIAMOND
INDUSTRY

Greetings from the Minister of Industry, Trade and Labor

Dear Friends,

I am honored to invite you to Jovella 2010, the international Jewelry and Design exhibition, which will take place in Tel Aviv, on July 6th – 7th, 2010.

Held for the 7th consecutive year, Jovella has established its reputation as a leading event for the on-growing Israeli jewelry industry attracting more than 200 exhibitors from various countries and approximately 11,000 visitors, domestic and foreign, including 300 buyers. The event will exhibit displays from various categories such as gold, silver, diamonds, precious stones, fashion jewelry, Judaica and luxury items.

Israel's jewelry is renowned worldwide for its creative designs, up-to-date fashions and excellent quality, partly influenced by Israel's combinations of different cultures and traditions.

Jovella 2010 will be an excellent opportunity to examine this creativity as well as the advanced production techniques of the Israeli jewelry industry.

The Ministry of Industry, Trade and Labor supports Jovella 2010 and will make the utmost effort in order to make sure that this year's exhibition is the largest and most successful yet.

With best wishes for a fruitful event and an enjoyable visit,

**Sincerely Yours,
Binyamin (Fouad) Ben Eliezer
Minister of Industry, Trade and Labor**



The Spirit of Jovella

Jovella offers both domestic and foreign visitors an opportunity to view fresh and trendy designs and new spirit in jewelry. Jovella 2010 exhibits **diamond, gold, silver and precious stones jewelry** that are not only varied in taste, culture but maintains a sleek classic look. The look is a texture that is an artistic mesh of ultramodern and traditional art, East and West, and yet, a very distinct pattern that boasts of ancient and modern cultures. Contemporary Israeli design is well regarded in fashion, architectural circles and Industries.

Now, it is a new generation of jewelry designers who offer yet another showcase for this spirit in both the art in industry

Jovella 2010 presents high quality jewelry and fine designs of world-class products.

In 2009, Jovella has attracted over 11,000 trade visitors, including buyers, retailers, journalists and distinguished guests from abroad.

Visit Israel

Jovella 2010 will be held at the Israel's Trade Fairs & Convention Center. The center is housed in Tel-Aviv the city that "never sleeps". This special blend of Mediterranean ambience, seaside resort and modern facade, is what makes Tel-Aviv so uniquely appealing and gives the spirit to Jovella.

Stretched along the beautiful beach strip of the Mediterranean, Tel-Aviv is Israel's largest city and biggest commercial center.

It is a busy metropolis, which inspires its visitors with a unique energetic atmosphere of excitement and fun.



Organizers:
STIER
International Trade Fairs & Exhibitions **GROUP**
www.stier-group.com

For further information please contact:
Stier Group LTD., expo@stier-group.com
Tel: +972-3-5626090 Fax: +972-3-5615463
www.jovella.com