

Jewelry Arabia to Bring Brazil US\$ 3.4 Million

Contributed by Marina Sarruf
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The 13th edition of Jewelry Arabia, one of the largest jewellery fairs in the Middle East, which took place in Bahrain between October 6 and 9, generated between US\$ 1.5 million and US\$ 2 million in business for the Brazilian companies participating in the event.

This according to estimates by the director of the Brazilian Institute of Gems and Precious Metals (IBGM), Edmundo Calhau.

"Sector export to the Arab countries should grow. During the fair, Brazilian companies may have closed deals between US\$ 1.5 million and US\$ 2 million, and the forecast is for deals to be closed over the next 12 months to total US\$ 3.4 million, due to the event," stated Calhau, who does not yet have a final balance of the fair.

This year, ten companies travelled to the Middle East with the support of the Arab Brazilian Chamber of Commerce (CCAB) and the IBGM. Brazil had a pavilion at a noble area of the fair.

According to the IBGM director, some stands, like the one belonging to Vancox jewelry producer, which participated in the fair for the fourth time, and the one by Fiamma, which exhibited for the first time, stood out during the event.

"But it is impossible to analyse the result after just one edition, it is necessary to participate in at least three editions so as to evaluate whether we are having a positive effect," explained Calhau.

According to Fiamma director Ana Vitória Motta e Motta, the fair was very positive. Fiamma should return to Jewelry Arabia next year.

"We got the profile of the buyers correct and also closed deals with two traditional jewelries in Bahrain, Asia Jewelry and Bahrain International Jewelry," said Ana.

The company sold around 100 products with values ranging from US\$ 900 to US\$ 12,000. She explained that one of the fair organization recommendations was that exhibitors not sell products for less than US\$ 1,000.

"Apart from selling products to both jewelries, I also made contacts with a store from Saudi Arabia, and with another chain of stores. It was a great surprise, a very positive one, as I thought I was only going to sell on the retail market," stated Ana.

The businessman explained that customers of other jewelries visiting the company stand commented on it, generating businessmen's curiosity and interest in seeing the Fiamma products.

The fair was also considered positive by the director of Vancox, Ricardo Bronfen.

"We had a 30% growth in sales this year when compared to last year," stated Bronfen, who took products with values ranging from US\$ 500 to US\$ 7,000. The company also made contact with potential representatives for Saudi Arabia, Qatar, the United Arab Emirates, and other countries in the Middle East.

Export

Brazilian precious stone, gold bar, plated jewelry, cosmetic jewelry, and other precious metal exports totalled US\$ 459.8

million between January and August 2004.

The growth was 22% with regard to the same period last year, when export reached US\$ 377.9 million, according to the IBGM.

The product most shipped out of the country was gold, sold in the shape of bars, thread, and plates.

This year alone, the country has already exported US\$ 281.3 million of the product, against US\$ 221.6 million in the first eight months of last year, an increase of 27%.

However, according to Calhau, the volume of end products exported should come closer to gold bar exports in coming years.

"Currently 60% of exports are gold bars, and 40% are worked products," stated Calhau.

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