



iJS ISTANBUL JEWELRY SHOW

57th IJS Istanbul Jewelry Show

A hub where the entire jewelry industry connects and trades under one roof.

POST SHOW REPORT

16 – 19 April 2025
Istanbul Expo Center

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EDITION OVERVIEW

31.400+

Visitors

129

Visiting
Countries

29%

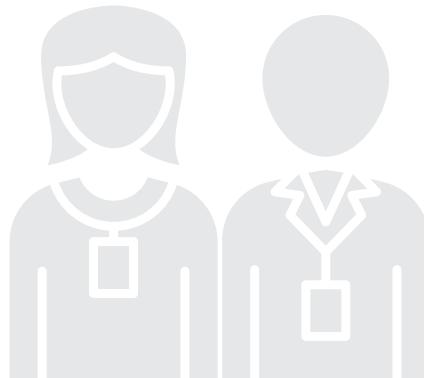
International
Buyers

Nearly
1500+

Exhibiting
Brands

16

Exhibiting
Countries



EXHIBITOR OVERVIEW

EXHIBITOR PRODUCT CATEGORIES

◆ FINE GOLD JEWELRY

◆ SEMI-FINISHED JEWELRY

◆ JEWELRY MOUNTING / PARTS

◆ MACHINERY / TOOLS & EQUIPMENT

◆ PRECIOUS METALS / REFINERY

◆ SILVER JEWELRY & SILVERWARE

◆ STONE & PEARL

◆ TRADE PUBLICATIONS & SERVICES



WHERE OUR EXHIBITOR ARE FROM



EXHIBITOR OVERVIEW

TOP 5 REASONS WHY BRANDS EXHIBITED

- ◆ Make new business contacts
- ◆ Meet with existing clients
- ◆ Increase brand awareness
- ◆ Generate new sales leads
- ◆ Demonstrate the products / services

WHAT OUR EXHIBITORS SAID

HATAI GEMS, THAILAND

"Istanbul is a door to European customers. We have met so many customers that come from so many different countries. We will definitely exhibit at the next edition."

KORAS, GERMANY

"It is not easy for most of our customers to visit us in Europe because of the visa problems. IJS is a big market that our customers can reach us easily."

EXHIBITOR SURVEY DATA

TO BETTER UNDERSTAND THE EXHIBITORS' SHOW EXPERIENCE, WE CONDUCTED SURVEYS AND ANALYZED THEIR INSIGHTS.

BUSINESS IMPORTANCE



94,5%
OF OUR
EXHIBITORS

consider
IJS Istanbul Jewelry Show
important for their business.

VISITOR OVERVIEW

GEOGRAPHIC BREAKDOWN OF INTERNATIONAL VISITORS



VISITOR OVERVIEW

WHO ATTENDED

Retailer

25%

Manufacturer / Supplier

16%

Wholesaler

13%

Exporter

11%

Importer

10%

Jewelry Designer

9%

*Top 6 categories are listed

TOP 20 VISITING COUNTRIES



1. Türkiye



2. Iran



3. India



6. Algeria



5. Saudi Arabia



6. Azerbaijan



8. United Arab Emirates



4. Lebanon



7. Iraq



14. Russian



9. Germany



3. Egypt



10. United States



17. Jordon



15. Morocco



11. Uzbekistan



17. Tunisia



18. Kazakhstan



19. Italy



20. The State of Palestine



VISITOR OVERVIEW

TOP 5 REASONS WHY VISITORS ATTENDED

- ◆ Discover new products / trends / innovations
- ◆ Keep up-to-date with the industry
- ◆ Network with new contacts
- ◆ Source a new supplier
- ◆ Meet with existing suppliers



VISITOR SURVEY DATA

TO BETTER UNDERSTAND THE VISITORS' SHOW EXPERIENCE, WE CONDUCTED SURVEYS AND ANALYZED THEIR INSIGHTS.

BUSINESS IMPORTANCE

93.96%
OF OUR VISITORS

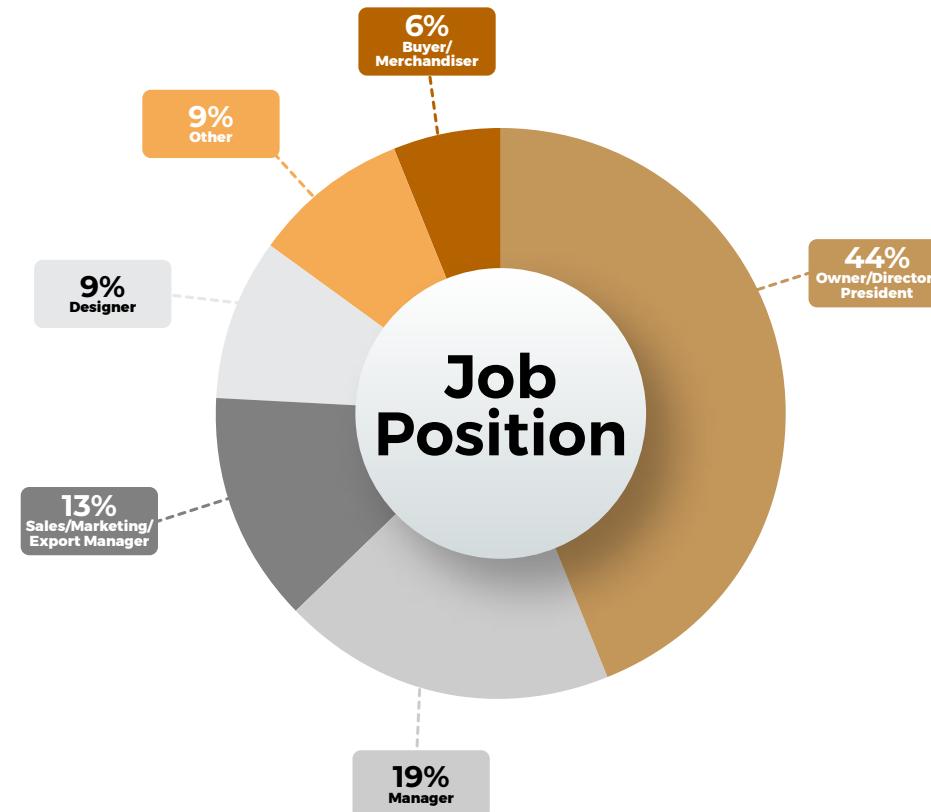
CONSIDER IJS ISTANBUL JEWELRY SHOW
IMPORTANT FOR THEIR BUSINESS.

RECOMMENDATION

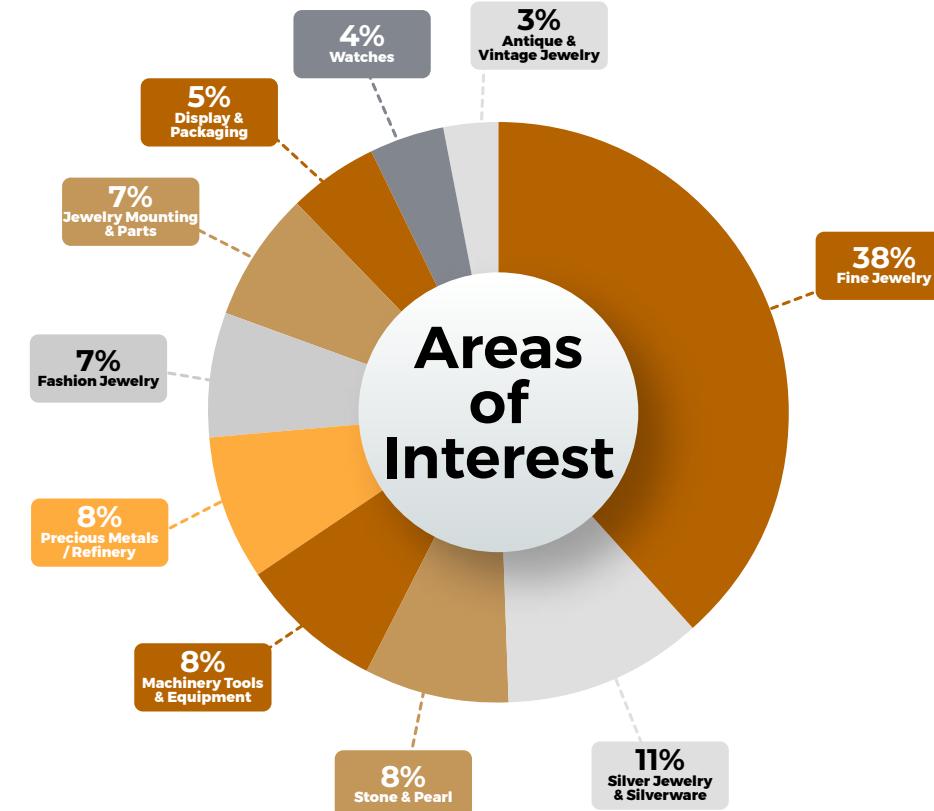
92.64%
OF OUR VISITORS

RECOMMEND IJS ISTANBUL JEWELRY SHOW
TO A FRIEND OR COLLEAGUE IN THE INDUSTRY.

VISITOR OVERVIEW



*This chart illustrates the distribution of visitors' professional positions, highlighting their roles in strategic and operational decision-making.



*This chart presents the breakdown of product groups that visitors were most interested in exploring and purchasing during the show.

EVENT & PROJECTS

ART FOR JEWELLERY – INSPIRATION HUB

Art for Jewellery - Inspiration Hub continued to be the center of inspiration for the industry that can be used from design to marketing in a very different and challenging way with panels, and masterpieces.



4 INSIGHTFUL
PANEL SESSIONS



13 DISTINGUISHED
SPEAKERS

WGSN, THE WORLD'S LEADING
CONSUMER TREND FORECASTER,
PRESENTED "AUTUMN /
WINTER 2025/26 TRENDS IN JEWELRY"

EVENT & PROJECTS

DESIGNER CLUB

25 Designers and Craftsmen introduced their products and designs at a special stand area



BUYER DELEGATION PROGRAM

More than 530 representatives of the important brands were hosted as buyers at the fair.



PR CIRCULATION

*The data covers the period between 5th October 2024 and 19th April 2025, and includes only the campaigns specifically for the April edition.



PR Value Generated
289.838\$

**Total Number of
Online Clippings**
206

**Number of TV
Coverages and
Total Airtime**
24 / 1 h 22 min

TV Reach
22,142,223

**Offline
Clippings Reach**
9,021,475

**Total Number of
Offline Clippings**
78

PARTNERS

POWERED BY



OFFICIAL INTERNATIONAL MEDIA PARTNER



OFFICIAL ONLINE MEDIA PARTNER



SUPPORTED BY

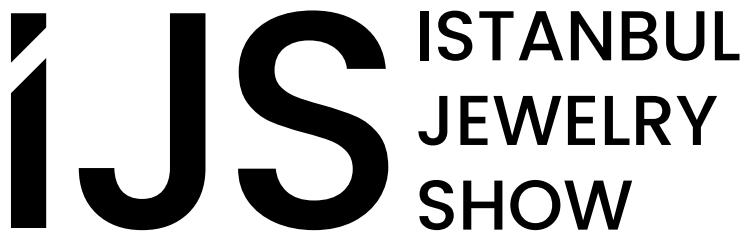


MEMBER OF



FAIR VENUE





SAVE THE DATE

April Edition | 01 - 04 April 2026

October Edition | 30 September - 3 October 2026

Venue | Istanbul Expo Center

[Book your stand](#)

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