



Mexico: JOYA Jewelry Shows 2007

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Summary

JOYA is the most important Jewelry show in Latin America, and is held twice a year. In 2007, JOYA will take place from April 17- 19 and October 9- 12, at the Expo Guadalajara Convention Center. The U.S. Commercial Service in Guadalajara is organizing a U.S. Pavilion at the show.

JOYA is Mexico's and Latin America most important exhibition for the the Jewelry Sector

JOYA is organized by Jalisco's Jewelry Chamber (Camara Regional de la Industria de Joyeria de Jalisco). The show takes place in April and the larger show is held in October. The Show is highly innovative and has very high standards in terms of quality and security. The show presents an excellent opportunity for US exporters.

Over the past couple of years the show has continued to draw more participants. The growth reflects not only the sustained development of the jewelry sector within Mexico, but also the increased demand for jewelry around the world.

Mexican jewelry manufacturers are investing in improvements to the production process and overall quality and design. This has not only increased their market opportunities worldwide but it has also created an opportunity for American suppliers of raw materials, alloys, tools, machinery, stones, design schools, etc.

JOYA represents an excellent commercial platform where the wholesalers and semi wholesalers can find finished jewelry, silver, watches, machinery, stones, gems, and a diversity of raw materials, all in the same place. The April edition of Joya will have 3 large pavilions comprised of gold and fine jewelry, jewelry designers, and silver and accessories. April's show will also include the following:

- More than 200 exhibitors
- More than 9,000 meters square of exhibition and sales.
- Design Pavilion
- Conferences
- Fashion show

JOYA is a great opportunity for exhibitors and buyers to generate new ideas and to develop new clients/suppliers. It is VERY IMPORTANT to note that JOYA is an on site selling show.

Information

Date of the event

Tuesday 17, Wednesday 18, and Thursday 19 of April 2007

Exposition Hours

From 10:00 to 19:00hrs

Register Hours:

Starts: on Monday, 16th of April: From 12:00 to 18:00hrs

*You can register through out the show from 10:00 am to 6:00 pm

Show Hours:

The exhibition and sale of merchandise begins Tuesday the 17th and Wednesday the 18th from 10:00 am to 7:00 pm

Thursday the 19 of April from 10:00 am to 5:00 pm

Location of the event

Joya takes place at the Expo-Guadalajara
Latin America's Biggest Convention Center
Mariano Otero 1499, Colonia Verde Valle

Approximate distances from:

Downtown Guadalajara-Expo Guadalajara / 25 Minutes

Airport- Expo Guadalajara / 35 Minutes

Central Bus Station – Expo Guadalajara / 20 Minutes

Plaza Tapatía-Expo-Guadalajara / 25 Minutes

Minerva-Expo-Guadalajara / 15 Minutes

Transport and accomodations

Within the perimeter of Expo Guadalajara you will find a variety of hotels, such as; The Hilton Hotel, IBIS Hotel, Camino Real.

ENTRY REQUIREMENTS / REGULATION

- *The show is only for wholesalers and retailers*
- *Official ID must be presented (drivers license or passport) in order to enter JOYA;*
- You must provide documentation to demonstrate that you are in the jewelry business (minimum purchase invoices of \$10,000, sales tax certificate, business license, business cards);
- Children under 12 are not permitted;
- *For safety reasons no weapons, cameras, alcohol or food is allowed;*
- *Strictly prohibited to sale or promote any product or service.*

Significance for U.S. exporters

Participation in jewelry shows represents the most effective promotional opportunity for companies interested in penetrating or expanding their share of the Mexican market.

For more information, including booth rates please contact:

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