



ISFJE INTERNATIONAL
SILVER & FASHION
JEWELLERY EXPO

19 - 20 JANUARY 2026

HYATT REGENCY, DUBAI

POST-SHOW REPORT 2026

WWW.ISFJEXPO.COM



ABOUT ISFJ EXPO

The International Silver & Fashion Jewellery Expo (ISFJ Expo) is a curated B2B sourcing platform connecting global buyers with leading manufacturers of silver and fashion jewellery.

Backed by the strong legacy of IIFJAS (India International Fashion Jewellery & Accessories Show), ISFJ Expo brings together established exporters, designers, and manufacturers presenting trend-driven, commercially viable collections aligned with international retail demand.

The Dubai edition marked a strategic international expansion, positioning the city as a gateway between India's manufacturing strength and global jewellery markets across the Middle East, Africa, Europe, and Asia.

Hosted at Hyatt Regency Dubai on 19–20 January 2026, the show delivered a focused environment for sourcing, partnerships, and market expansion.



EVENT OVERVIEW

Dates

19—20
January 2026

Venue

Hyatt Regency
Dubai

Format

Curated B2B
Trade Expo

Key Focus Areas

- Contemporary silver jewellery collections
- Fashion jewellery trends for retail markets
- OEM & private label manufacturing
- Export-ready collections
- Customised designs for global retailers



Visitor Focus

ISFJ Expo was designed for serious sourcing buyers, including:

- Jewellery retailers & chain stores
- Fashion and lifestyle boutiques
- Distributors & wholesalers
- E-commerce jewellery brands
- Private label buyers
- Buying houses and sourcing agencies





PRE-EVENT MARKETING

To ensure strong regional visibility and targeted buyer participation, ISFJ Expo executed a multi-channel marketing campaign across digital platforms, trade networks, and direct outreach channels.

MARKETING CHANNELS



Digital Marketing

- LinkedIn industry campaigns targeting jewellery buyers
- Instagram promotions showcasing exhibitor collections
- Email marketing to curated jewellery retail databases



Direct Buyer Outreach

- Personalised buyer invitations
- WhatsApp marketing campaigns
- Industry network promotions



Trade Promotion

- Exhibitor-led buyer invitations
- Industry partnerships and outreach
- Print advertising in trade publications

This campaign successfully generated strong engagement from jewellery buyers across the Middle East, Africa, and Asia.

PRE-EVENT MARKETING

Strong International Buyer Presence

The show attracted high-quality trade visitors with purchasing authority, enabling meaningful sourcing conversations and partnership opportunities.

Key Highlights



Strong international buyer presence with high-quality trade visitors



High interest in private label and export-ready collections



Direct buyer—manufacturer engagement across both days



Efficient, business-centric exhibition layout enabling focused meetings



Positive response to trend-focused silver jewellery collections

Event Statistics

45+

Exhibitors

700+

Attendees

10+

Countries Represented

60+

Meetings Conducted



TOP VISITING GEOGRAPHIES

ISFJ Expo welcomed buyers from across the Middle East, South Asia, and Africa, reinforcing Dubai's role as a strategic jewellery trade hub.

Key Visiting Markets Included



These markets represent high-growth regions for silver and fashion jewellery retail.



BUYER PROFILE

- Jewellery retailers & chain stores
- Fashion & lifestyle boutiques
- Wholesalers & distributors
- Buying houses & sourcing agencies
- E-commerce jewellery brands
- Private label buyers



EXHIBITOR FEEDBACK HIGHLIGHTS

- New trade relationships initiated
- On-site order discussions and negotiations
- Strong follow-up business post-show
- High demand from Middle Eastern and African markets
- Positive exhibitor feedback on buyer quality



BUSINESS OUTCOMES & IMPACT

ISFJ Expo successfully created new sourcing opportunities and trade partnerships between manufacturers and international buyers.



EXHIBITOR & VISITOR TESTIMONIALS



A well-organised exhibition at Hyatt Regency Dubai with a great jewellery selection. The traditional and oxidised pieces stood out and felt like a touch of home for Indians living overseas. I would love to see more oxidised collections next time. Overall, a lovely experience.

Muneed Mukhtar,
Director, Chicvere F.Z.C



It has given us great exposure to the international market, and the footfall has been excellent. We are already in touch with and following up with interested clients.

Rangeela Art Jewellery
(Exhibitor)



I connected with a lot of suppliers and onboarded two new partners. The show was amazing, and the collections were great. I have a store in Sharjah, and this helped a lot, especially newcomers like me in the business looking to connect with suppliers. Definitely looking forward to doing business with them.

Anas Farook
Kaaf Creation (Visitor)



We received a very good response to our products and sold several pieces from our ultra-lightweight jewellery collection. The experience was very positive, with visitors from different countries.

Mynah
(Exhibitor)

LOOKING AHEAD

Following the success of the 2026 Dubai edition, ISFJ Expo will continue to expand as a leading sourcing platform for silver and fashion jewellery.

THE EVENT AIMS TO:

- Expand international buyer participation
- Showcase a wider range of jewellery manufacturers
- Strengthen private label and OEM opportunities
- Position Dubai as a global sourcing hub for jewellery retail markets

Join us for the next edition of ISFJ Expo and connect with the future of jewellery trade.





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