

ARU ALMATY

The 32nd INTERNATIONAL JEWELLERY FAIR

4-7 APRIL 2019

POST-REPORT



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Venue: ATAKENT Exhibition Center, Pavilion 11"A", 42 Timiryazev st.

Dates: April 4 - 7, 2019

Organizers: KAZEXPO IEC and BM EXPO LLC

Total number of exhibitors: over 120 exhibitors (jewelry companies and jewelers)

Countries: Austria, Armenia, Belarus, Belgium, Congo (Africa), Russia (including Buryatia, Dagestan, Yakutia), Turkey, Uzbekistan, Ukraine, and Kazakhstan.

Total area: 3000 sq.m.

Visitors: Over 16,000 private and wholesale buyers from all regions of Kazakhstan, as well as Russia, Turkey, Ukraine, Uzbekistan and Kyrgyzstan.

FAIR PROFILE:

- Gold, silver and platinum jewellery;
- Precious and semiprecious stones;
- Watch, costume jewellery;
- Silverware, souvenirs;
- Tableware in jewellery performance;
- Jewellery cleaners



The spring edition of ARU 2019 jewelry exhibition which was held on April 4-7 in Almaty is over now. Once again, the fair was sparkling with diamonds, emeralds, sapphires, rubies, topazes and other all kinds of precious stones.

Over 120 exhibitors both regular and the new ones participated in ARU exhibition. Thus, **Bialonczyk Gemstones&Melopearls (Austria)** took part in the Fair for the first time and presented jewelry made of gold, platinum with different types of pearls and other precious and semiprecious stones, masterly selected by the jeweler. Turkey was presented by the jewelry company **Gunes Kuyumculuk** that was founded in 1952 as **Elis Jewelry** brand. **Kristall Gomel Production Association**, specializing in the processing of diamonds of round and fancy forms of high quality cutting, demonstrated the achievements of the jewelry industry of Belarus. The Company **Russkie Samorodki** from Magadan also presented for the first time its exclusive jewelry at our exhibition. Gold nuggets are amazing, mysterious and unique natural formations. To find a gold nugget has always been regarded as unexpected luck and sudden wealth. Every nugget is unique. It is regarded as metal of the sun and the conductor of its energy. Pearls are no less mysterious because pearl is the only gem extracted from living animals. A large range of jewelry with cultured sea and river pearl was presented by companies from Russia such as: **De Fleur, Ruspearls, Triada Pearl, SPS Trading** and **Japanese Corner** from Kazakhstan.

As for local exhibitors, we would like to mention once again our regular partners - manufacturers of jewelry: **Zhemchuzhina** (Karaganda), **Zolotoe Runo** (Karaganda), **Kristall L** (Almaty), **Global** (Almaty). Our visitors could admire the amber exposition at the booths of companies **Baltiiskiye Uzory** and **Yantar Rossii**. Watch lovers were pleased by the famous Russian watch brand **NIKA** presented by the official distributor in Kazakhstan - **Rosgold** (Astana); **Yerevan Jewelry Plant-1 GNOMON** (Armenia, Yerevan) that manufactures men's and women's watches with Swiss movements ETA, Ronda, as well as the Japanese movement Citizen, and the Russian company **Polet**; **Continent TM** represented



in Kazakhstan by the company **Altyn K**, which is engaged in manufacture and sale of watches in the case of precious metals. Participation in our exhibitions of companies from Armenia has become a good tradition. Jewelry art of Armenia is notable for its originality and unsurpassed craftsmanship. Among them: **Bojo, Diamant Noir, GevArm, JCA, Mitario Gold, Patila Pewelry**. Along with the Armenian exposition, there were companies from Dagestan and Yakutia. The jewelry art of Dagestan has always been distinguished by high qualities. In general, the Dagestan jewelery art is an extremely colorful and diverse phenomenon. This is due to the ethnic fragmentation of Dagestan, which gave rise to a large number of art schools. The variety and uniqueness of the jewelry art of this region were represented by such companies as: **Kubachi Jewelry, Kubachi Plant, Tempo Gold, Kubachi (G.Tailov), Kubachi (R. Bagagadzhiev), Ros Zoloto Kubachi, Zoloto Alikhanova, Zolotoi Mir Kubachi, Kubachi Gold**. And of course, we would like to mention jewellery companies from Yakutia.

As the exhibition organizers, we know that many visitors come to buy the silver jewelry made by the Yakut jewelry companies, because the national style of their jewellery invariably arouses interest and admiration. Today, the traditions of jewelry art, of course, have changed: jewelers began to use gold, precious and semiprecious stones, silver jewelry became less massive giving way to lightness and fineness. Speaking about modern jewelry, we must tell about the famous Yakut diamonds. Though the diamonds mining in Yakutia began only 50 years ago, today in Yakutia, diamonds are a must have product, they are worn by everyone and always regardless of age and time of day.

Benelux Diamonds N.V. from Belgium demonstrated a wide range of cut diamonds of all sizes and shapes; diamonds certified by HRD, IGI and GIA international laboratories.

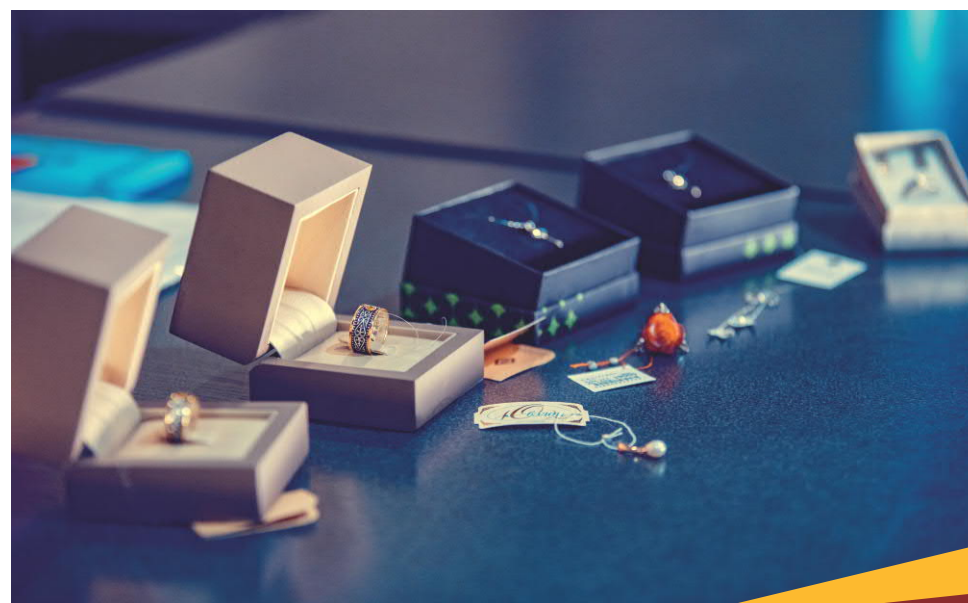
In addition, visitors of the exhibition could check out precious stones and metals at the booth of **CCS Services-Central Asia** (Kazakhstan, Almaty), that



provides delivery, setup and maintenance of express X-ray fluorescence analyzers of jewelry, precious metals. The equipment is made in Switzerland. The ARU wholesale buyers had the opportunity to purchase packaging for jewelry from the companies Giftbox (Kazakhstan, Almaty) and Ramazan Aubakir (Kazakhstan, Almaty).

Among such a variety of jewelry companies and their products, it was especially difficult to choose the most worthy piece of jewelry in the frame of the traditional contest for the Best Jewelry of ARU. After long disputes among members of the competent jury, the nomination BEST JEWELRY of the 32nd ARU Almaty 2019 International Jewelry Fair was given to ruby brooch of Bialonczyk Gemstones&Melo Pearls (Austria). A diamond necklace and bracelet named Milky Way by Armat (Kazakhstan, Almaty) won the Jewelry Classic nomination. The Best Collection - Violet Jewelry House (Sevastopol). Preservation and Development of National Traditions in Jewelry Art – Bayaskhalanov Studio (Russia, St. Petersburg) with the desktop set Falconry; the Best Silver Jewelry – Kristall-L (Kazakhstan, Almaty); Avant-garde and Innovations in Jewelry Design - brooch-figurine Hedgehog in the Garden made by Casting House Jewellery Company (Russia, Moscow).

At ARU exhibition, in addition to buying jewelry, visitors also had a chance to win jewelry from exhibitors as part of the Golden Jewelry Box drawing that was held on April 6 and 7. **The main prize of the first day** of the draw was a necklace called Spring made of in 14k gold with diamond provided by Goldberry Jewelry Company (Kazakhstan, Almaty). **RINGS** from the Miras collection by ARMAT Jewelry Company (Kazakhstan, Almaty) have become a SUPERPRISE. The Miras collection is a memory of the rich history of the Great Steppe, its traditions, people and symbols. In the center of the rings is the sun, the eternal source of energy. To convey the sacred meaning of this



ancient Kazakh symbol, jewelers chose a Fancy Yellow diamond that is rarely found in nature and belongs to fancy diamonds - only 0.1% of all stones mined in the world. The jewelry is made of 18k gold and sterling silver.



All interested companies are invited to participate in the upcoming 33rd International Jewellery Fair ARU

The next ARU exhibition will be held on
7-10 November 2019

in the capital of Kazakhstan, Nur-Sultan city, Korme EC, “A” Hall

LIST OF ARU ALMATY 2019 EXHIBITORS

Aga Simonyan (Armenia, Yerevan)
AiR (Russia, Zlatoust)
Alfa (Russia, Moscow)
Alfa-Karat (Russia, Saint-Peterburg)
ALLAMI, stonecutting workshop (Republic of Buryatia, Ulan-Ude)
AlmaGold (Kazakhstan, Almaty)
Altair-VDV (Russia, Saint-Peterburg)
Altyn K (Kazakhstan, Almaty)
Amina Gold (Kazakhstan, Almaty)
AQUAMARINE (Russia, Moscow)
Arina (Russia, Saint-Peterburg)
Armat (Kazakhstan, Almaty)
Art-Zoloto (Russia, Kostroma)
Asters (Russia, Moscow)
Atoll (Russia, Novosibirsk)
Aubakir (Kazakhstan, Almaty)
Baltiyskie Uzory (Russia, Kaliningrad)
Bayaskhalanov Art Studio (Russia, Saint-Peterburg)
Benelux Diamonds N.V. (Belgium, Antwerpen)
Bialonczyk Gemstones & Melopearls (Austria, Wr.Neustadt)
Bojo (Armenia, Dilidzhan)
Brilliant Style (Russia, Kostroma)
BRIOLETTE (Kazakhstan, Almaty)
Brosh Jewellery (Kazakhstan, Almaty)
Brus (Ukraine - Kazakhstan)
Carat, Belgorod Jewellery Plant (Russia, Belgorod)

Casting House (Russia, Moscow)
CCS Services – Central Asia (Kazakhstan, Almaty)
Clarity Yakutskiy Brillianty (Republic of Sakha, Yuryung-Haya)
Claudio Canzian (Russia, Moscow)
Continent TM (Russia, Moscow)
Corona Gold (Russia, Novosibirsk)
De Fleur (Russia - Kazakhstan)
Décor (Russia, Moscow)
Diamant Noir (Armenia, Yerevan)
Dilshot&Takhir (Uzbekistan)
Dynasty Jewellery House (Russia, Kostroma)
Elina (Kazakhstan, Almaty)
Elis Jewellery (Turkey, Istanbul)
Elizaveta (Russia, Saint-Peterburg)
Energiya Kamnya (Kazakhstan, Almaty)
Estet (Russia, Moscow)
Franco Fontana (Turkey, Istanbul)
Gevarm (Armenia, Yerevan)
Giftbox (Kazakhstan, Almaty)
Gildia Yuvelirov (Russia, Yekaterinburg)
Global (Kazakhstan, Almaty)
Gnomon Yerevan Jewellery Plant (Armenia, Yerevan)
Gold Brands (Russia, Krasnoe-na-Volge)
Goldberry (Kazakhstan, Almaty)
Grant (Russia, Saint-Peterburg)
Iordan (Russia, Krasnoe-na-Volge)

CONTINUATION OF THE LIST OF ARU ALMATY 2019 EXHIBITORS

Iskushenie Stilem (Russia, Moscow)
Italina (Russia, Novosibirsk)
Japanese Corner (Kazakhstan, Almaty)
JCA (Armenia, Yerevan)
Kabarovsky Jewellery House (Russia, Kostroma)
Karavaevskaya JF (Russia, Karavaevo)
Kazakhstan Mint (Kazakhstan, Ust-Kamenogorsk)
Kristall, Gomel MA (Belarus, Gomel)
Kristall-L (Kazakhstan, Almaty)
KU&KU (Russia, Kostroma)
Kubachi (Bagagadzhiyev IE) (Dagestan, Makhachkala)
Kubachi (Tailov IE) (Dagestan, Kubachi)
Kubachi Gold (Dagestan, Kubachi)
Kubachi Jewellery (Dagestan, Kubachi)
Kubachi Plant (Dagestan, Makhachkala)
LARIMAR JEWELRY (Kazakhstan, Almaty)
Lucas (Russia, Moscow)
Magiya Kamnya (Kazakhstan, Almaty)
Master Brilliant (Russia, Kostroma)
Midas (Russia, Yekaterinburg)
Mitario Gold (Armenia, Yerevan)
Nano Bio Cleaner (Ukraine, Kiev)
Natali (Russia, Sochi)
Nevsky SPB (Russia, Saint-Peterburg)
Olga Titova (Kazakhstan, Almaty)
Patila Jewelry (Armenia, Yerevan)
Ros Zoloto Kubachi (Dagestan, Kubachi)
RosGold (Kazakhstan, Astana)
RUSPEARLS (Russia, Yekaterinburg)
Russkiye Samorodki (Russia, Magadan)
Sadko (Russia, Saint-Peterburg)
Sakha ALAAS YAKUTIYA (Republic of Sakha, Markha)
Sakha Almaz (Republic of Sakha, Oi)

Sakha Design (Republic of Sakha, Yakutsk)
Sakha Taas (Republic of Sakha, Neryungri)
Saulesh Kassenova (Kazakhstan, Semey)
Senat (Russia, Moscow)
Serebro TH (Kazakhstan-Russia)
Silver Moon (Kazakhstan, Almaty)
Soroka TM (Russia, Moscow)
Soul Mates (Kazakhstan, Almaty)
SpectrGroup (Russia, Moscow)
SPS Trading (Russia, Moscow)
Status Kazakhstan (Kazakhstan, Karaganda)
Stile Italiano (Russia, Moscow)
Tempo-Gold (Dagestan, Makhachkala)
Tengri Soul (Kazakhstan, Almaty)
Territoriya Dizaina (Russia, Moscow)
Tigran Mkrtchyan (Armenia, Yerevan)
Triada Pearl (Russia, Khimki)
Uran Sakha (Republic of Sakha, Yakutsk)
Uzor Utum (Republic of Sakha, Yakutsk)
Valencia (Russia, Moscow)
Valerij Ivanov (Kazakhstan, Almaty)
Vega (Russia, Saint-Peterburg)
Vesna jewelry (Russia, Kostroma)
Violet (Sevastopol)
Yakhont-Yuvelir (Russia, Volzhsky)
Yantar Rossii (Russia, Moscow)
YASPIS (Russia, Saint-Peterburg)
Yuldabayevs Dynasty (Kazakhstan, Almaty)
Yuvelidi (Russia, Moscow)
Yuveliry Rossii (Russia, Krasnoe-na-Volge)
Zhemchuzhina (Kazakhstan, Karaganda)
Zhivoy Malahit (Congo - Russia)
Zircon S (Russia, Saint-Peterburg)

CONTINUATION OF THE LIST OF ARU ALMATY 2019 EXHIBITORS

Zlatoust Arms Plant (Russia, Zlatoust)
Zoloto Alikhanova (Kazakhstan, Almaty)
Zolotoe Runo (Kazakhstan, Karaganda)

Zolotoi Mir (Dagestan, Makhachkala)
Zolotoi Standart (Kazakhstan, Almaty)
Zolotoy klinok (Russia, Moscow)

ИНФОРМАЦИОННЫЕ ПАРТНЁРЫ:



The 33rd INTERNATIONAL JEWELLERY FAIR



***ARU* ASTANA**

7-10 November 2019

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