

RESULTS SHOW MOVING FAIR FROM MENORCA TO MALLORCA WAS CORRECT DECISION FOR THE SECTOR

Palma trade fair attracts record number of foreign exhibitors

The fashion jewellery fair has drawn in 45 manufacturers from Europe, mainly from Italy, France, Germany and Greece, in addition to 47 from Spain

CHRISTINE M. WATTERSON Maó

The first major international event on the 2011 calendar for the European fashion jewellery trade, EuroBijoux&Mibi, opened its doors yesterday at the Exhibition Centre in Palma de Mallorca with a record number of foreign exhibitors and a predicted increase in the number of visiting buyers.

As a result of a collaboration agreement that was signed last year by SEBIME and the Italian association for fashion jewellery manufacturers, only two exhibitions will be held in Europe each year, one in Milan 24th to 26th September and this one in Palma de Mallorca which has attracted 92 European manufacturers, the majority of whom are Spanish (including 21 from Menorca) or Italian, but France, Germany, Greece, the Czech Republic and Poland are also represented.

According to information provided by SEBIME yesterday, by 1700 hrs. the number of visitors had already surpassed the figures for the whole of the first day at last year's fair. In addition, the number of buyers who have confirmed that they will be attending EuroBijoux&Mibi has



WALKABOUT. The authorities strolled around the stands following the official inauguration

also increased.

During the fair's official opening ceremony yesterday, SEBIME's spokesman, José Moreno, advised manufacturers to make a commitment to the future and improve their sales strategy. Pointing out that "we make a product that is a leader in innovation, design and quality" he stated that increased sales

would create more jobs, improve the viability of companies, bring increased wealth to the Community and result in more taxes for the Balearic Government. He explained that SEBIME had already started working towards this aim with a strategy planned for the period 2011-2015 based on four main points: the transfer of the trade fair to Mallorca; the launch

of the butterfly trademark; increased collaboration between European manufacturers and concentration on design and development. He called for more support for the sector from the Government and made special mention of a possible collaboration agreement to be signed to open shops in China under the EuroFashion Bijoux trademark.

Reactions

Antich: "Strategy is showing results"

The President of the Balearic Islands' Government, Francesc Antich, spoke of the increase in exhibitors as being a sign that the strategy introduced last year is achieving good results. According to him the sector has become known internationally and is one of the essential pillars in the Government's strategy for improving internationalisation, modernisation and support for business.

Barcelo: "Bridges with tourism"

The Councillor for Tourism and Labour, Joana Barceló, stated that the fair is the only international salon staged in the Balearic Islands and that the internationalisation of a product of top quality design acts as a bridge for tourism.

Pons: "Menorca leading the sector"

The President of the Island Council, Marc Pons, expressed his pride at the position of the Menorcan companies at a European level, stating that "Menorca is leading the fashion jewellery sector in Europe". Although the transfer of the fair from Maó to Palma was initially hard, the results have shown that it was the correct decision for the survival of the sector.



TRADE. Results are "positive and very encouraging"

FRANCE AND GERMANY THE MAIN EUROPEAN CLIENTS

Fashion jewellery exports increased by 7.4% in 2010

C.M.W. Maó

In spite of the economic crisis still making itself felt, the Spanish fashion jewellery industry increased its exports in 2010 to 76,382,028 euros, 7.4% higher than in the previous year.

The spokesman for SEBIME, José Moreno, described the figures as "positive and very encouraging" and an example of the work done by the sector to sell abroad. He believed that one of the reasons for the good results was that some European economies had started to show signs of improvement, with France and Germany leading the volume of sales currently.

The increase in foreign exhibitors was due to the upturn in the economy, which was not appar-

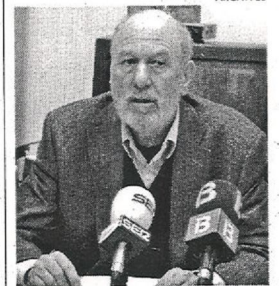
ent in the presence of Spanish manufacturers, according to Moreno who felt that the efforts to open up markets in Europe and further afield was a guarantee for the future as when the Spanish economy recovered the sector would have consolidated two major sectors of the market.

SEBIME has launched a major campaign to help encourage exports. The industry is to be promoted in in specialist fashion magazines; a campaign will be run in other European fairs and those outside Europe; and customers are being contacted directly by telephone and email.

The association is to be helped by a grant of approximately 150,000 euros towards the costs of the fair from the Department of Industry and Innovation.

GOLD AWARD

ARCHIVES



EX-PRESIDENT. Matthias Roters

Recognition for Roters

C.M.W. Maó

The ex-president of the Association of Spanish Fashion Jewellery Manufacturers, Matthias Roters, was presented with SEBIME's gold award yesterday for his work at the head of the association over six years. After expressing his gratitude and pride on being given the award he pledged to continue to help the sector in the future.



TELEVISIÓ MENORQUINA

Compromesos amb les persones

HUMANS

Tots els dijous a les 22 hores
redifusió divendres 13'30 i 21'10 h