

Madridjoya technical sheet:

EVENT: Madridjoya, International Trade Fair for Urban and Trendy Jewellery and Watchmaking

EDITION: 2nd 2023 edition

TYPE OF EVENT: Trade

FREQUENCY: Biannual

DATES: 14 to 17 September 2023

VENUE: Halls 1 and 6 IFEMA MADRID

PARTICIPANTS: More than 200 exhibitors and brands

COUNTRIES: Germany, Spain, Greece, India, Italy, Pakistan, Poland, Portugal and Turkey

SECTORS: gold jewellery; silver jewellery; silver plated jewellery; gemstones – pearls; technical press; watchmaking; boxes and packaging; cash & carry and related industries.

PARALLEL ACTIVITIES:

- **The MOMAD, Bisutex and Madridjoya fashion show** (Hall 8) is an opportunity to see brands exhibiting at Bisutex on the catwalk. They will be joined by exhibitors at Madridjoya and MOMAD presenting their latest fashion, footwear, accessories, fine and fashion jewellery designs and collections. Entrance is free for visitors, press and exhibitors.
- **Image Forum** (in the communication hub between Halls 8 and 6). This information and training area hosts talks, conferences, and panel discussions on digitalisation in the textile industry, sustainability, and circular economy. It runs for the three days of the fair. Entrance is free for visitors, press and exhibitors at the fair.

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- **Speaker's Corner Intergift:** (In Hall 5). This area hosts a wide range of conferences and presentations on decoration and interior design trends, new tools, and how to improve marketing and sales.

ORGANISED BY: IFEMA MADRID

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Press Release

Intergift, Bisutex, Madridjoya and MOMAD kick off the trade fair season at IFEMA MADRID with the great lifestyle week

A total of 1500 companies and participating brands from 21 countries will be at this latest edition of the biggest business and trends event on the Iberian Peninsula for the decoration, gift, fashion jewellery, accessories, fine jewellery, fashion, and footwear sectors

Madrid, 12 September 2023. Trade fair activities at IFEMA MADRID restart in September with **lifestyle week, from 13 to 17 September**, with a host of new trends and market innovations. The four trade fairs making up this great event will start gradually. **Intergift** will be the first to open on Wednesday, **13 September, followed by Bisutex and Madridjoya on Thursday, 14 September**, and **MOMAD** will start on **15 September**. They will all close together on Sunday, 17 September.

The biggest trade event on the Iberian Peninsula has attracted 1,500 participating firms and companies. Once again, it will be a massive **meeting point** showcasing **the best national and international trends in decoration, gifts, fashion jewellery, accessories, fine jewellery, watches, fashion, shoes and accessories**. It is an excellent platform for **closing business deals, capturing customers, business collaborations, exploring new business opportunities, and sharing knowledge**.

One of the strengths of the event is its decidedly **international** flavour, with representatives from **21 countries** worldwide, such as **Germany, Austria, Belgium, Brazil, China, Colombia, Denmark, the USA, Spain, France, Greece, India, Italy, Morocco, Mexico, the Netherlands, Paraguay, Poland, Portugal, the United Kingdom, and Turkey**, giving access to new **international business routes**.

Intergift, the International Gift and Decoration Fair

The new edition has started strong, with **500 participating companies and brands** ready to set **trends in decoration and gifts**. As in previous occasions, the fair will have **two major themed areas: Home&Deco (Halls 3, 5 and 7)**, with the latest trends and innovations in **furniture, decoration, home textiles, tableware, crafts**, etc. and **Gift (Hall 7)**, featuring a great offer with original **gifts, back to school products, technological gadgets, souvenirs and toys**. Two complementary areas will display a **diverse offer, with plenty of international firms**, and will offer a **broad overview** of the latest trends in gifts and decoration.

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Bisutex, International Jewellery and Accessories Fair

Jewellery and accessories will take centre stage at the latest edition of Bisutex, with numerous national and international firms. **More than 300 companies and brands will be hosted in Hall 4** for a spectacular display of **design and creativity** in the **Archi and Mini spaces**. It's the ideal showcase for presenting the most influential collections of jewellery, accessories, leather goods and travel articles.

Madridjoya, International Trade Fair for Urban and Trendy Jewellery and Watchmaking

Madridjoya has sold all available space to more than 200 participating firms in a show of **creativity and artisan excellence**. This edition, which sold out and required a waiting list to participate, will be housed in **Halls 1 and 6**. **Visitors will find a host of manufacturers, distributors, wholesalers and retailers** showing a huge catalogue of innovations in jewellery, silver and watches and the latest technology from a sector of related industries. Products that are sure to find their way to under the Christmas tree and the Three Kings sacks from major established international firms and emerging brands making a splash.

MOMAD, International Footwear and Accessories Trade Show

This record-breaking event in **Hall 8** will feature **more than 300 national and international firms**, presenting their **collections for the Spring/Summer 24 season and the ready-to-serve Fall/Winter 23-24 season**. At the same time, **Fashion Inspiration Day** will be an **inspirational training day** aimed at the multi-brand retail trade looking for new ways to develop and grow their businesses.

A programme of activities to complement fair activity

Speaker's Corners by Intergift

Speaker's Corner, located in Intergift Pavilion 7, will feature talks on different topics of interest to the gift and decoration trade, such as the challenges of the future for this sector in terms of **sustainability**, the importance of **interior design, visual improvements** in stores, **marketing and social network management**, and a tribute to the Colombian crafts courtesy of **Artesanias de Colombia**.

Bisutex, Madridjoya and MOMAD Image Forum

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This conference forum, shared by **Bisutex, Madridjoya and MOMAD trade professionals**, will take place in the connecting hub between **Halls 6 and 8** to offer a programme of lectures on topics such as **fine jewellery, the new REACH Regulation, sustainable fashion from Colombia, the creation of smart manufacturing styling and sustainability in the textile industry** to name but a few.

MOMAD catwalk

The **Pasarela de MOMAD** catwalk is an intrinsic part of this great event as a complement to this programme of activities. This catwalk in **Hall 8** will host shows by **brands and firms with innovative and exclusive proposals** from companies participating in **Bisutex, Madridjoya and MOMAD**.

Lifestyle Week will start on Wednesday, **13 September**, with **Intergift**. It will be followed on Thursday, 14 September, by **Bisutex** and **Madridjoya**. And lastly, **MOMAD** will kick off on **Friday 15**. **All four trade fairs** will end on **Sunday 17**.

For more information, see the websites [Intergift](#), [Bisutex](#), [Madridjoya](#), and [MOMAD](#).

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Madridjoya has called “full house” with all available space for the September 2023 edition occupied by leading jewellery brands

The trade fair will coincide with Intergift from 13 to 17, with Bisutex, from 14 to 17, and MOMAD from 15 to 17 September, confirming IFEMA MADRID as the epicentre of the design and lifestyle sector.

The next edition of the **International Urban and Trendy Jewellery and Watch Exhibition Fair**, organised by **IFEMA MADRID from 14 to 17 September on the Recinto Ferial**, has called full house, with 100% occupation in **Halls 1 and 6**. A waiting list of companies interested in participating has now been started.

In total, Madridjoya will bring together the collections of more than **260 national and international brands** for the **autumn-winter 2023/24** season, including a high representation of large jewellery firms located in the **Boulevard area of Pavilion 6**. Among them are names such as **Ice Watch, Ti Sento, Diamonfirebrosway, Ania Haie, Paul Hewitt, Mer Jewells, Gofrey, Luxenter, 18K Le Carré, Salvatore Plata, Pedro Durán, Lineargent, La Petra, Jorge Revilla, Victoria Cruz, Itemporality, ITY Lux, Fidda, Thomas Sabo, Coeur de Lion, SIF Jakobs, Crystalp, Qudo, Save Brave and Engelsrufer**.

In addition, Madridjoya will be a hub for **proposals from emerging companies and small workshops** that make up the now well-established **Mini stand** area, an alternative with special options to support participation.

As for its international influence, Madridjoya will welcome firms from **Germany, Spain, Italy, India, Nepal, Mexico, the Netherlands and Turkey**, among other countries, and in terms of demand, we are also working on an ambitious **International Buyers Programme** that aims to contribute to the promotion, stimulation and opening up of new markets for exhibiting companies for export purposes.

The Watch area completes the products on display at this edition that is already fully occupied, with the participation of brands such as **Marea, Grupo Movado, Daniel Wellington, Neckmarine, Aviador, Grupo Geresá and Time Force**, among others.

The **Madridjoya** celebration will coincide with **Intergift**, from **13 to 17**; **Bisutex**, from **14 to 17**; and **MOMAD**, from **15 to 17 September**, as part of the great lifestyle Week at IFEMA MADRID.



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