



DUBAI GOLD & JEWELLERY GROUP

DSF SHOPPERS CAN BUY A PIECE OF HISTORY AS CAMPAIGN AIMS TO SET WORLD RECORD WITH “DUBAI CELEBRATION CHAIN” A 5 KM LONG HANDMADE GOLD CHAIN

- **Biggest ever gold and jewellery promotion to offer upto AED 15 million in prizes to celebrate milestone 20th edition of Dubai Shopping Festival**
- **100 kg of gold and 40 carats of diamond to be won in “Mega gold and jewellery raffle” from 1 Jan – 1 Feb**

Dubai, 24 November, 2014: As Dubai gears up to celebrate the milestone 20th edition of Dubai Shopping Festival, the Dubai Festivals and Retail Establishment (DFRE), the organisers of DSF, and the prestigious retail body, the Dubai Gold and Jewellery Group (DGJG), have announced the biggest ever gold and jewellery promotion, offering shoppers the chance to win up to AED 15 million in prizes from 1 January to 1 February.

The mega gold and jewellery raffle promotion that was announced at a press conference at the Park Hyatt Hotel today (24 November), will ensure that Dubai once again amazes the world with this exclusive opportunity to win 100 kg of gold and 40 carats of diamond prizes, and other irresistible deals during the 32-day DSF 2015.

Shoppers spending AED 500 at any of the participating retail jewellery outlets will be entitled to a raffle coupon that will give them the chance to win 1 kg of gold and 1 carat diamond jewellery every day during DSF and 5 kg of gold as weekly prizes. On top of this fantastic offer at the end of the festival, there will be a mega prize draw giving a chance to win a whopping 40 kilos of gold, which will be distributed among four lucky winners, in addition to 8 ct. carat diamond (*sponsored by World Diamond Mark Foundation*) jewellery prize. Customers can double their chances of winning by purchasing diamond jewellery, pearls and watches worth AED 500 from participating jewellery retail outlets that will entitle them with two raffle coupons.

This year, for the first time in its history, the organizers of the Dubai Shopping Festival (DSF) and DGJG are joined by the World Diamond Mark Foundation (WDMF), the global diamond industry body that is taking care of generic diamond promotion campaigns worldwide, promoting diamonds in the luxury consumer sector. In its cooperative framework with DGJG and DSF, the WDMF's diamond programmes and campaigns will form the backbone of the generic promotion of diamonds and diamond jewellery in the UAE and the Gulf region.

Adding to the excitement, and as a testimony to DGJG's commitment to promote Dubai as the 'City of Gold and the jewellery destination of the World, the campaign will see over 500 jewellery retail outlets across Dubai participating to make the world's longest handmade gold chain spanning 5km in length.



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Commenting on this special DSF 2015 campaign, **H.E. Laila Mohammed Suhail, CEO of Dubai Festivals & Retail Establishment (DFRE)**, an agency of the Department of Tourism and Commerce Marketing (DTCM), said: “Over the course of the last two decades, the Dubai Shopping Festival and the Dubai Gold and Jewellery Group, have been very closely linked together and we have seen the growth and the development that we have achieved over these years. Together we have helped to boost Dubai’s reputation as a world-class destination for shopping and entertainment and today, this stunning growth has resulted in calling Dubai the “City of Gold”.

“The Dubai Shopping Festival and the Dubai Gold and Jewellery Group will once again bring an exceptionally innovative promotional campaign to boost gold and jewellery sales during this period in order to enhance Dubai’s position as a regional hub for shopping. We, at the Dubai Festivals and Retail Establishment, look forward to supporting this unique initiative as it is in complete alignment with our vision, which includes rewarding shoppers for their shopping in Dubai while simultaneously boosting the festive atmosphere in Dubai during DSF.

“Alongside this, our more traditional retailing has continuously been maintained. The very fact that Dubai, despite being home to many renowned gold and diamond brands in major shopping malls, has still managed to keep the old Gold Souk intact with its traditional spirit is a matter of pride as it is very popular among tourists. I would like to acknowledge the commitment and dedication of partners like the Dubai Gold and Jewellery Group that would help ensure that the 20th edition of DSF is the best and most memorable festival ever”, H.E. Laila Suhail added.

Mr. Tawhid Abdullah Abdullah, Chairman of Dubai Gold & Jewellery Group, said: “As a special gesture by DGJG to celebrate this occasion, we have come up with a never attempted campaign at such a large scale. This DSF we not only launch the biggest gold and diamond promotion but we also set another world record to mark the 20 years of collaboration with DFRE. This campaign will be a true testimony of our commitment to the people of Dubai and the rulers, and will also stand for the efforts to bring out ground breaking initiatives that are synonyms to this futuristic city.

“This DSF we are lucky to have a chance to showcase our contribution to the city and further strengthen our vision to promote Dubai as the City of gold and the jewellery destination of the world. It is a matter of pride for the group to support this great government initiative that benefits retailers, tourists and local customers alike and help take Dubai Shopping Festival to the next level. As a sponsor for 20years, I feel happy to see that today Dubai Shopping Festival has grown to an international stature and is a key event that people all over the world look forward to. DGJG has been playing an important role in enriching DSF’s events by offering spectacular prizes and has helped turned around the lives of many lucky winners”, Tawhid added.

Announcing details of the DSF gold promotion, **Mr. Chandu Siroya, Vice Chairman of Dubai Gold & Jewellery Group**, said: “To make the 20th Anniversary celebration of DSF a memorable experience, Dubai Gold & Jewellery Group in association with Dubai Festival & Retail Establishment will attempt to manufacture the world’s longest handmade gold chain with a minimum length of 5 kilometres. With the advanced booking facility, if the demand goes up the chain will be extended to 8 kilometres. The gold that will be used for manufacturing the chain would weigh about 160 kilos. The chain will be assembled in public, in the presence of media and representatives of Guinness World Records. This will be



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displayed in prominent locations in Dubai prior to DSF for public viewing. The Dubai Gold & Jewellery Group hopes to finish the manufacturing process and assemble the chain for display on January 2, 2015.”

Alex Popov, Chairman of WDMF commented: "The WDMF is elated to be part of this unique shopping festival and in particular to be part of its 20th anniversary. With the WDMF's establishment about two years ago, the diamond and diamond jewellery industry and trade again has a single entity and organization that advances the generic promotion of polished diamonds, aiming to grow market share and enhance the desirability of diamonds and diamond jewellery among consumers. The DSF is a perfect platform to do so and we are grateful to the Dubai Festivals & Retail Establishment and the Dubai Gold & Jewellery Group for their hospitality and cooperation. I am confident that it is going to be a fantastic event and experience, for the consumers – and the organizers."

The 22-carat record breaking, five kilometre long handmade gold chain will be, known as 'Dubai Celebration Chain', aptly named to match the DSF theme "20th Anniversary – A Journey of Celebrations. The uniquely designed chain will be displayed for public viewing prior to the commencement of DSF and will further be made available for purchase at DGJG's customised kiosks in the malls and participating retail shops in Dubai. The pre-booking is planned to be initiated on December 1, 2014 and will be tentatively available for purchase from January 5, 2015 till the end of the festival. Shoppers can buy a piece of history by purchasing parts of the chain in branded packaging along with the Guinness Book of Records logo bearing certificate and raffle coupons to win 100 kg gold and 40 carats of diamonds. The promotional offers are available in every jewellery retail outlet of Dubai.

Shoppers can also avail themselves of raffle coupons for hourly SMS draws and stand to win a total 8 kilos of gold. In addition to the line-up of prizes, the Dubai Gold & Jewellery Group has launched a special design for the gold coins to celebrate 20 years of Dubai Shopping Festival.

Over the years, Dubai Gold & Jewellery Group has given away over 734 kgs of gold and 41 ct of diamonds during the various editions of Dubai Shopping Festival and Dubai Summer Surprises. Since its inception, DGJG has associated with DSF for 20 years as a key sponsor; today the Dubai Shopping Festival has grown to an international stature and is a key event that people all over the world look forward to.

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About Dubai Gold & Jewellery Group

Dubai Gold & Jewellery Group (DGJG) is a non-profit group, formed with the support of the Dubai Department of Economic Development, representing the entire gamut of the gold and jewellery trade in Dubai, including bullion manufacturing, wholesale & retail. The aim of establishing the body was to promote the interests of the fraternity through liaising with various government and non-government organizations and spearheading various member beneficial initiatives. From being a group of Jewellery retailers who came together to support the first edition of the DSF in the year 1996, today the Dubai Gold & Jewellery Group has grown to a prestigious trade body that has more than 600 members committed to develop and sustain Dubai's vision as the 'City of Gold' and the 'jewellery destination of the world'. The group has been a key sponsor of Dubai Shopping Festival since its inception and for the 20 years has given away 734 kgs of gold and 41 ct diamonds as prizes during mega gold and jewellery promotions.

About Dubai Festivals and Retail Establishment (DFRE)



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As the pioneer organizer of events and festivals, DFRE is responsible for positioning Dubai as a world-class shopping and tourism destination. Each year it works with its retail and leisure partners to organise the internationally renowned Dubai Shopping Festival and Dubai Summer Surprises, as well as oversee annual events such as Ramadan in Dubai, Eid in Dubai and Modhesh World, plus the Dubai Motor Festivals and Dubai Food Festival. DFRE is an agency of Dubai's Department of Tourism and Commerce Marketing.

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