



**STATE OF ISRAEL
MINISTER OF INDUSTRY, TRADE AND LABOR**

2009-0154-4525
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Dear Friends,

I am honored to invite you to Jovella 2010, the international Jewelry and Design exhibition, which will take place in Tel Aviv, on July 6th-7th, 2010.

This event is the leading event of the Israeli Jewelry Industry which offers its domestic and foreign visitors fresh designs and new spirit in jewelry, and is an excellent platform for international cooperation between purchase managers, jewelry designers, manufacturers and all related professionals in the jewelry field.

Held for the 7th consecutive year, Jovella has established its reputation as a leading event for the on-growing Israeli jewelry industry attracting more than 200 exhibitors from various countries and approximately 11,000 visitors domestic and foreign, including 300 buyers. The event will exhibit displays from various categories such as gold, silver, diamonds, precious stones, fashion jewelry, Judaica and luxury items.

Israel's jewelry is renowned worldwide for its creative designs, up-to-date fashions and excellent quality, partly influenced by Israel's combinations of different cultures and traditions. Jovella 2010 will be an excellent opportunity to examine this creativity as well as the advanced production techniques of the Israeli jewelry industry.

The Ministry of Industry, Trade and Labor supports Jovella 2010 and will make the utmost effort in order to make sure that this year's exhibition is the largest and most successful yet.

With best wishes for a fruitful event and an enjoyable visit,

Sincerely,

Sincerely Yours,

Binyamin (Fouad) Ben Eliezer
Minister of Industry, Trade and Labor