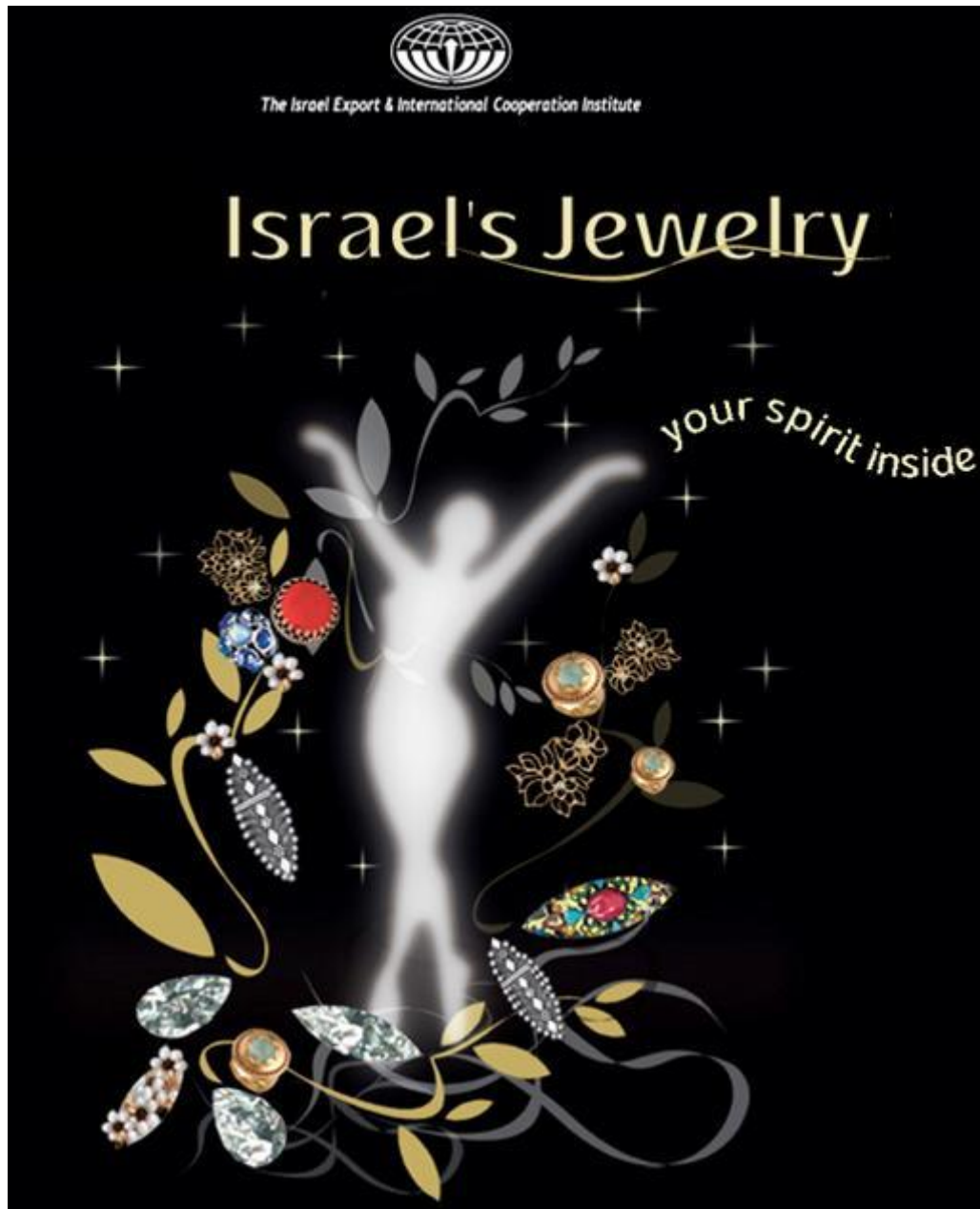


Israel's Jewelry Industry
Enjoy the beauty. Sense the spirit.



Israel has always been a crossroads between cultures, traditions and fashion, bringing together the best of international design, material, technique and color. Israeli artists and producers draw upon the heritage of east and west, Judeo-Christian and Islamic religious traditions, and the coming together of ancient history and modernity. They express these dynamic and diverse forces using creativity and symbolism. From Israel's assimilation of the world's ethnicities, distinct exotic creations have emerged, with meaning and character all their own.

There is spirit that radiates from each exquisite piece of Israeli jewelry that reflects the splendor of Israel- its magnificent scenery, its rare character and its soul. It is this essence, this inspiration, that jewelry buyer throughout the world sense- an emotional experience that sets Israel's jewelry apart.

Israeli artists make the most of their resources, innovative techniques, and technologies, enabling them to offer their works at surprisingly reasonable prices.

When all of these powerful elements unite in Israel, the result is meaningful, fashionable and affordable jewelry with a flair of diversity.

Israel's Jewelry Exports by Major Segment

Today, Israel's jewelry export market focuses on four major segments:

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|------------------------|---|
| Diamond jewelry | Superb gold and platinum jewelry set with Diamonds |
| Gold jewelry | Plain gold jewelry, gold jewelry set with colored gemstones, and gold jewelry with diamond accents. |
| Silver jewelry | Silver jewelry, either plain or combined with gold and colored gemstone accents. |
| Fashion jewelry | Trendy jewelry made from inexpensive materials combined with stones, beads, crystals or other objects. |

In 2008, Israel boasted \$335 million* in jewelry exports, which were comprised of:

- \$145 million in gold jewelry (43% of total jewelry exports) of which \$120 million was gold jewelry set with diamonds (35% of total jewelry exports)
- \$20 million in fashion jewelry (7% of total jewelry exports)
- \$50 million in silver jewelry (15% of total jewelry exports)

Why Israel?

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|-------------------|---|
| Duty-free | Jewelry from Israel is duty-free to North America, Europe, Canada, Mexico, Jordan and Egypt. |
| Affordable | Jewelry (especially hand-crafted jewelry) is affordably priced. |

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|-------------------------------|---|
| Artistically diverse | Israel's integrated culture, with immigrants from over 70 countries, offers diversity in artistic ideas, styles, techniques and know-how. |
| Direct from the source | Israel is one of the world's largest sources of polished diamonds. The partnership between the diamond and jewelry industries omits the middleman and keeps prices low. |
| High quality | The Israeli jewelry industry has made good use of Israeli high-tech leadership and has developed unique technologies that add to the strength, design, beauty and quality of its products. |
| Customizable | Jewelry designers and manufacturers are flexible and cater their products to market demands. |
| Service oriented | Israeli designers and manufacturers have a strong commitment to service and customer satisfaction. |
| Spirituality | Every piece of authentic Israeli jewelry glows with inner spirituality, which can be sensed immediately. Israeli jewelry is imbued with the special spirit of the Holy Land, the heart of major religions and the home of the Kabala. It is an original melding of cultures, nationalities, religions and styles. And, most of all, Israeli jewelry is a cherished vessel of true and profound spirituality. |

The Israel Export & International Cooperation Institute

Founded in 1958 and supported by over 2,600 members- including major companies, various private-sector groups and the Government of Israel- the Israel Export & International Cooperation Institute assists in advancing the relationship between Israel's qualified exporters and international businesses and organizations. By providing a wide range of export-oriented services to Israeli firms and complementary services to the international business community, the Export Institute helps build successful joint ventures, strategic alliances and trade ties.

We, the Israel Export & International Cooperation Institute, are committed to helping you, the jewelry buyer. Our members offer a wide range of products, combining design, technology, ethnicity and quality to fit the marketing and sales objectives of just about any jewelry purchaser.

We are eager to help you locate the items you seek and the manufacturers that suit your needs, ensuring that you, too, benefit from the talent, flair and spirit of Israel's jewelry industry.

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