



**JOVELLA**  
2018

# Jovella Jewelry Show

26-27 June, 2018

David Intercontinental Hotel, Tel Aviv



## Jovella 2018 - Trade Visitors' Statistics

### Breakdown by job function:

Category	Percentage
Owners- Retail Stores, CEO, Deputy Manager, President/ Chairman, Buyers	64.4 %
Designers	13.3 %
Goldsmith	8.6 %
Sales & Marketing	5.4 %
Diamond Dealer	5.3 %
Journalists, P&R	1 %
Other	2 %
Total	100%

- This information is based on a sample, representing 10,000 trade-visitors at the exhibition.
- Approx: 60 Buyers from abroad.

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