

EUROBIJOUX & ACCESSORIES 2008- PROMOTION & PUBLICITY

1. INTERNACIONAL FAIRS

EuroBijoux & Accessories Promotion in the following fairs:

September - December 2007

- **BIJORHCA, PARÍS, FRANCE**
6-9 September – Promotion Stand
- **BISUTEX, MADRID, ESPAÑA**
14-18 September – Promotion Stand
- **QUARK MEETING, MILANO, ITALIA**
25-28 October – Promotion Stand

January – May 2008

- **EXPOSICIÓN BISUTERÍA ESPAÑOLA, MADRID, ESPAÑA**
18-20 January
- **DOREKTHESI (GIFT FAIR), ATHENS, GREECE**
9-13 January
- **MACEF, MILANO, ITALIA**
18-21 January – Promotion Stand
- **BIJORHCA, PARIS, FRANCIA**
24-27 January – Promotion Stand
- **AMBIENTE, FRANKFURT, GERMANY**
8-12 February
- **CPM MOSCOW, RUSSIA**
26 February- 29 March – Promotion Stand
- **QUARK MEETING, MILANO, ITALIA**
10 - 13 April – Promotion Stand
- **ASIA 'S FASHION JEWELLERY & ACCESSORIES FAIR, HONG KONG**
19-22 June – Promotion Stand



2. TRADE MISSIONS

In order to get updated data on the industry emerging markets, we have decided to visit the following countries:

EUROPE

TRADE MISSION RUSSIA

TRADE MISSION SLOVENIA - CROACIA - BOSNIA HERZEGOVINA

TRADE MISSION HUNGARY - ROMANIA - BULGARIA

TRADE MISSION ESTONIA - LATVIA - LITHUANIA

TRADE MISSION TURKEY

ASIA MIDDLE EAST

TRADE MISSION FARI TOKYO INTL. GIFT SHOW

TRADE MISSION UNITED ARAB EMIRATES

3. PUBLICITY IN FASHION AND SPECIALISED MAGAZINES

Internacional Magazines:

- **C+ ACCESSORIES FRANCE**
Publication: Janvier (Eclat de Mode, Paris)
- **ECLAT DE MODE CATALOGUE**
Publication: Janvier (Eclat de Mode, Paris)
- **MODEM (FAVORIS) FRANCIA**
Publication: Janvier

- **TJF MAGAZINE (THE BASEL MAGAZINE) UK**
Publication: Janvier
- **ROOM SERVICE JAPAN**
Publication: Janvier
- **ATTIRE ACCESSORIES UK**
Publication : February / March
- **ACCESSORIES USA**
Publication: March
- **ASIA'S FASHION JEWELLERY & ACCESSORIES HONG KONG**
Publication: March & June
- **ORNAMENTA MODA BIJOUX, ITALIA**
Publication: December & March

National Magazines:

- **DUPLEX BIJOUX**
Publication: Janvier
- **ELLE MAGAZINE**
Publication: March (Tendencies Supplement)
- **VOGUE MAGAZINE**
Tendencies Supplement April
- **WOMAN**
Publication: Supplement March & July

4. PROMOTION VISITORS MAILING

- We carry out many informative mailings to our complete database of 40,000 worldwide customers.

- Personalised Callcenter

- VIP Customer Programme and Travel Allowance Expenses (certain conditions to be met and approval of our Committee)