



Mr. Saif Jassim Mohamed Al-Midfa
CEO - Expo-Centre Sharjah &
Chairman - Arab Union for Exhibitions



Maha Al Sibai
Founder & Director - Maha Al Sibai Jewellery



Sanjay Jaiswal
Director & Partner - Jewel Goldi



Ashish Vijay
Chairman, AV Globale

The New Jeweller

4th Edition of Middle East Jewellery Designers' Forum a Huge success

Meet dwelled on the Importance of Jewellery Design & Role of Jewellery Designers in the Gems and Jewellery sector

The 4th edition of Middle Edition Jewellery Designers' Forum organized by the New Jeweller International media Group and presented by 50th Middle East Watch & jewellery show Sharjah saw huge success as Creative Jewellery designers and Industry experts deliberated on the importance of "Jewellery Designs and Jewellery designers" in a new era facing the gem and jewellery sector. Mr Saif Jassim Mohamed Al Midfa, CEO Expo Centre Sharjah and Chairman of Arab Union for Exhibitions opened the Forum with an enlightening speech and motivated the creative Jewellery Designers to innovate and create masterpieces. He also spoke about the importance of exhibitions which is a neutral platform created for the Industry to come together, trade and collaborate. He opened the forum and wished all the panelists and participants a creative time. Over two panel discussions, eminent personalities spoke on various subjects such as "Future Trajectory of Jewellery Designs" and usage of New Precious Metals, Gemstones, idea of fusion jewellery and recent entrants such as Lab grown diamonds. The panelists in the first discussion were eminent jewellery designers such as Maha Al Sibai, Founder Director Maha Al Sibai Jewellery, Sheikha Al Serkal,



Industry dignitaries and Diplomats were present during the event at the Expo-Centre Sharjah



Founder Director Al Serkal Jewellery, Sanjay Jaiswal, Director Partner Jewel Goldi and Ashish Vijay, Chairman AV Globale with the panel moderated by Mr Rohan Siroya, Director Siroya Jewels. The second panel discussion deliberated on the education system and new innovations in technology titled "Education & Opportunities for Young Jewellery Designers" with eminent speakers in the panel such as Noura Al Serkal, Founder and Creative Director TURABI, Marie Claire Bakker, Asst. Dean of Student Affairs, College of Arts and Creative Enterprises and Salman Bustan, Chairman, Blomster Jewellery LLC and moderated by Subbu, Editor, The New Jeweller International Media Group.

The first panel discussion threw light on the future of Jewellery designs and the importance of Jewellery designs in a New post COVID world and the panelists spoke about fusion jewellery, usage of new metals and innovative use of gemstones and lab grown diamonds. While Jewellery Designer, Maha Al Sibai spoke about her experience in creating masterpieces, she also opined on cross border expansion and its challenges that went a long way in educating young designers in the audience. Jewellery Designer Sheikha Al Serkal too put in her thoughts on the importance of creativity and innovation that are very essential for the gem and jewelry sector and her advice to young jewellery designers was indeed inspiring. Sanjay Jaiswal, one of the largest diamond jewellery manufacturers from India, spoke about his experiences with jewellery designers and how the company continuously strives to keep them motivated to bring in creativity that can inspire every wearer. His talk also threw light as to what is it that every young jewellery designer should look at from a corporate project or job. Asish Vijay jewellery connoisseur retailer and





manufacturer also opined on the importance of jewellery designers in the industry and appreciated their understanding on the usage of color gemstones of different colors. He was vocal on safeguarding the hand-made jewellery sector that he said will always be close to his heart. Rohan Siroya was in his element revolving the questions and debate among the panelists and in the end every one of the panelists were equivocal about the preservation of Heritage jewellery and expected young designers to add “heritage” in their designs.

The second panel discussion “Education & Opportunities for Young Jewellery Designers”, was equally important as speakers discussed on the current system of education, job opportunities for young designers and expectations from manufacturers. While Marie Claire Bakker spoke on the current system of educating young designers, she opined on the innovative and latest techniques that needs to be exposed to the student fraternity. She firmly stood on the fact that teaching jewellery making is also an important part of the curriculum than just teaching jewellery designing. On this Noura Al Serkal seconded and said that she has initiated teaching jewellery making techniques in her teaching school as well as she too felt that it is an important part of the curriculum. Both the panelists also spoke on the training that should be imparted to prepare them for job opportunities and election of projects. Tarun Jain also added on the use of Rhino and Matrix Gold that virtually teaches every student the nuances of Jewellery making. At this Salman Bustan was called in to speak from the manufacturing side to understand the training that goes in for the creative designers working in his manufacturing unit. He opined positively and said that training is of utmost importance and exposing the jewellery designers to the latest tech tools is imminent. He also spoke about safeguarding the artisanal [hand made] designing using conventional techniques as they would be masterpieces created and should live for a long time in spite of the advent of technology.

The 4th Edition of Middle East Jewellery Designers’ Forum was indeed a success that brought in important personalities to speak, deliberate and conclude on important subjects. Certificates were awarded to panelists and the audience comprising Jewellery Designers, Manufacturers, Retailers and others took back home an educative and informative session. ■



Sheikha Al Serkal
Founder & Director - Al Serkal Jewellery



Salman Bustan
Chairman - Blomster Jewellery LLC



Marie-Claire Bakker
Assistant Dean of Student Affairs,
College of Arts & Creative Enterprises (CACE) - Zayed University



Noura Alserkal
Founder & Creative Director - TURABI



Rohan Siroya
Director - Siroya Jewellers