

“Promoting the Arab  
World In-store:  
Destination  
Merchandise at its Best”

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ARY

# Gold and precious jewellery and Dubai, The City of Gold

An overview

# Dubai

## the undisputed hub

- Regional hub for gold and jewellery trading.
- 95% of visitors buy jewellery.
- Dubai accounts for 80 % of gold jewellery sales in the UAE.
- Approximate value of this trade is Dh 12 billion annually
- Sells quality jewellery at the world's best price.

# High demand for gold

- Cosmopolitan place with over 130 nationalities
- High demand for the yellow metal in its different karatage and styles

# Gold Jewellery Imports

- 1996            50 tonnes
- 2002            Over 300 tonnes

# Bullion Retail

- Positive picture
- Renewed customer interest in coins and small bars
- Reasons – Low interest rates, declining dollar, and of course, geopolitical.

# Trends

- Gems and other types of jewellery will play major role in increasing sales
- Demand for more variety and different possibilities in gems

# The fire of diamonds

- Significant growth in last 5 years
- In 2001, the GCC became the world's fourth largest diamond market after the US, Japan and India.
- Market size – US \$1.13 billion (sales of 395,000 diamond units)

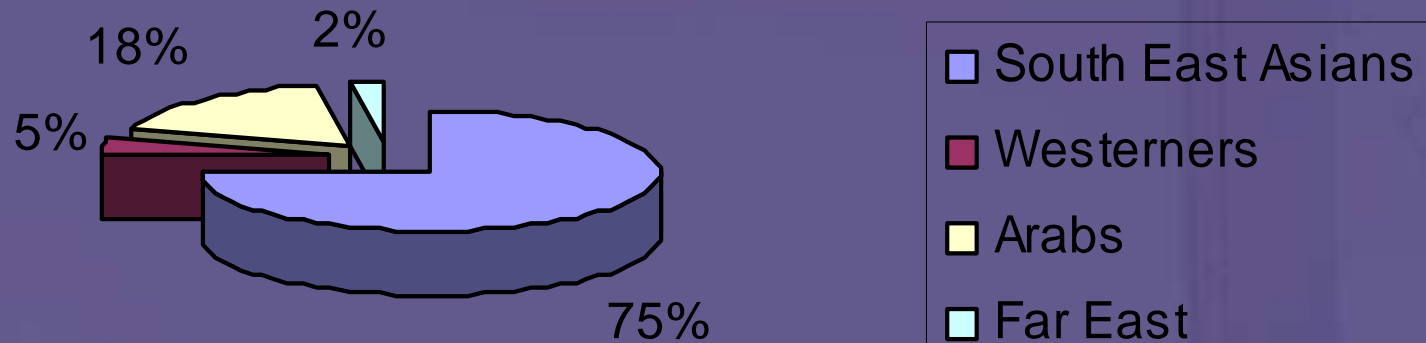
# Assurance of quality

- Strict controls and checks by the Gold & Gem material laboratory at the Dubai Municipality helping to maintain the highest quality standards of gold and gems products

# Jewellery Buyers profile

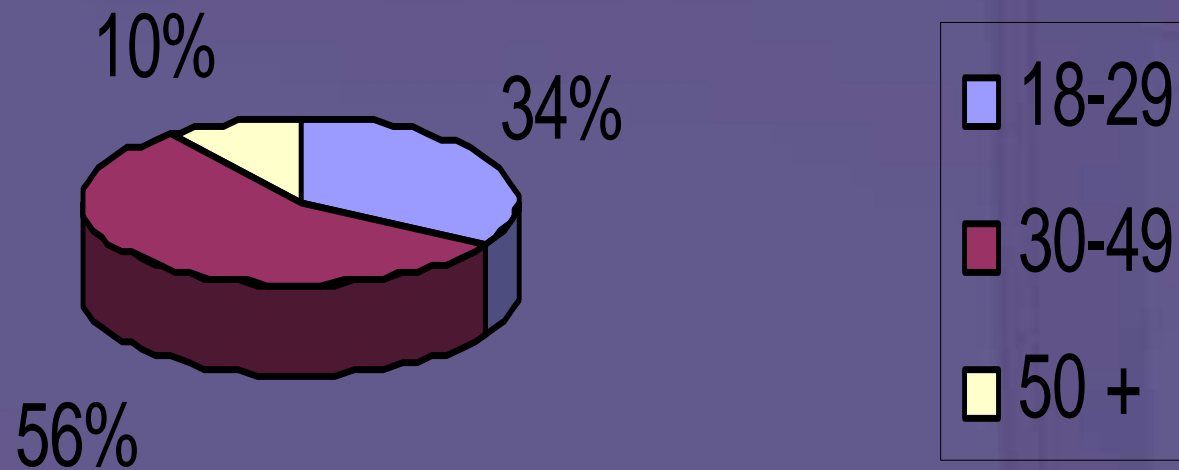
# Jewellery Buyers Profile

**Percentage of Nationalities.**



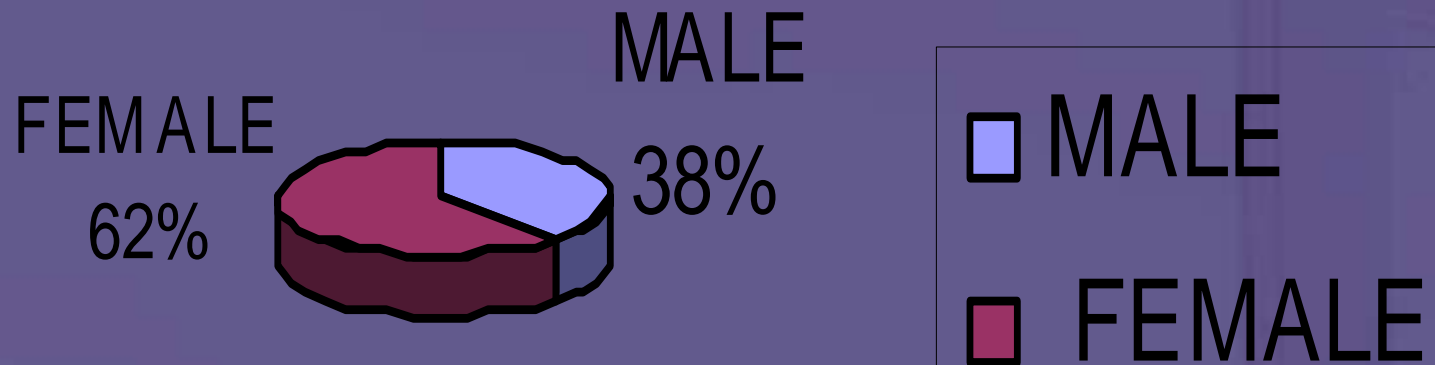
# Jewellery Buyers Profile

## Age Category



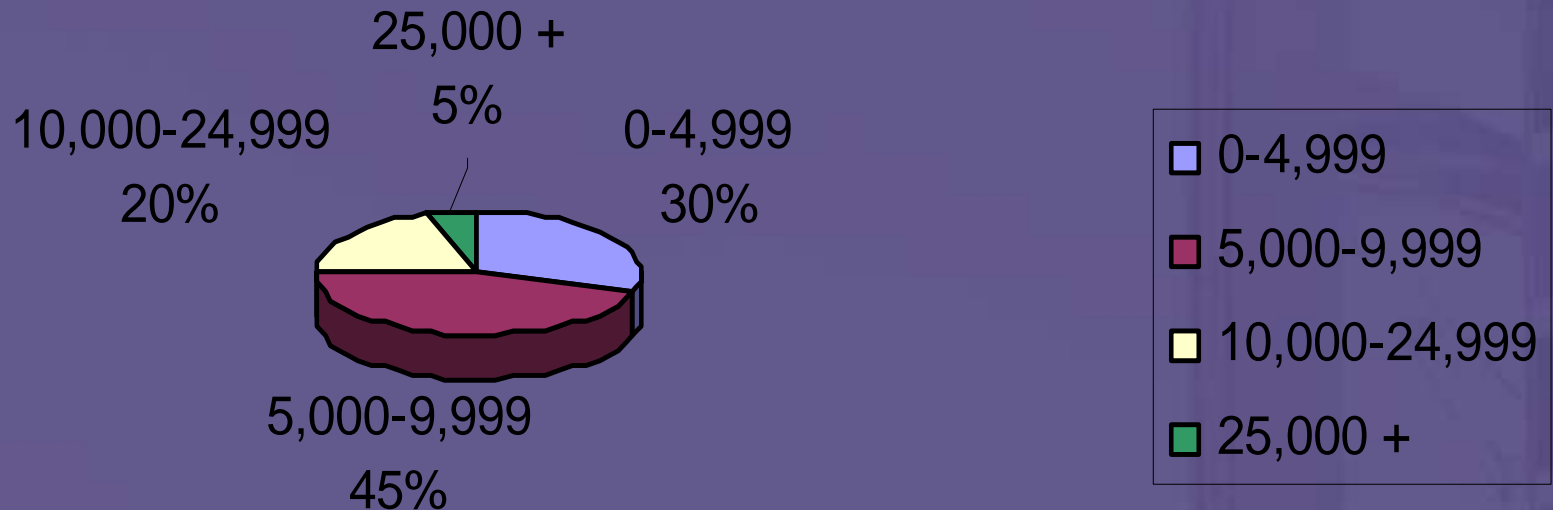
# Jewellery Buyers Profile

## Gender



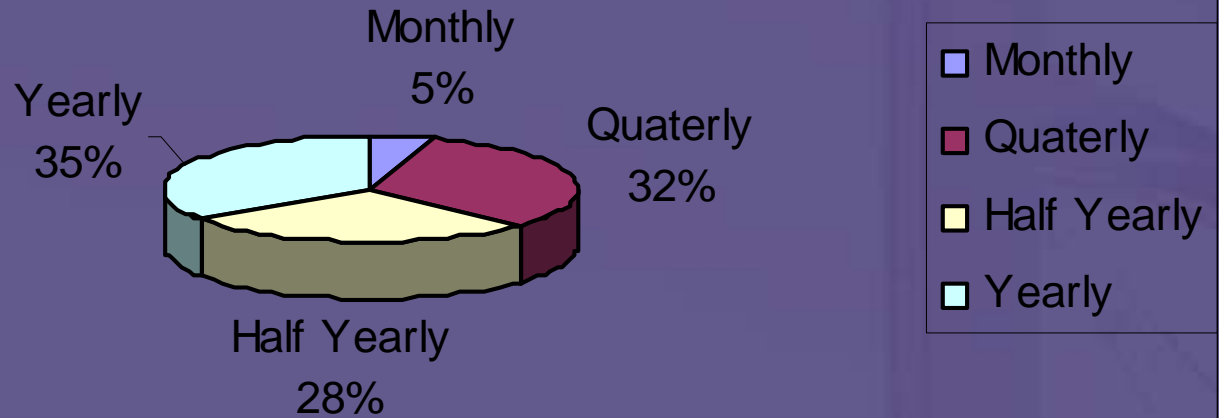
# Jewellery Buyers Profile

## Monthly Income (Dhs)



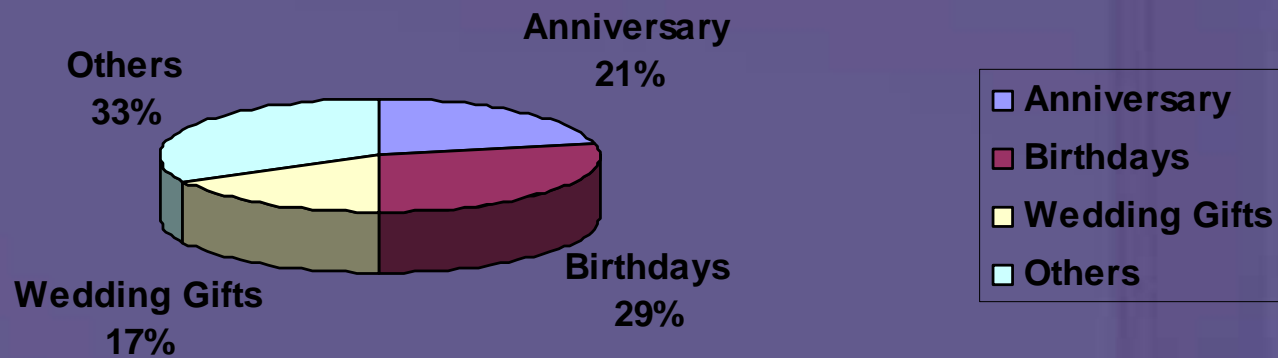
# Jewellery Buyers Profile

## Frequency of Purchase?



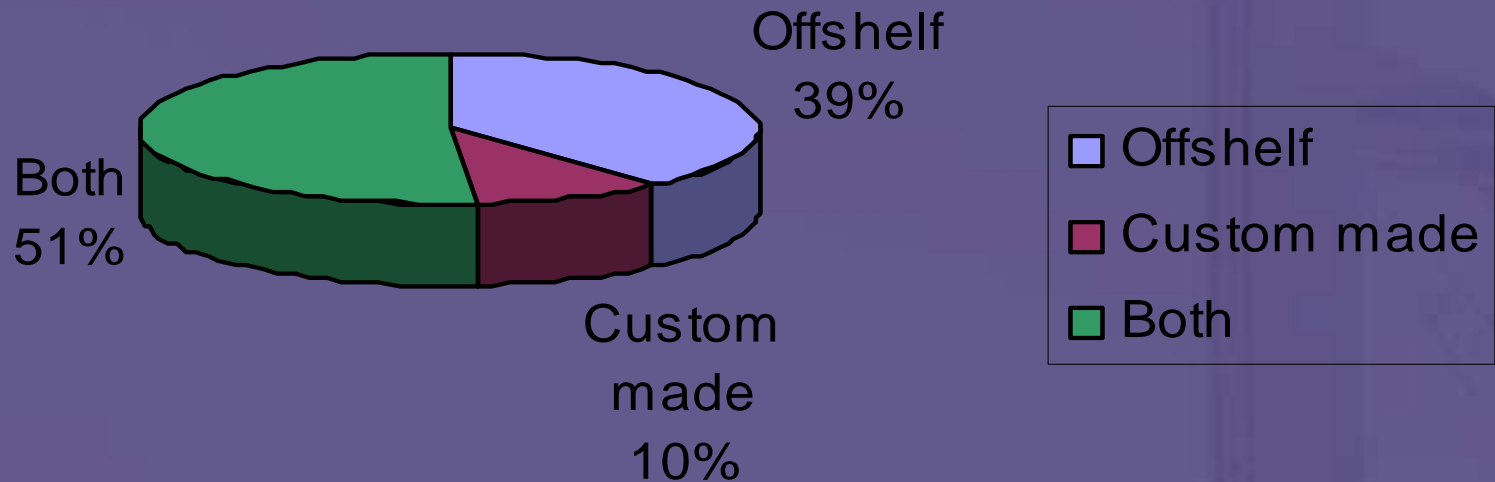
# Jewellery Buyers Profile

## Occasions



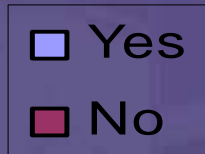
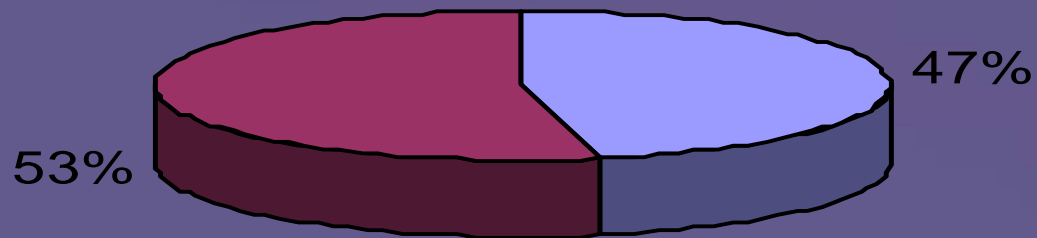
# Jewellery Buyers Profile

## Types of Jewellery



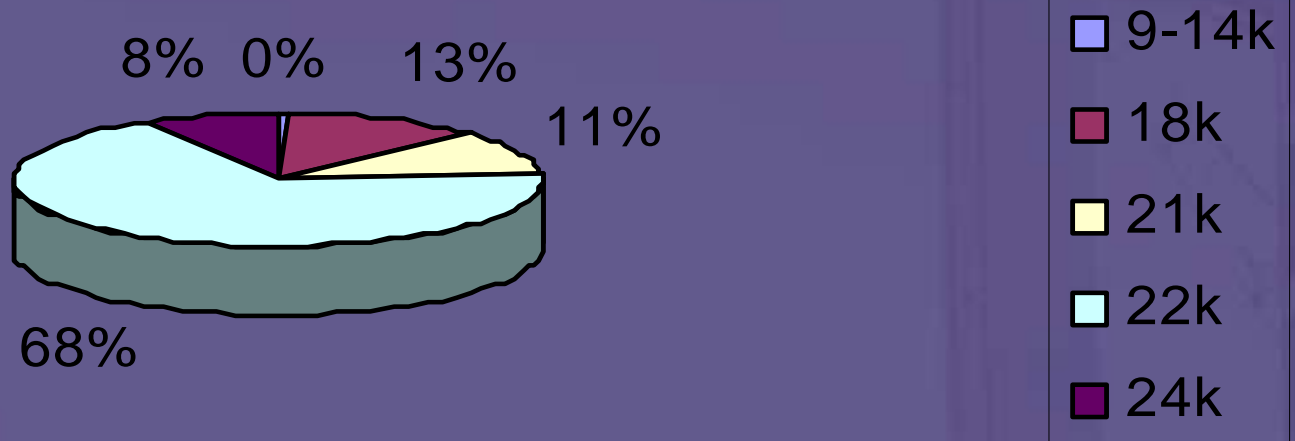
# Jewellery Buyers Profile

## Purchase of diamond/pearl jewellery



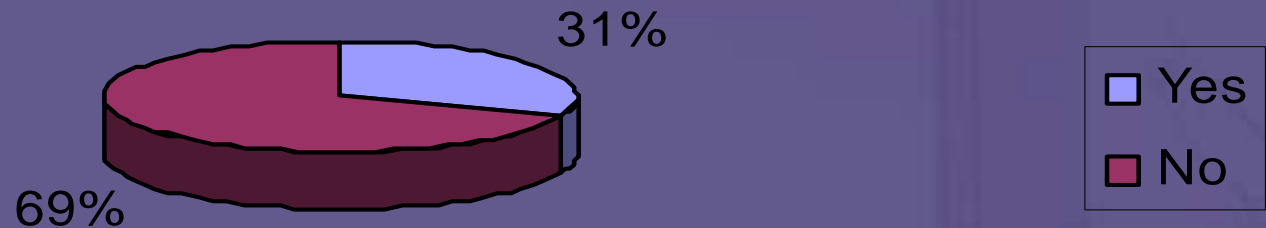
# Jewellery Buyers Profile

What karat of jewellery do consumers purchase?



# Jewellery Buyers Profile

**Do consumers purchase when the prices are high?**



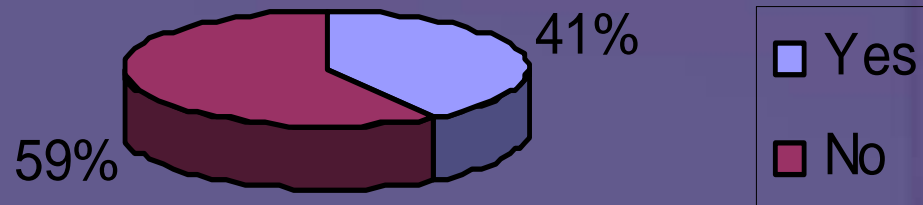
# Jewellery Buyers Profile

**In what form do consumers normally purchase gold?**



# Jewellery Buyers Profile

## Impact of retail promotions



# Glittering future ahead

- Industry with progressive outlook
- Active Government support
- High-profile tourist destination
- World-class social and business infrastructure

# ARY GROUP – BRIEF PROFILE

- Network of outlets spanning over the Gulf UK, and Pakistan.
- Extensive portfolio of services
  - Trading in precious metals
  - Financial services
  - Minting gold bars and coins
  - Gold refining
  - Manufacturing and marketing of gold, diamond and silver jewellery
- Diversified into broadcast with ARY Digital and into Real Estate.
- **Special products and services, focussed at Travel Retail and Duty Free markets.**