



JEWELLERY
SALON

Exhibitor Manual 2020

Riyadh: March 9th to 12th 2020 - Al Faisaliah Hotel
Jeddah: March 16th to 19th 2020 - Ritz Carlton Hotel



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Subject	Page
Registration and Payment	3
Exhibitor Benefits	3
Space and Stand Specifications	4
Custom regulations	5
Duty on Jewellery, Diamonds, Stones and Watches	6
Draft of the Bank Guarantee	7-8
Arrival, Departure of Exhibitors / Custom Clearance and Shipping	9-12
1- Hand Carry shipments	9-10
2-Airfreight shipments	10-12
3-Departure After the Exhibition	12
Ground Transports in Saudi Arabia/ Security/ Insurance Coverage	13
Handling Tariff	13-14
1- Hand Carry or Airfreight	13
2- Transfer costs Jeddah-Riyadh-Jeddah	14
3- Safe Boxes	14
Passports and Visas	15
Safety and Security	16
Hotels	16
General Information	17-18



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REGISTRATION AND PAYMENT

After the signature of the participation contract, an invoice will be sent to exhibiting company.

Payment Terms and Method:

- 50% upon booth reservation and 50% three months prior to exhibition opening date.
- Payment is done through money transfer.

EXHIBITOR BENEFITS

By participating in Jewellery Salon, all companies will receive the below participation benefits.

- Networking (business to business and business to consumer deals).
- Penetration into the Saudi Market for all foreign companies generating potential Leads.
- Opportunity to convert these potential leads into Sales transactions which will be facilitated by Sunaidi Expo.
- Exposure of brand throughout the Middle East and positioning into the Saudi Arabian and Middle Eastern markets.
- Companies will be able to see what new trends and innovations competitors have to offer in order for them to improve or modify their own products or perhaps even create new ones.
- Sunaidi Expo has recruited a professional organizing team to support the exhibitors during the duration of the exhibition.



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SPACE AND STAND SPECIFICATIONS

Exhibitors will be responsible for designing and constructing their own stands, including flooring, walls... Etc. through their own agent or contractor. If an exhibitor does not already have a contractor, the exhibition management will offer contractor recommendations and support upon request.

Exhibitors are reminded that, where their stand joins another exhibitor's area, the back of any dividing walls, panels or exhibits must be masked properly in a presentable way to present a neat appearance. Also, it is the responsibility of exhibitors not taking shell stands to make their own arrangements for the provision of suitable floor covering for their area.

Kindly please note that:

- Octanorm stand shells are not accepted.
- Stand height or back wall should not be more than 4 meters length.



CUSTOM REGULATIONS

1- Jewellery

All gold jewellery shipped to Saudi Arabia for exhibition purposes must be manufactured with a fineness of 18 carats or higher which must be confirmed on the documents.

Each jewellery item must bear a tag marked with the respective reference number of the invoice and the fineness (if the latter is not engraved on the jewellery itself).

2- Watches

CITES-Certificate (Convention on International Trade in Endangered Species of Wild Fauna and Flora) will be needed for temporary import into Saudi Arabia which is a member country of CITES.

The Original Certificate needs to be stamped by the customs authorities of the country of origin and accompany the shipment.

We strongly recommend not to take CITES-watchstraps into Saudi Arabia since there is no procedure to issue a return-CITES which will result in destroying the respective CITES-watchstraps before repatriating to the country of origin.

3- Empty Jewellery Cases

Saudi Arabia does not allow the import of spare empty jewellery cases. Exhibitors are allowed to take one empty case per one item of jewellery into the country.



DUTY ON JEWELLERY, DIAMONDS, STONES AND WATCHES

According to the GCC Gold and Diamond agreement (Gold Jewellery), custom duties are a refundable 5% in addition to a refundable 5 % (VAT), a total of 10% of the value of the exhibited items (CIF basis).

1. In case of cash payment, the amount has to be transferred to Sunaidi Expo 3 weeks prior to the starting date of the exhibition.
2. In case of bank guarantee, the exhibitor has to issue a bank guarantee by a local bank in his/her home country. The bank has to then finalize the applicable procedures with a Saudi local bank (The National Commercial Bank - NCB) which issues the guarantee in Arabic and in Saudi Riyals which is necessary for the completion of the Saudi custom procedures.

Upon the end of the exhibition period, the Saudi customs shall release the deposit within 15 - 20 working days from completion date of the customs procedures.

In case of the bank guarantee, the NCB (National Commercial Bank) shall release the guarantee within 15 - 20 working days from completion date of the customs procedures.



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DRAFT OF THE BANK GUARANTEE

To: The National Commercial Bank Saudi Arabia
From: (Name Of Requesting Bank)
Attention: Guarantees Department, Trade Services
On Behalf Of Our Client M/S.....

We Hereby Instruct And Request You To Issue Under Our Full Responsibility, Your Own Letter Of Guarantee As Per Official Text Of The Saudi Arabian Monetary Agency (Sama) Of The Kingdom Of Saudi Arabia With The Following Particulars:

Type: Custom Guarantee

Purpose: Vat And Custom Duty Fees

(Jewellery Salon 2020)

Beneficiary: Custom Of King Abdulaziz Airport

Attn; General Manager Of Custom Of King Abdulaziz Airport.

Principal: M/S Haya I. Alsunaidi Est. For Exhibitions

P.o.box 15 Jeddah 21411, Alhamra Dis.

Tel: +966 12 6603996 Fax: +966 12 6603682

Amount Of Guarantee

Sar /Saudi Riyals:

Expiry Date Of Guarantee: Open Ended.

Expiry Date Towards Ncb:

(30 Days, After The Expiry Date Of The Guarantee Towards The Beneficiary)

Delivery Instruction:

After Issuance, Kindly Deliver The Guarantee To: Mr. Abdulrahman Faisal Alghamdi

Tel No: +966 12 6603996; Ext: 306

Mobile No +966 545259667

In Consideration Of Issuing Your Own Letter Of Guarantee As Per Our Instructions And Under Our Counter Guarantee Number, We..... [Bank's Name And Postal



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Address]... Hereby Irrevocably And Unconditionally Undertake The Following:

1-To Pay Immediately On Your First Written Demand Any Amount Or Amounts Demanded From Us Hereunder Without Any Contestation On Our Part Up To The Aggregate Amount Of(Amount In Words.....) Plus Your Commission And Charges As Determined By You.

2-To Indemnify You And Hold You Harmless Against Any Claim, Liability, Loss, Damage Or Cost Resulting From Or Arising Out Of Your Issuing Or Performing Your Letter Of Guarantee, Notwithstanding Any Objection, Defense Or Litigation By Our Principal Or Any Other Party.

3-Our Counter Guarantee In Your Favour Is Extenable Until We Are Released By You.

In The Event That Withholding Or Deduction Is Imposed By Any Law, We Will Pay Such Additional Amounts As May Be Necessary In Order That The Actual Amount Received After Such Withholding Or Deduction Shall Be Equal To The Amount That Would Have Been Received By You If Such Withholding Or Deduction Were Not Required.

We Acknowledge That Your Letter Of Guarantee Will Be Issued Subject To The Laws And Regulations Of The Kingdom Of Saudi Arabia And Demands For Payment Or Requests To Extend Or Hold Value Which Will Result In Liability Hereunder Will Be Governed Exclusively By Such Laws And Regulations.

Our Counter Guarantee Is For(Amount), However Your Local Guarantee Could Be Less But Not Exceeding.

Your Local Guarantee Value Will Be Provided By Haya I. Alsunaidi Est. For Exhibitions

This Counter Guarantee Expires On..... (30 Days After The Expiry Date Of Your Guarantee) By Which Date All Demands Under This Counter Guarantee Should Be Received By Us.

You Are Kindly Requested To Deliver Your Original Guarantee To Mr. Abdulrahman Faisal Alghamdi Tel. +966545259667 The Representative Of The Account Party.

This Counter Guarantee Shall Be Governed By And Construed In Accordance With The Laws And Regulations Of The Kingdom Of Saudi Arabia.



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ARRIVAL AND DEPARTURE OF EXHIBITORS / CUSTOM CLEARANCE AND SHIPPING

1- Hand Carry Shipments:

All hand carry shipments must arrive/depart at King Abdulaziz Airport in Jeddah only.

Documents required:

a. Commercial Invoice:

- Minimum of 2 sets of detailed invoices with official market values indicating the number on the tag, price per item, detailed descriptions of goods, carats, gross and net weights in grams. CIF value and the manufacturer's name, the total weight in grams of items and total price in U.S. Dollars must be clearly stated on the invoice.
The invoice must be issued in USD (United States Dollars) only and in English or Arabic and has to be stamped and signed.
- Colored picture of each individual piece (within invoice or separate attachment) mentioning its number (as per the invoice), price in (\$USD) and its weight in grams.
- Invoice must be issued to:
Haya I. Al Sunaidi Est. For Exhibitions
A/c exhibitor's name/brand
Jewellery Salon 2020
P.O. Box 15
Jeddah 21411 / Saudi Arabia
The invoices must be signed and stamped by the Chamber of Commerce of the exporting country.

b. Certificate of Origin

Signed and stamped by the manufacturer and countersigned by the Chamber of Commerce of the exporting country.

c. Deadline for Documents

Copies of all certified documents must be sent latest by **Sunday March 1st, 2020**



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d. Arrival Date of Exhibitors:

Between **Friday March 6th, 2020** and **Saturday March 7th, 2020** at: **04:00 pm** at the LATEST!

e. Travel Arrangements

Please note that exhibitors are kindly requested to make your own booking and ticketing from their country to Saudi Arabia and back and also between Jeddah and Riyadh.

Please inform us about the flights dates and numbers so we can arrange the transportation.

f. Arrival / Custom Procedures

All exhibitors arriving with valuables will be met upon landing at King Abdulaziz Airport in Jeddah at the Executive Office (VIP terminal).

Car service from the aircraft to the VIP terminal will be arranged by the organizer.

Customs inbound procedures (incl. physical check of merchandise) will be affected upon arrival at the VIP terminal.

After passing the inbound custom clearance, the goods will be shipped and available for pick-up by the exhibitor at the strong room at Al Faisaliah Hotel in Riyadh.

Exhibitors hand carrying their jewellery to Riyadh, must inform us earlier so we can prepare the authorization papers.

2- Airfreight Shipments:

All AIRCARGO-shipments must arrive/depart at King Abdulaziz Airport in Jeddah only

Due to local regulations, airfreight shipments must be packed in solid sealed boxes.

Documents Required

a. Commercial Invoice:

- Minimum of 2 sets of detailed invoices with official market values indicating the number on the tag, price per item, detailed descriptions of goods, carats, gross and net weights in grams. CIF value and the manufacturer's name, the total weight in grams of items and total price in U.S. Dollars must be clearly stated on the invoice.

The invoice must be issued in USD (United States Dollars) only and in English or Arabic and has to be stamped and signed.

- Colored picture of each individual piece (within invoice or separate attachment) mentioning its number (as per the invoice), price in (\$USD) and its weight in grams.



- Invoice must be issued to:

Haya I. Al Sunaidi Est. For Exhibitions

A/c exhibitor's name/brand

Jewellery Salon 2020

P.O. Box 15

Jeddah 21411 / Saudi Arabia

Invoices must be signed and stamped by the Chamber of Commerce of the exporting country.

b. Certificate of Origin

Signed and stamped by the manufacturer and countersigned by the Chamber of Commerce of the exporting country.

c. AWB

The Airway bill must be consigned as following:

Haya I. Al Sunaidi Est. For Exhibitions

A/c exhibitor's name/brand

Jewellery Salon 2020

P.O. Box 15

Jeddah 21411 / Saudi Arabia

Phone: +966 12 6603996

d. Deadline for Documents

Copies of all certified documents must be sent by **Thursday February 27th, 2020** at the latest.

e. Consolidated Shipments:

Exhibitors must instruct their air cargo agent to dispatch the shipment under single AWB (Airway Bill) only. Consolidated cargo under HAWB (House-Airway Bill) is not permitted in or out of the Kingdom of Saudi Arabia.

f. Arrival Dates of Shipments:

Between **Friday February 28th, 2020** and **Sunday March 1st, 2020** at **6:00 pm** at the latest.

g. Travel Arrangements

Please note that exhibitors are kindly requested to make your own bookings from their country to Saudi Arabia and back as well as between Jeddah and Riyadh.

Please inform us about the flight dates and numbers so we can arrange the transportation.



h. Arrival / Custom Procedures

Airfreight shipments must be clearly marked, properly packed and sealed in solid suitable boxes. Shipments declared as “valuable Cargo” will be stored in the customs-controlled vault within the cargo section of Jeddah-Airport until customs clearance.

The exhibitor has to be present during the customs inbound procedures.

Customs inbound procedures will (incl. physical check of merchandise) take place within the customs office at the Cargo Building of Jeddah-airport on **Friday March 6th, 2020** or **Saturday March 7th, 2020**.

After passing the inbound custom clearance, the goods will be shipped and available for pick-up by the exhibitor at the strong room at Al Faisaliah Hotel in Riyadh.

Exhibitors hand carrying their jewellery to Riyadh, must inform us earlier so we can prepare the authorization papers.

3- Departure After the Exhibition

All shipments (Handcarry/aircargo) must depart from King Abdulaziz Airport in Jeddah only.

Outbound procedures/customs inspections will take place at the Executive Office (VIP terminal) at King Abdulaziz Airport in Jeddah starting from **Sunday March 22nd, 2020** before the departure of the exhibitor.

The exhibitor should be present 3 hours before the flight at the Executive Office (VIP terminal) for customs inspection.

For exhibitors leaving with handcarry, **outbound flights from Jeddah should not depart any earlier than 10:00 am on Sunday March 22nd, 2020**.

Upon custom inspections, all goods will be sealed in bags with customs seals. Customs Authorities will individually hand-over the sealed bags to exhibitors at the plane.

- Exhibitors leaving with handcarry must provide a copy of their passport and ticket to the organizers or the Customs during outbound inspection.
- For Airfreight, the airline will receive the shipment at the custom’s vault.



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Ground Transports in Saudi Arabia / Security / Insurance Coverage

Transport by armoured vehicles will be fully organized by Sunaidi Expo

At both exhibition locations all shipments will be kept in a secured area (strong room) and can be picked up only by authorised persons (exhibitors).

Both strong rooms are guarded 24 hours by armed guards and are CCTV-equipped.

There is **no standard insurance coverage** for the exhibits neither by Sunaidi Expo nor their subcontractor partner (AMNCO Saudi Arabia).

Handling Tariff

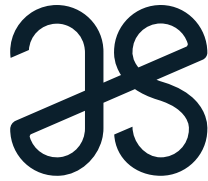
1-Hand Carry or Airfreight - 2500 \$

Inbound and Outbound:

Sunaidi Expo team will meet exhibitors at the airport upon their arrival to Help with inbound customs formalities; cartage by armoured truck to the fair ground and back to the airport; organisation and support of customs inspection outbound customs formalities after the exhibition; help and support in customs inspections.

charges are applicable per shipment

For airfreight shipments the respective airfreight costs/FSC+SSC of the airline to the desired destination will be added.



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2- Transfer Costs Jeddah-Riyadh-Jeddah - 2000 \$

basic cost per exhibitor

3-Safe Boxes

Safe boxes are on rental basis, please check the specifications and price per show:

1. Data Safe Sun Mod.eds-200.

Weight kg: 350 KG

Option : - KEY & ELECTRONIC LOCK

International Certificate : SP(1Hr & 2Hrs Fire)

External Dimensions :

Width : 743

Height : 1368

Depth : 633

Internal Dimensions :

Width : 490

Height : 1050

Depth : 385

Price: 1000 \$ - 3750 S.R

2. Safe Fire Proof Eagle Mod.es-130

Weight kg: 220

Option: - KEY & ELECTRONIC LOCK

International Certificate: SP (1Hr & 2Hrs Fire)

External Dimensions:

Width: 585

Height: 1171

Depth: 507

Internal Dimensions:

Width: 426

Height: 1171

Depth: 346

Price: 400 \$ - 1500 S.R

3. Safe Fire Proof Eagle Mod.es-065.

Weight kg: 130

Option: - KEY & ELECTRONIC LOCK

International Certificate: SP (1Hr & 2Hrs Fire)

External Dimensions:

Width: 549

Height: 669

Depth: 507

Internal Dimensions:

Width: 398

Height: 519

Depth: 346

Price: 270 \$ - 1000 S.R



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PASSPORTS AND VISAS

Passport and Visa Information:

- All Saudi Arabia visitors must be in possession of a passport valid at least six months beyond the estimated stay.
- Citizens from the United Arab Emirates, Bahrain, Kuwait, and Oman, are visa-exempt and can travel to the country without a visa. All other nationalities require a Single-Entry Visa to enter Saudi Arabia.

It must be noted that any person holding a passport with any indication of travel to Israel will result in refusal of entry to Saudi Arabia.

OBTAINING A COMMERCIAL VISA TO PARTICIPATE IN AN EXHIBITION IN SAUDI ARABIA INVOLVES RECEIVING A MOFA APPROVAL LETTER (AN APPROVAL FROM THE SAUDI MINISTRY OF FOREIGN AFFAIRS (MOFA)).

• **Requirements for the MOFA Approval letter:**

1. A clear scanned copy of the applicant passport.
2. For the applicants living in the GCC countries, a clear scanned copy of the GCC residency.
3. Complete the enclosed Visa Application Forms 1 & 2
 - Visa Form 1 should be completed only once for the exhibiting company.
 - Visa Form 2 should be completed individually for each applicant.

Please make sure to clearly indicate the city where the Saudi Embassy or Consulate is located and in which you will have your visa endorsed (stamped).

• **Procedure**

- The Organizer will apply for the applicant at the Ministry of Foreign Affairs (MOFA) website.
- If the applicant is approved, the organizer will receive a letter of invitation (MOFA approval letter) that will be sent to the exhibitor.
- The Exhibitor will then do the necessary visa formalities at the Saudi Embassy or Consulate in the city designated in the application to stamp the Visa on the passport prior to travelling.

IMPORTANT: No visa application can be accepted later than 1 month prior to opening of Exhibitions.



SAFETY AND SECURITY

1. Sunaidi Expo provides a security company (24 hour security) and will provide extra guards outside the stand upon request at the exhibitor's expense.
2. The organizers will provide exhibitor badges for security reasons for every member of the team working in the booth. The badges must be worn in order to allow the exhibitor access into the hall. All exhibitors are obliged to wear their badges throughout the exhibition period.
3. After custom clearance an armored vehicle with armed guards provided by Sunaidi Expo will be waiting to transfer the valuable goods to the venue.
4. On leaving Jeddah the same armored transport and customs arrangements will apply.

HOTELS AND RESERVATIONS

Recommended Hotels:

- **Ritz Carlton Jeddah** (Corporate rate form will be sent individually).
- **AlFaisaliah Riyadh** (Corporate rate form will be sent individually).
- **Park Hayatt Jeddah**
- **Four Seasons Hotel Riyadh**



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GENERAL INFORMATION

Health Requirements

It should be noted that although current health regulations do not require passengers to be vaccinated against Smallpox and Cholera, these regulations are prone to fairly frequent change. It is therefore recommended that all persons visiting Saudi Arabia are in possession of documents certifying vaccination.

Yellow Fever vaccination is only required if arriving within 6 days after leaving or transiting countries, any parts of which are infected areas. It is advisable to take the appropriate precautions and specialist recommendations.

Personal Customs Facilities

Visitor's personal effects are not subject to duty. Free import of the following is permitted: 400 Cigarettes or 100 Cigars or 500 grams of tobacco, a reasonable quantity of perfumes. Customs charges are levied on non-personal photographic cameras, typewriters etc. If these articles are re-exported within 90 days, customs charges may be refunded. It is advisable not to enter the country with film in your camera. Video Tapes are confiscated on entry to Saudi Arabia and a receipt is issued. When satisfied as to be the content of the tape, the authority will order a release and it can be reclaimed.

Currency Regulations

The amount of currency that may be taken into or out of the Country couldn't exceed 60000 SAR.

Photography

Organizer's official photographer will be available for all photographic requirements. Exhibitors should indicate whether they require this service to the Organizer.

Climate

Jeddah is warm and humid for most of the year. Temperatures seldom rise above 38 degree centigrade but humidity can exceed 90%. During the winter season (mid-November to mid- April) it is usually acceptable by European standards and the prevailing north-west wind does not help to relieve the heat.

Clothing

Light weight suits are adequate for most of the year. The Organizer suggests exhibitors to carry sufficient light clothing including cotton shirts.

**Languages**

Arabic is the official language although English is widely spoken business circles.

Currency

The Saudi Arabian Monetary unit is the Riyal which is divided into 100 Halalahs. The notes are issued in 1, 5, 10, 20, 50, 100, 200, and 500 Riyal denominations. Coins are issued in 5, 10, 25, 50, and 100 Halalahs.

Banks

Most of the major international banks are represented in the Kingdom. Business hours are 09:30 – 16:30 Hrs. Sunday to Thursday. Friday and Saturday are the weekly holidays.

Credit Cards

All major credit cards are widely used in Saudi Arabia in almost all hotels and retail outlets.

Television

In addition to Arabic broadcasting, Saudi Arabian Television's channel 2 broadcasts in English and features a variety of mainly American films and serials. Daily news programs are broadcast in both French and English.

Also Satellite/Cable television is available in all the major hotels.

Hours of Business

The Kingdom of Saudi Arabia is 3 hours ahead of Greenwich Mean Time.

Embassies (generally)

08:00-14:00 Hours Sunday to Thursday.

Government Departments

07:30 – 14:30 Hours Sunday to Thursday.
(Friday and Saturday are weekly holidays)

Shopping

(No Standard Hours) Approximately 09:00 – 13:00 and 16:30 – 21:00 Hours daily.