

**Media release**

*Johannesburg, Thursday, 29 October 2015* - The Gauteng IDZ's (a subsidiary of the GGDA) exhibition at Jewellex is being undertaken in collaboration with Design@50, a skills development programme focusing on commercial jewellery design that was initiated by the Gauteng Growth and Development Agency (GGDA). Design @50 provides opportunities to students with a background in jewellery design to pursue a year-long commercial jewellery post graduate programme.

The programme, which was initiated in 2013, has a yearly intake of 15 students. To-date, 29 students who was supported through this programme, have successfully completed their studies and have gone on to establish their own businesses or have been absorbed into the market.

Jewellex is Africa's premier jewellery, diamond and watch showcasing exhibition event that is held annually. The exhibition event, which is hosted by the Jewellery Council of South Africa, is over 40 years old and attracts exhibitors from all over the world, including exhibitors from Europe, the USA, the East and the SADC countries.

The event which is held over a 3 day period in October of every year, provides an opportunity for exhibitors to show-case new merchandise lines in the product ranges of watches, clocks, fine jewellery, pearls and precious stones. In addition, jewellery packaging, machinery, accessories and services available are also offered to local and international retail jewellery industry.

The exhibition ends on Thursday, 29<sup>th</sup> October 2015, use this last opportunity to see this young local talents jewellery exhibits.

Ends