

CARAT⁺

The world's premier diamond event

CARAT+ exhibitor rebooking rate surpasses 90% as second edition gathers momentum

More than 90% of exhibitors that participated in the inaugural CARAT+ 2017 are returning to the event in 2018.

Press Release: February 2018

CARAT+, The World's Premier Diamond Event, has announced that more than 90% of its exhibitors from the 2017 edition will return for the second edition in May 2018.

The latest figures reveal high-levels of satisfaction among exhibitors and a shared commitment to make CARAT+ the most successful diamond event in the world, according to Founder and Event Director, Filip Van Laere.

The second edition of CARAT+ will feature a maximum of 150 exhibitors, including a number of interesting service providers that require much larger spaces located in Hall 1. They will be joined by diamond suppliers, manufacturers, diamond jewellery brands and coloured gemstone specialists in Hall 4 of Antwerp Expo.

"Our objective is clear: we are aiming for substantially more visitors for roughly the same number of exhibitors," explains Van Laere. "We want to maximise the return on investment for our returning exhibitors and partners who took the plunge with us during our first edition. In 2018, we understand that 'visitor experience' is the key-word for the continued success of CARAT+, and we are excited to reveal various activities and partnerships in due course. To date, we already feel visitor-interest in the second edition of CARAT+ rising, which is a very positive sign."

Leading Italian fine jeweller, Roberto Coin, will exhibit his eponymous brand at CARAT+ for the second time in May. He says: "Antwerp is the place where the best players of the diamond industry provide the highest quality stones. After all, Antwerp has one of the biggest diamond bourses in the world and is home to many of the largest diamond companies. I am coming back to CARAT+ for the second time because, last year, I was very pleased to be part of a serious event that offered a new opportunity for the jewellery world to choose from the widest selection of diamonds."

CARAT+ has ambitions to become *the* reference in diamonds; offering an annual meeting place for buying, networking and debating the future of the diamond industry. Launched in 2017, the event attracted more than 3,000 visitors and 130 exhibitors in its first year alone. Partners and sponsors who have joined CARAT+ for the 2018 edition include Main Partner AWDC (Antwerp World Diamond Centre), plus ABN AMRO; motor company, Bentley; security expert Brinks; Brussels Airlines;



insurance broker Driesassur; GIA (Gemological Institute of America), and industry media specialist Rapaport.

CARAT+ takes place on 6, 7 & 8 May 2018 at Antwerp Expo in Antwerp, Belgium. For more information please visit caratplusantwerp.com.

To secure your entrance pass to the event, please **[REGISTER TODAY](#)** via the website or email **info@caratplussantwerp.com**.

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About CARAT+

Covering the full spectrum of the diamond and diamond jewellery trades, CARAT+ features four sectors: loose diamonds, branded diamond jewellery, non-branded diamond jewellery and services for the diamond and diamond jewellery industry.

Taking place in Hall 1 and Hall 4 of the Antwerp Expo, entry to the show is restricted exclusively to industry professionals, including diamond and jewellery wholesalers and manufacturers from around the world, and jewellery retailers from across Europe and the wider world.

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