

# EXPO | BCNjoya

## HOGAR



Fira Barcelona

GIFTS · DECORATION · FASHION JEWELLERY · JEWELLERY

26-29 SEPTEMBER 2020  
MONTJUÏC VENUE

SALES FOLDER



*beautiful things*



# Expohogar

## Platform for launching new developments

Expohogar has become an unmissable event for all professionals in the fashion jewellery, gifts, decoration, accessories and jewellery sector. Barcelona is not only the centre of one of the areas with the greatest purchasing potential in Spain (its area of influence covers Catalonia, the Balearic Islands, Valencia, Aragon, the Basque Country and Andorra), but it is also the platform for launching the latest new products for the Christmas season, given the perfect timing of the dates of the event.



## Enhancing the communication campaign

With the aim of attracting the greatest number of professional visitors, the communication and marketing campaign has been strengthened to include promotion with sectoral associations, general and specialised press announcements, online advertising, radio slots, telemarketing and disseminating the content on social networks.

# BCNjoya

## Sustained growth year after year

Since its five years ago, the show has gone in constant growth. The positive synergies created by holding BCNjoya and Expohogar together have benefited both trade fairs and led to an increase in the number of professional visitors. BCNjoya Concept, the design jewellery sector, has been especially successful in attracting more exhibitors and visitors, turning it into the benchmark event for all professionals in Spain.



## Predicted figures for Expohogar BCNjoya 2020



10,000

professional visitors



200

exhibitors



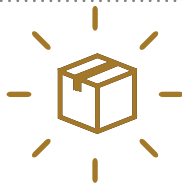
18,500 m<sup>2</sup>

exhibition space



18

sectors represented



100

companies related to the jewellery and watchmaking sector







## REASONS TO TAKE PART

- 1 IT WILL HELP YOU PREPARE FOR THE **CHRISTMAS CAMPAIGN**, THE PERIOD OF HIGHEST SALES IN THE YEAR
- 2 IT ATTRACTS **NEW CUSTOMERS**, MAINTAINING THE LOYALTY OF EXISTING CUSTOMERS AND RECOVERS LOST ONES
- 3 **PRESENT YOUR NEW PRODUCTS**
- 4 **VISITORS FROM AREAS WITH SIGNIFICANT PURCHASING POTENTIAL:** CATALONIA, VALENCIA, THE BALEARIC ISLANDS, ARAGON, THE BASQUE COUNTRY, ANDORRA AND THE SOUTH OF FRANCE
- 5 **IMPORTANT IN MARKETING AND ADVERTISING CAMPAIGN** TO ATTRACT PROFESSIONAL VISITORS FROM THE SECTOR WITH PURCHASING POTENTIAL
- 6 **VERY REASONABLE RATES** WITH SPECIAL PRICES FOR EXHIBITORS WHO REGISTER **BEFORE 15 JUNE 2020**
- 7 POSSIBILITY TO **PAY FOR YOUR PARTICIPATION IN INSTALMENTS** WITH NO ADDITIONAL COST
- 8 **THE BEST STAGE FOR CONNECTING WITH PROFESSIONALS**, EXHIBITORS, SPECIALISED MEDIA AND POTENTIAL BUYERS IN YOUR SECTOR
- 9 **SPECIAL STANDS FOR ARTISANS**
- 10 **UNMISSABLE EVENT FOR PROFESSIONALS IN THE SECTOR**





# THANK YOU TO THE EXHIBITORS FOR CHOOSING EXPOHOGAR

## EXHIBITORS AT EXPOHOGAR AUTUMN 2019 AND SPRING 2019

ABANICOS CELSO HOYO / ABERNUÉS / ADAPELL / ALEXANDRA FORGA / ALMACENES JAVIER / AMAZONIK SOUVENIRS / AMBIENTE EUROPE B.V. / AMEN-DOODLE / ARAMIS DECOR, S.A. / AROMES MEDITERRANI / ARTEYCUERO / AUDAR / BALIKUPUKUPU / BE PAPAIA / BELMONTE PIEL / BETTY'S DREAM / BISUART / BLAUCASA / BOLES D'OLOR / YANKEE CANDLE SPAIN / BRACAFE / BRASILERAS / BULLYLAND / CAIXES AMBROS, S.L. / CASA BARRERA / CELORAMA, S.L. / CERABELLA / CHARADA / KILROY / CHIC & PAPER / CLASIMPORT / CLOVER BARCELONA / COACB / COMERCIAL NIM / CON-FER / CONTY'S / CORONEL TAPIOCA / COSTA Y SOLER S.L. / CRAZY WORLD / CRUZ DEL SUD / DATZIRA / DCPHARM, S.L. / D'DIEGO / DE LA MUR / DECO HOME AND GARDEN S.L. / DECORACION CON CORAZON / DEPTI OH INDIA / DISSENY PLUS 2, S.L. / DRAC TOYS / DRAPS / DREAM TOYS / EL EXPRESO DE ORIENTE / ELS XIMPLETS / ESCOLA D'ART FLORAL I DISSENY DE JARDINS DE CATALUNYA / ESTEVE GARRIDO / EXCLUSIVAS 2R S.A. / FEBACSA / FERCHI / FINOR / FOC-ART / FOIMPEX / FRAMAN / FUNDACIÓ ARED / GAFAS KOST / GENDRE PINTO S.L. / GRESCART / HARA / HELIO FERRETTI / HOFF INTERIEUR GMBH & CO. KG / I-TOTAL / IBOERS / IMORI / J.R.G BCN / JAIN PUSHUP / JOSIBEL / JOYAS GEORGINA / JUAN FORTUNY / JUEGA CON MIGO / JURATOYS / KATOM ACCESSORIES / KINLOCH DUFFIELD S.L. / KORCZYNSKI AMBAR / LA FLOR DE CALI / LA LLUNA / LA RUTA DE LA SEDA / LE PETIT BIJOU / LINEARGENT / LITTLE BLUE HOUSE / LM LETONIA / LUGUPELL - BULTACO - MUNICH / MABROUKA / MAGNETMANIA / MANUFACTURAS CLIMA S.A. / MAYACHI / MEXICANISIMO / MIGUEL ÁNGEL DÍAZ NAVARRETE / MIM / MIQUEL IMPORT SCP / MMM, G.M.B.H. - CAJAS DE MUSICA / MR COMPLEMENTS / NOA ECCO / NOVADIS / NURIA GRAU CRYSTAL BARCELONA / NUVOLAS / OF CREACIONS / OLD TEDDY'S COMPANY / OLIVER WEBER COLLECTION / ONE & ONE HATS / ORIGINAL ARTS / PALLAROL / PASTACUITA BARCELONA / POBRA A/S / POPELIN / POSTALS CLAUDIA / PRADENS / POLO SUR / CONTRABANDO / PROFLORE / PUZZLE / RECASENS / REGAL CERAMIC / RODATOYS / RODOLFO SERVAN CORREDURIA DE SEGUROS S.A. / ROSA VALLS FORMACIÓ S.L. / SALVADOR MULET-KBAS / SARAFEL / SCANDIST / SIGNES GRIMALT / SILVEREIRA / SILVIA ALMAR / SIMO SASTRE, S.L. / SOCK 'N' ROLL VALENCIA / SOLID-SOMBREROS Y COMPLEMENTOS / SOLO RECUERDOS, S.L. / SORUKA / TORELLÓ LLOPART, S.A. / TRONC JOCS / TROPIC ART / UNITED LABELS IBERICA / UNUM EYEWEAR / VALMIKI / VELULAI / VINARD, S.A. / VINTIUN / VISQUI BARCELONA / WAKALA / WAX DESIGN SL



# THANK YOU TO THE EXHIBITORS FOR CHOOSING BCNJOYA

## EXHIBITORS AT BCNJOYA 2019

2JEWELS - MABINA - TOGETHER / ADHEMAR - JOIES / AMEN - DOODLE / ANTONELLI / ARGENT BASIC / AROSTEGUI BARCELONA / AS&AS / BE PAPAIA S.L. / BREUNING / BRUNA / CH. DAHLINGER GMBH & CO KG / COMPACK, S.L. / CONDEVERA S.L. / DACRISTIDE COR S.L. / DERSA DUWARD GO / DILOY WATCH STRAPS / DOA / DOTE, S.R.L. / EBANO INTERNACIONAL, S.A. / EDUARD PEY JOIES / EKAN / ELISENDA DE HARO JOIERIA CONTEMPORANIA / ELISENDA SANTACREU JOIES / ENGINE SOFTWARE, S.L. / ESCOLA DE JOIERIA JORGC / ESTHER MARTIN / EUROPE SILVER / GADE COMPLEMENTS, S.L. / GEMMESTERRA / GIRBAU BARCELONA / GLAMOUR 925 / GLOBAL ARGENTI / GOLD & TIME / GOLD SPAIN, S.L. / GRUPO DUPLEX / GRUPO EXPERTIS / IBERICA CORREAS / JAVIER GARCIA / JOAN TREMOLEDA / KORCZYNSKI PLATA / LISKA JOYAS, SL / LUCA LORENZINI / LUXENTER / M&M WATCHES - BCN / MAR CUCURELLA / MARCIN ZAREMSKI / MAREA / MARGONI COLLECTION / MATERIA / MICHEL HERBELIN / MIGUEL ANGEL DIAZ NAVARRETE / MIQUEL SARDÀ / MODELADOS J. PERELLI / MUNDO GEMAS / NATURAL / NECTARILA / NIKI BOLI / NIRKA PANOSO JOYAS DE AUTOR / NOWLEY / NUOMI DESIGN / NURIA DEYA / OBRERO JOYEROS S.L. / ORFEGA COMPOSTELA / ORIENT / POTENS / PROMOJOYA / RAIVE / ROJAS MEDITERRANEO S.L. / SALVATORE PLATA / SANDRA COLLECTION / SANTI CAPO / SILVER DIEZ / SISMA LASER ESPAÑA / STUDIO CHESCO, S.L. / S-UNIT LUIS SAEZ QUEVEDO / SVEPI / TASS JOIES / TEINOR S.A. / UNICA / VICENÇ JANE / VICTORIA CRUZ JEWELLRY / VIDAL & VIDAL / WAXCO LINE, S.L.





EXPOHOGAR  
VISITORS  
PROFILE



PROFILE:

- RETAILERS ..... 78%
- WHOLESALERS..... 4%
- CHAIN STORES..... 5%
- INTERIOR DESIGNERS / ARCHITECTS ..... 3%
- IMPORT / EXPORT ..... 2%
- DEPARTMENT STORES .... 2%
- SALES REPRESENTATIVES ..... 2%
- RESTAURANTS / HOTELS .. 2%
- FLORISTS AND GARDEN CENTRES..... 2%

PLACE OF ORIGIN OF  
EXPOHOGAR VISITORS:

- CATALONIA ..... 75%
- VALENCIA ..... 4%
- BALEARIC ISLANDS..... 4%
- BASQUE COUNTRY..... 4%
- ARAGÓN..... 3%
- ANDORRA ..... 2%
- FRANCE..... 2%
- REST OF SPAIN..... 6%



PLACE OF ORIGIN OF  
BCNJOYA VISITORS:

- RETAILERS ..... 84%
- WHOLESALERS ..... 8%
- CHAIN STORES ..... 8%

PLACE OF ORIGIN OF  
BCNJOYA VISITORS:

- CATALONIA ..... 75%
- VALENCIA ..... 4%
- BALEARIC ISLANDS..... 4%
- BASQUE COUNTRY..... 4%
- ARAGÓN..... 3%
- ANDORRA ..... 2%
- FRANCE..... 2%
- REST OF SPAIN..... 6%



SECTORS EXPOHOGAR



GIFTS



LEATHER GOODS  
AND TRAVEL



PERSONAL CARE



SOUVENIR



INTERIOR &  
DECORATION



ARTS & CRAFTS



FLORAL DECORATION,  
TERRACE & GARDEN



KITCHENWARE



TOYS &  
CHILD-CARE  
ITEMS



FASHION  
JEWELLERY



STATIONERY



HOME TEXTILE

SECTORS BCNJOYA



JEWELLERY



BCNJOYA  
CONCEPT



WATCHES AND  
CLOCKS



SILVER



MACHINERY



MISCELLANEOUS





# MAJOR CAMPAIGN FOR ATTRACTING VISITORS

- **Sending of free passes to visitors to the previous editions**
- **Segmented sending of newsletters, email and postal mailshots to visitors and potential visitors on the latest developments about the fair, from the exhibitors themselves along with free registration codes**
- **Collaboration with sectoral associations** such as consortia, guilds, associations, professional bodies, groups and chambers of commerce
- **Attracting visitors from the South of France:** email and postal mailshots with the latest developments of the fair and free registration codes
- **Important specialised press campaign:** reports, emails and invitation inserts in the main magazines in the sector
- **Telemarketing to potential visitors** selected by the exhibitors themselves as well as the Expohogar and BCNjoya databases explaining the latest developments of the event and providing them with free registration codes
- **Sending of free paper and PDF format invitations** so that the exhibitors can send them to their customers and potential customers
- **Social Networks:** promotion of contents of the fairs and on the latest developments and promotions of the exhibitors on our social networks: Instagram, Facebook and Twitter
- **Highly visible online advertising campaign:** SEM-GDN and Search on Google
- **Major purchaser campaigns:** invitation to a night in a hotel for VIP customers preferably from outside Catalonia, proposed by the exhibitors themselves
- **Major campaign in the daily and online press** with adverts, reports and Expohogar and BCNjoya banners
- **Major radio campaign with advertising slots,** interviews and news reports and at prime times
- **Agreements with car parks close to the Fira venue:** special prices for visitors and free parking for customers selected by the exhibitors themselves.
- **Discount passes on trips** with Renfe, Iberia and Transmediterranea available to visitors in order to attend the fair







## BONUSES FOR EXHIBITORS



Unlimited free tickets, printed and PDF.



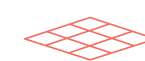
Telemarketing aimed at clients chosen by the exhibitor.



Paid hotel rooms for clients chosen by the exhibitor.



Discounts on Iberia Airlines, national trains and Trasmediterranea ferries for visitors and exhibitors.



No assembly fee for stands designed by the exhibitor.



If you would like a personalised stand please get in touch with us.



Free parking for all exhibitors.



Free WiFi.



Exhibitor participation financed at no extra cost.





# EXPO HOGAR | BCNjoya

GIFTS · DECORATION · FASHION JEWELLERY · JEWELLERY

---

**26-29 SEPTEMBER 2020**  
MONTJUÏC VENUE

Opening hours:  
26-27-28 September  
10 am to 7:30 pm

29 September  
10 am to 5 pm

[expohogar.ventas@firabarcelona.com](mailto:expohogar.ventas@firabarcelona.com)  
Tel. +34 93 233 2000  
[www.expohogar.com](http://www.expohogar.com)



**Fira Barcelona**

