

BCNJOYA

OWN IDENTITY: CREATIVITY, INNOVATION AND CULTURE

BCNJoya is quality, professionalism and offers a wide range of products that make it the key meeting point for professionals in the sector. A trade show that brings together the offer of the main producers of our country.

With a growing impact on exports, the sector is distinguished by its ability to adapt to the consumer and undoubtedly reflects the essence of our culture.

Represented products: Jewellery, Watch industry, Silver Goldsmithing, precious stones, machinery, couture and cases, among others.

IT IS CELEBRATED WITH:

 **EXPOPELL**

 **EXPODECO**

 **EXPOREGAL**

FOUR SHOWS THAT ADD UP, FOUR SHOWS TO DISCOVER NEW OPPORTUNITIES



Within the framework of: 

Expohogar is the commercial platform for manufacturers, wholesalers, distributors, artisans and stores that brings together 4 sectoral shows dedicated to decoration, accessories, gifts and jewelry.

At Expohogar we promote the business of these sectors, bringing creativity, trends, innovation, novelties and creating synergies between them.

Trade shows defines the identity of cities. For this reason, at Expohogar we work so that the professional visitor places our local industry and craftsmanship as an international benchmark, contributing to make our cities stand out for their offer of quality, design, creativity and sustainability.



PREVIOUS EDITING 2024

MAIN FIGURES

- +8.000** professional visitors
- +140** exhibiting companies
- +50** *networking* interviews
- +90** job interviews

SOCIAL NETWORKS



6.827
followers



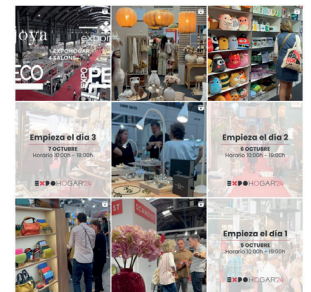
1.734
followers



371
followers

MEDIA IMPACT

- ✗ Great communication campaign on social networks.
- ✗ *Online* advertising campaign.
- ✗ Segmented sending of *newsletters*.
- ✗ Collaborations and dissemination with leading entities in the sectors.
- ✗ Advertising publication and insertion in the general and sectoral press.
- ✗ Telephone marketing campaign for exhibitors' clients and potential visitors.
- ✗ Advertising campaign on the radio in programs of maximum audience.
- ✗ Dissemination on local televisions.
- ✗ News agencies and television set inside the living room to give voice to the exhibitors.



DIARIO JOYA (<https://diariojoya.com/>)

Barcelona despliega sus propuestas joyeras del 5 al 7 de octubre en Expohogar/BCN Joya

Propuestas de diseño, modelado, 3D, joyas de autor, industria auxiliar... en BCN Joya

Expohogar cierra su renovada edición con más de 8.000 visitantes

12 OCTUBRE 2024 | COMENTARIOS | GRUPO DUPLIX | 141 VISTAS

Desde Expohogar y el COACB estamos muy orgullosos de la gran acogida que han tenido cada una de las actividades y novedades presentadas en esta edición del salón; hemos notado cómo los profesionales querían volver a reunirse en un evento como éste en Barcelona

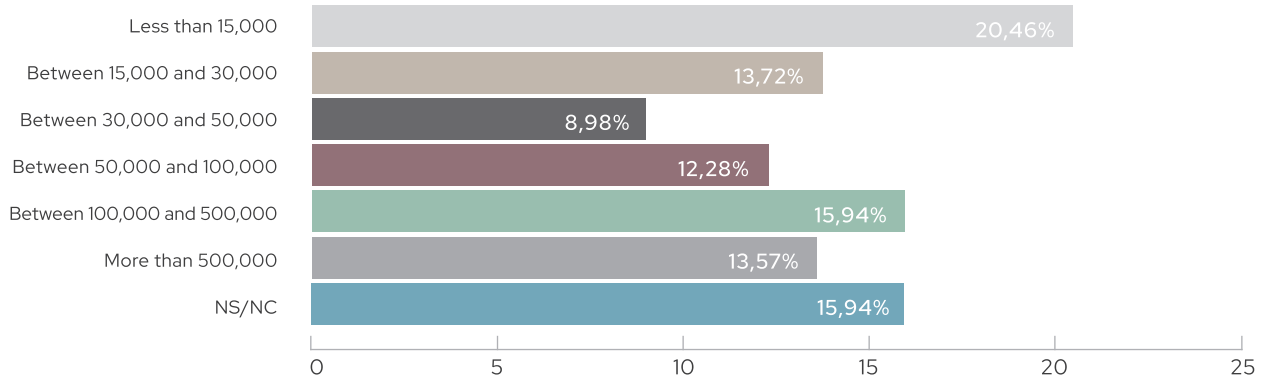
e a ser sede de la oferta en diseño de joyas, relojería, equipamiento y joyero el próximo fin de semana del 5 al 7 de octubre en la feria se celebrará en el Pabellón 1 de Fira de Barcelona.

lado por el Colegio de Agentes Comerciales de Barcelona (COACB), Ifo de Joyeros de Cataluña (IJORG) y con la difusión mediática de ontaremos con un espacio para atender a nuestros lectores y distribuir la

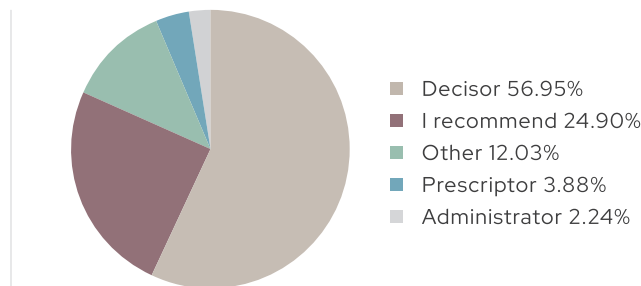
EXPOHOGAR'24

VISITOR PROFILE 2024

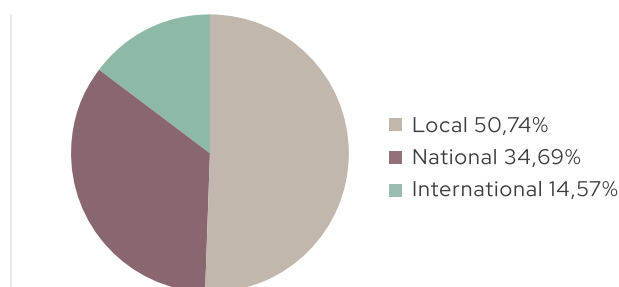
BILLING



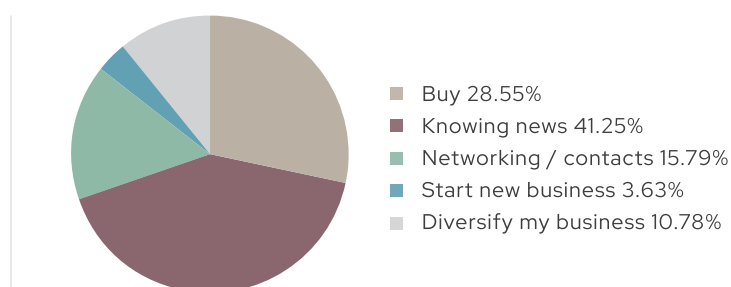
ROLE IN PURCHASING DECISIONS



MARKET IN WHICH THEY OPERATE



MAIN OBJECTIVE OF THE VISIT



WHY PARTICIPATE?



BcnJoya 2024

COMMERCIAL PLATFORM

A professional event where buyers discover new products for their businesses. The ideal environment, at Fira de Barcelona, where you can call your customers and present your products.

NEW DISTRIBUTORS

If you want to expand your distribution network you can contact new professionals through the COACB.

NEW MARKETS

Expand your impact and business to new markets.

PRESENT NEW PRODUCTS/SERVICES

We are your speaker to spread your news.



Simulated image BcnJoya 2025

PLACE OF CELEBRATION

The 64th edition of BCNJoya and the Expohogar Fair will be held in Barcelona from September 27th to 29th, 2025.

Fira de Barcelona will host this edition, in Pavilion 1 – one of the spaces with more tradition of events in the city – located on Avenida Reina Ma Cristina.



ORGANIZATION

BCNJoya is organized by the Official Association of Commercial Agents of Barcelona (COACB) that gives it, by its own DNA, a commercial approach to the event and a great capacity for convening due to the relationship with national and international entities and associations such as the CGAC (Commercial Agents of Spain), the IUCAB (Internationally United Commercial Agents and Brokers) or La Intercollegial.

In addition, it collaborates with the Official Association of Jewelers, Goldsmiths, Watchmakers and Gemmologists of Catalonia (JORGEC) as a representative entity of the sector.



Col·legi Oficial
d'Agents Comercials
de Barcelona
-COACB-

PARTICIPATION MODALITIES

MODALITY 1: ONLY SPACE

Minimum contract 24m²

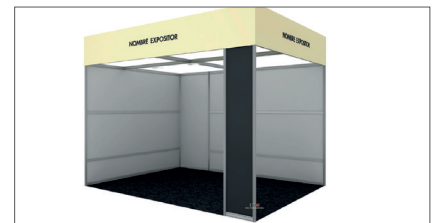
GENERAL RATE	92 € / m ²
COACB RATE*	84€ / m ²

100 m ² - 199 m ²	10% discount
200 m ² - 299 m ²	20% discount
over 300 m ²	25% discount

MODALITY 2: BASIC PACK · JEWELRY (space + stand)

Minimum contract 12m²

GENERAL RATE	122,80 € / m ²
COACB RATE*	114,80 € / m ²

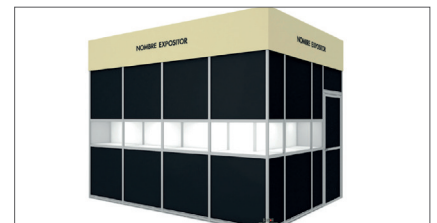


BASIC JEWELRY PACK (4x3)

MODALITY 3: CLOSED PACK · JEWELRY (space + stand)

Minimum contract 12m²

GENERAL RATE	122,80 € / m ² (*)
COACB RATE*	114,80 € / m ² (*)



CLOSED JEWELRY PACK (4x3)

(*) This option requires to close the stand with minimum 2 glass showcases.

MODALITY 4: DESIGN PACK (space + design pack)

Minimum contract 12m²

Registration fees must be added to all modalities (245 €).

For more information, please contact us.

* COACB RATE: It will be applied to companies that accredit that they work with a registered commercial agent.

 **BCNJOYA**
www.bcnjoya.com



 **BCNJOYA**  **EXPOPELL**  **EXPODECO**  **EXPOREGAL**