

Brand New Copenhagen 2010 takes place at Scandinavia's largest fair for gold, silver and watches. Now you have the opportunity to participate in the competition at Copenhagen Jewellery Fair taking place at Bella Center, Copenhagen 26th to 29th of August 2010.



Invitation to
BRAND NEW COPENHAGEN
2010

Use this unique invitation from the Jewellers Association to get full visibility at the largest Scandinavian trade fair for gold, silver and watches.

As a participant on **BRAND NEW COPENHAGEN** you get the opportunity to present your design in high profiled surroundings to all professionals within the jewellery business.

All four fair days allows you to present, sell and meet retailers and buyers within the jewellery business. Your design will be seen and you will be able to judge your future business opportunities in Scandinavia.

BRAND NEW COPENHAGEN is an established concept which every year is met with great interest from the entire industry. The concept is created to support new talent within the business nationally as well as internationally.

The winner of **BRAND NEW COPENHAGEN Award** will receive a free booth including a display case and furniture at the Copenhagen Jewellery Fair 2011.

We look forward to receive your application as soon as possible.

BRAND NEW COPENHAGEN has been realized in cooperation with: Copenhagen Jewellery Fair and The National Jeweller and Watchmaker Association, The Danish Jewellers Association, Gold and Silver manufacturers Association, EM Inventar A/S and Bella Center A/S.

COPENHAGEN JEWELLERY FAIR
26-29 AUGUST 2010



Information

BRAND NEW COPENHAGEN 2010



WHAT YOU AGREE TO

You agree to participate actively in the fair from the 26th to the 29th of August 2010. Together with the other 19 participants you will be given a locked display case (56.8 x 55.2 x 34.4 cm) where you can display a selection of your products. In addition you must (yourself) select a particular design from your collection, which you wish to enter in the **BRAND NEW COPENHAGEN** competition. Your chosen design will be placed in a special cube (18.8 x 18.8 x 18.4 cm) and compete for the **BRAND NEW COPENHAGEN** Award 2010.

RULES FOR ENTRY

- You must not have exhibited at this fair before
- You do not have to be trained within the business
- Your business must be registered and established within the last four years
- You do not have to be a member of any Jewellery Association

WHAT DOES IT COSTS

The entry fee is only 425 EURO. All other expenses will be covered. Following will be offered free of charge: breakfast, lunch and coffee for all fair days, internet on the stand, access to meeting facilities as well as one evening arrangement with dinner for all participants of **BRAND NEW COPENHAGEN**, friday night. Marketing via www.cphjf.dk and www.altomsmykkerogure.dk. Participants from outside Copenhagen will furthermore be offered modest accommodation during the trade fair.

Well in advance of the trade fair, you will receive a marketing kit, allowing you the opportunity to invite your network to visit the fair.

WHAT DO YOU HAVE TO DO TO ENTER

- Send your CV with a description of your professional achievements within the industry
- Send (in the form of good pictures) examples of the products you wish to exhibit and sell.

The first 10 exhibitions at **BRAND NEW COPENHAGEN** 2010 is allocated to those applications that have been received by us before the 1st of April 2010. The following 10 exhibitions are allocated among those applications that have been received by us before the 1st of May 2010.

SEND YOUR APPLICATION AND MATERIAL (PHOTOS) AS QUICKLY AS POSSIBLE TO:

BRAND NEW COPENHAGEN

Denmark's Jewellery Association
Kongevej 270
2830 Virum
Denmark

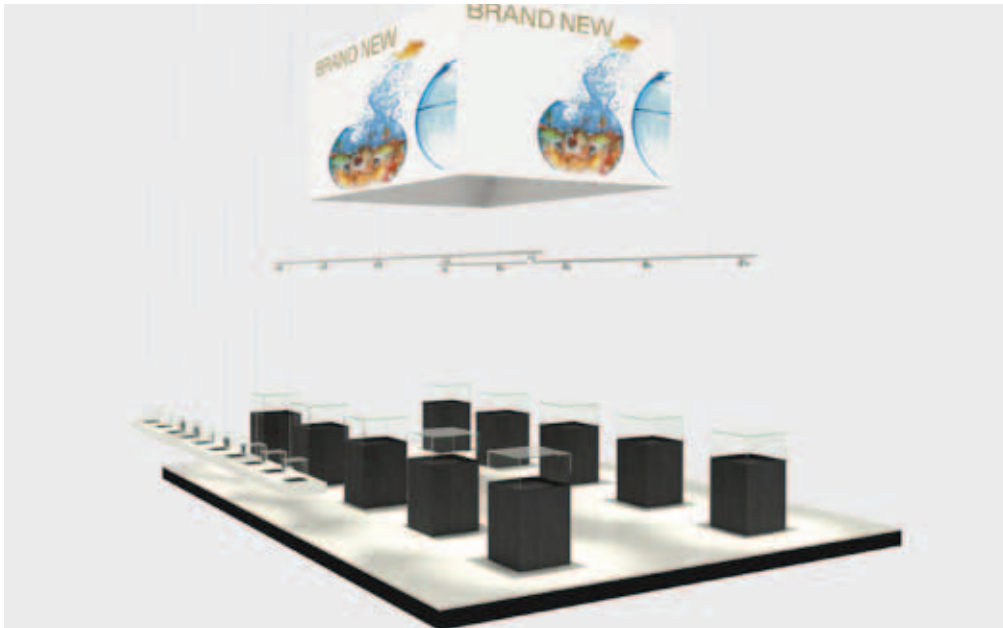
Or e-mail: therese@guldsmed.dk

You will receive reply on your application no later than the 1st of June 2010.

For further questions please mail or call Therese Juncker at +45 4583 5211

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BRAND NEW COPENHAGEN



Entire BRAND NEW COPENHAGEN stand



Display case 56.8 x 55.2 x 34.4 cm



Special cube 18.8 x 18.8 x 18.4 cm used for the 20 participants design