

Excellent Start for 'Bags Of Fortune' Promotion

- Dubai Gold and Jewellery Group offers 19kgs Gold in prizes
- 4 Indians among first week winners

The Dubai Gold and Jewellery Group's 'Bags of Fortune' promotion has seen an excellent start in the first week of DSF 2012 with 6 lucky shoppers, among them being 4 Indians, taking home ½ kg of gold in a massive promotion. The promotion which has been organized by the Dubai Gold & Jewellery Group (DGJG) to run during the entire duration of the Dubai Shopping Festival offers Gold and Jewellery shoppers the chance to take home a massive 19 kilograms of gold of an estimated value of 4 million dirhams (gold and jewellery rate estimated on January 4, 2012). These will be distributed during the entire length of the 32 day shopping extravaganza with ½ kg of gold being won daily and 3kgs being presented as a bumper prize. Customers have also being presented with a chance to win up to AED 2 Million worth of instant cash prizes in a 'Scratch and Win' promotion upon the purchase of Pearl, Watches or Diamond jewellery worth 1000 Dirhams.

"This spectacular promotion is a wonderful way to reward gold and jewellery shoppers during this season of DSF. This is because many gold and jewellery shoppers from all over the world visit this city of gold during the time of DSF so as to benefit from the wide range of designs from the world's leading designers and brands, the best prices and an assurance on quality. Dubai Gold and Jewellery Group is geared up to boost the Gold and Diamond jewellery sales and make this the most successful DSF ever." Said Anan Fakhreddin, Chairman, Dubai Gold & Jewellery Group.

The 'Bags of Fortune' promotion has led to a major boost in Gold and Diamond Jewellery sales in the first few days of DSF with the gold sales having increased significantly. Shoppers willing to participate in the promotions need only purchase Gold , Diamond , Pearl jewellery or watches worth AED 1000 at any of the participating outlets. Raffle draws are held daily at Burj steps, downtown Burj Dubai between 9.30 and 10pm and televised on Sama Dubai Channel.

About Dubai Gold & Jewellery Group

Formed with the support of the Dubai Department of Economic Development in 1996, The Dubai Gold & Jewellery Group (DGJG) is a non-profit trade group for the Dubai jewellery industry with around 600 members representing all sectors of the trade, including bullion, manufacturing, wholesale & retail. The Group has since then evolved into a prestigious trade body committed to developing and sustaining Dubai's status as the 'City of Gold' and 'The Jewellery Destination of the World'.

DGJG works closely with Dubai Municipality to ensure that Dubai maintains its standards of providing quality jewellery to its consumers. Internationally, the Group gives its members an opportunity to exhibit their products through the 'Dubai Pavilion' which is hosted in leading international jewellery exhibitions. It also organizes the City of Gold Conference which has brought international attention on Dubai's positioning as the City of Gold. DGJG further represents the interests of the trade through liaising with government organizations. Its Board of Directors includes representations from Dubai Central Labs (Dubai Municipality), Dubai Events and Promotions Establishment which is part of the Department of Economic Development.

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