



The American GemTrade Association (AGTA) GemFair™ at the JCK Las Vegas Show reported positive results in its first year at the Mandalay Bay Convention Center. The event was held on the Beach Level of the convention center from June 2-7.

“We had great traffic on our first day with plenty of active buying taking place,” stated AGTA CEO Douglas K. Hucker. “We had solid traffic throughout the rest of the show with most exhibitors saying that their expectations had been surpassed.”

The hot colored gemstone and cultured pearl trends in bridal and fashion jewelry categories kept the aisles full. Dealers in finer gemstones also reported strong sales. Buyers stated that they found GemFair™ to be a comfortable environment in which to do business and easy to navigate.

AGTA’s “Gem Day” Education Track featured presentations by Douglas Hucker and Adam Graham from AGTA, Richard Drucker of GemWorld International, Kathy Grenier of the Cultured Pearl Association of America, and Jim Fiebig from Parle’. The sessions were very well attended and provided buyers with up-to-date information on how to take advantage of this increasingly important category.

AGTA launched several new products and services at GemFair, including the new AGTA eLearning Platform, an AGTA Member Online Community, point-of-sale products in Spanish and a customizable marketing campaign for AGTA retail members. All of these products are additions to a comprehensive lineup of resources to help retailers and wholesalers sell more colored gemstones and pearls. More details can be found at [www.agta.org](http://www.agta.org).

The next AGTA GemFair™ will take place in Tucson, AZ, January 31 – February 5, 2012.