

Valentine's Day triggers spike in demand for affordable jewellery

Jewellers joy as romantics splurge more on special 'heart' occasion this year

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TDT | Manama

A spike in demand for jewellery-related purchases over the past two weeks has led jewellers to believe that upbeat customers have set records for Valentine's Day spending this year.

Jewellery and romance have always had a magical connection, and many love stories feature a piece of jewellery taking center stage to unknowingly push the relationship to the next level.

Experts say market sentiments are high and Valentine's Day is a special occasion for many, even more so as people navigate out of the pandemic.

Jewellers are ready to assist them in celebrating the holiday in a special and meaningful way. Jewellery stores in the Kingdom have a lot to offer, like giving loyal



Jewellery is a precious Valentine's Day gift for loved ones

customers gifts when they enter the store after using the code.

Leading jewellers believe that this year, especially for this occasion, there is a significant desire for lighter weight gold, with many youngsters making purchases between BD40 and

BD100.

Shaji C.K, Manager at the Devji store, said: "The markets witnessed an improvement and activity in demand for sales of gold and diamond jewellery, with the support of the approaching Valentine's Day occasion."



"From February 4 to February 14, we ran a campaign with the slogan, 'This Valentine's Show Yourself Love.' It was promoted everywhere on social media and in stores.

"The key benefit we offered in the campaign was that the buyer

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- SHAJI C.K, MANAGER AT THE DEVJI STORE

may purchase items with no VAT; in other words, we would cover any applicable VAT charges out of our own pocket.

"We don't offer any discounts because the costs of gold and diamonds are fixed, but there is something known as a 'transpar-

ent pricing policy' that essentially implies that clients won't get any discounts but will instead receive the actual price of gold and with the making charges."

He pointed out that, when comparing gold and diamonds, the exchange policy favours gold because, when a customer buys gold and exchanges it, she or he receives the same value. However, if a customer buys a diamond, which is expensive, and wants to exchange it, the value of the diamond would be lower.

"Customers would always come anytime the price of gold dropped, therefore we have witnessed a high demand from the beginning of this month.

"The free VAT offer would undoubtedly have an impact on business, but this occasion is all about sharing love with loved ones, so we're doing our part to make it as memorable as we can," he added.

Plan to build schools and hospitals for Turkey, Syria



Dr Al Sayyed with Ambassador Cakil at the airport

Ashen Tharaka
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The Royal Humanitarian Foundation (RHF) is planning to build schools, hospitals, and libraries to support the Turkish and Syrian people following the strong earthquakes that devastated their countries.

Speaking to The Daily Tribune, RHF Secretary General Dr Mustafa Al Sayyed said it is in line with His Majesty King Hamad bin Isa Al Khalifa's directives to immediately help the victims.

"Our program and fund-raising efforts will continue," said Dr Al Sayyed, who has been appointed as executive chief



The first relief aid shipment dispatched to Turkey and Syria yesterday

following the royal directives to oversee the donation drive.

The campaign follows directives from HM the King and HM the King's Representative for Humanitarian Work and Youth Affairs, and Royal Humanitarian Foundation (RHF) Board of Trustees' Chairman, His Highness Shaikh Nasser bin Hamad

Al Khalifa, to encourage the citizens and residents to take part in the noble cause.

Turkish Ambassador to Bahrain Esin Cakil commended Bahrain for its outstanding support to the Turkish people, calling it a priceless relief and wonderful display of unity on behalf of the entire country.

Al Qaed takes part in global 'Shaping Future Governments' summit

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Information & eGovernment Authority (IGA) Chief Executive Mohammed Ali Al Qaed participated in the World Government Summit 2023 (WGS 2023) hosted by the UAE from 13 to 15 February 2023 in Dubai.

WGS 2023 was remarked with the participation of key governments' leaders, ministers, senior officials, policy makers and global experts from governments, private sector, and NGO's from more than 150 countries around the globe.

Al Qaed praised the well-organisation of the UAE for this remarkable event, which has been held under the theme "Shaping Future Governments".

It aims at exchanging knowledge and expertise to contribute to the government development across the world, in addition to addressing the most prominent current and future global challenges to improve people's quality of life.



Al Qaed at the event

As part of WGS 2023, Al Qaed participated in the "Future of Work" forum organised on the second day of the summit, in a panel discussion under the theme "The Future of Employment: Skills and Strategies for Success."

The panel also included H.E. Kersti Kaljulaid, the fifth President of Estonia; Jean Koh, Chairman of the Presidential Committee on Digital Platform Government at Republic of Korea; Amandeep and Bhangu, journalist at BBC. The session was moderated by Mr Doron Avni, Google VP of Government Affairs and Public Policy Emerging Markets.

Bahrain sustains leadership role in oil, refinery sector

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The Refinery Modernization Project will enhance quantity and quality and improve energy efficiency, making it one of the most competitive refineries in compliance with environmental standards in the world.

This was stated by Oil and Environment Minister and Special Envoy for Climate Affairs Dr Mohammed bin Mubarak Bin Daina in his opening remarks at the second Gulf Downstream Association (GDA) International Downstream Conference and Exhibition.

Held under the patronage of His Royal Highness Prince Salman bin Hamad Al Khalifa,



Dr Bin Daina at the event's inauguration

the Crown Prince and Prime Minister, the three-day event themed Downstream Turning Points - "Capitalising on Transformation" is attracting over 5,000 delegates who include industry executives and would provide a rare opportunity for the industry leaders.

"Bapco Refinery Modernisa-

tion Project, which is continuation of many development projects in this vital sector, is considered one of the largest strategic projects aiming at increasing the daily refining production capacity from 267,000 barrels to 380,000 barrels per day," the minister said.

The interest of His Majesty

King Hamad bin Isa Al Khalifa and the continuous follow-up of His Royal Highness the Crown Prince and Prime Minister reflect keenness of the government to support various activities and conferences Bahrain aimed at achieving the goals of the comprehensive development process.

Pizza-making workshop for children with cancer, parents

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On Childhood Cancer International Day, the Art Hotel & Resort in cooperation with "Smile" initiative, an initiative of Bahrain Future Society for Youth that provides psycho-social support to children with cancer and their parents in Bahrain, held a pizza-making workshop titled "The Little Chef".

Twenty children were invited with their parents, volunteers, and administrators from the initiative, to enjoy the experience of making and eating pizza.

The young heroes were enjoying making their own pizza with the help of the volunteers from the initiative who had the biggest role in the success of this event and drawing smiles on the faces of the kids.