

7th October 2009



Added Feature

Separate Section for Loose Diamonds & Colorstones

Rush your application!
only limited booths available



TO ALL DIAMOND & COLORED GEMSTONES PANEL MEMBERS

Dear Sir/Madam,

Sub: Addition of Loose diamonds and Colorstones section at IIJS Signature 2010.

In continuation of our efforts to enhance the demand for Indian gems & jewellery products and based on the recent success achieved at the first-ever IDCS 2009 – An exclusive diamond/colorstone Buyer Seller Meet held in Mumbai between 4-5 August 2009 (two days prior to IIJS 2009), Council's Exhibition Committee has decided to include an exclusive section featuring ONLY loose Diamonds & Colorstones companies apart from JEWELLERY companies at the upcoming IIJS Signature 2010 to provide further thrust to this industry upturn.

This initiative has been announced with a view to showcase our world class diamond & colored gemstone manufacturing skills to the international and Indian buyers who will be attending IIJS Signature 2010.

ADVERTISING & PROMOTION:

- Advertisement & PR campaign in prominent global magazines/Journals
- Web banners on b2b portals/websites
- Planned Road Shows in Hong Kong, Thailand, China, Russia/CIS & Middle East to mobilize buyers
- Direct Marketing through Country/Regional Coordinators for bringing targeted buyers for diamonds & gemstones other than the jewellery buyers.
- Direct Mailer Campaigns to identified jewellery manufacturers database worldwide.
- Website Promotion

FOCUSSING ON NEW REGIONS WITH STRONG BUSINESS POTENTIAL:

- Direct Marketing through Country/Regional Coordinators for bringing targeted buyers from US, China, Russia/CIS countries, Middle East (Iran, Saudi Arabia, UAE, Syria, Lebanon etc), & East Europe
- India's top 1500 Retailers chosen from the inputs given by exhibitors.
- Separate Branding & entry for the loose stones section will be provided to separate it from the jewellery section, As usual no jewellery participants will be allow to keep display loose stones from their stall.

Though complementary, the visitor registration of attendees will be controlled through invitation & selection. Complimentary hotel stay at selected hotels will be provided to prominent and selected buyers from domestic & overseas.

Preference of participation will be given to IDCS 2009 & IIJS 2009 participants. Limited to only 50 booths with a cap of a maximum of two booths per participant, members are to take the opportunity of impending global economic recovery and apply at the earliest by filling up the enclosed application form with a payment of 25% of the participation charges.

For any further queries, please contact Mr. Bhavin Khorasia (bhavin@gjepcindia.com) or on Tel. no: 022-26524791. The application form is also available at www.iijs-signature.org/www.gjepc.org

Thanking you,

Yours sincerely,
Sabyasachi Ray
Executive Director

P.S.: Council will include this separate loose section at the show depending on the response that would be received from members.

