

Press Release
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India International Jewellery Show – Signature 2012

A Grande Show of Gems & Jewellery from Jan 6 – 9, 2012

Mumbai, 10th January, 2012- GJEPC's 5th edition of **Signature 2012 India International Jewellery Show** concludes with pomp and splendour, showcasing the world's best and finest gems and jewellery across 2,200 sq. mts of space in the financial and commercial capital of India – Mumbai.

Signature IIJS opened its doors to over 7,000 plus visitors, 800 booths and 450+ exhibitors. The fifth edition was held from 6th January to 9th January, 2012, at Bombay Convention & Exhibition Centre (NSE Complex), Mumbai. Signature IIJS has been conceptualized to represent and showcase the best that India has to offer in design, craftsmanship and quality. This exclusive platform saw participation from India's leading hand-picked companies who displayed the choicest of products and design.

Commenting on its fifth edition, **Rajiv Jain, Chairman, GJEPC** said, *“Signature IIJS 2012 is a landmark event bringing forth the best in the Gems & Jewellery B2B business segment and is slated to become a property as strong as the world renowned IIJS. This year Signature-IIJS was even more attractive with 200 new exhibitors as well as International Pavilions from Thailand, Israel, Belgium and Turkey. India has been on the forefront of Gems & Jewellery Globally, and initiatives like these support, enhance and grow the Industry across spheres. Indian G&J industry has transformed itself from being a manufacturing powerhouse to a design destination in jewellery in recent times”*.

The GJEPC has given a facelift to the event which displayed a more lavish ambience, new features and improved facilities as compared to the previous editions. Exhibitors in the 30-member Signature Club were inundated with the unexpected new visitors and quality buyers. **International Buyer delegations from UAE & Dubai, UK, Malaysia, Kuwait, Qatar, Poland, Turkey, Uzbekistan, Nepal, Iran, Bangladesh & Pakistan** visited Signature to source Roughs, Gemstones, Finished Products, Designer Jewellery and learn about manufacturing techniques adopted by the Industry.

Adds Rajiv Jain, Chairman, GJEPC, *“Various global initiatives such as IIJS Signature, IIJS, IIJW and our recently announced association with the Ministry of Tourism to market jewellery worldwide with Incredible India Campaign, the Mines to Market Summit, participation at different prominent exhibitions in the world; all have contributed to our efforts in promoting Brand India abroad and help the industry at large in identifying and cultivating new consumer segments and geographies”*.

Commenting on the successful launch of the 5th Edition Signature - IIJS, **Varda Shine, CEO, Diamond Trading Company (DTC)** said, *"It is a great pleasure to be present here in Mumbai, for the Signature IIJS Show, 2012. The collection is innovative and exciting. Alongside the innovation and creative nature, there is also appreciation for the legacy of diamonds, in this beautiful country"*.

The IIJS, Signature - IIJS and IIJW jewellery shows organised by the Council have provided a platform for the industry to grow and collectively set a benchmark in terms of quality, design and business practices. GJEPC is encouraged by the participation of industry members from around the country in these promotional initiatives. Signature IIJS will be held from February 22 to 25 in 2013 and is expected to be about 20 percent bigger in magnitude and splendor.

Notes to Editor

The Gem & Jewellery Export Promotion Council is an all - India apex body for Gem & Jewellery representing 5,500 members. Set up in 1966, it operates under the supervision of the Ministry of Commerce & Industry, Government of India.

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