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## **GJEPC's IIJS Signature 2011 clocks over 400 exhibitors** *4<sup>th</sup> edition ends on a high note*

**Mumbai, January, 2011:** IIJS Signature, one of India's finest gems and jewellery shows organised by the Gem and Jewellery Export Promotion Council (GJEPC) ended on a high note with over 5,000 visitors coming in to be a part of the first Mumbai edition. The Show was inaugurated by Shri. Arun Gujarathi, Ex-Speaker of Maharashtra Legislative Assembly and Member of Legislative Council, Govt. Of Maharashtra and Mr. Rajiv Jain, Chairman, GJEPC, on 7<sup>th</sup> January, 2011, at NSE Grounds, Goregaon. The show organised from 7<sup>th</sup> January to 10<sup>th</sup> January 2011, aimed at exploring newer markets, attracting more buyers and displaying the best, and proved to be the design destination of India. IIJS Signature 2011 proved to be a true confluence of the best that India has to offer in terms of design, craftsmanship and quality.

**Mr. Rajiv Jain, Chairman, GJEPC,** said, *"IIJS Signature 2011 has registered over 400 exhibitors, with over 800 booths and delegations from the UK, the UAE, Azerbaijan, Uzbekistan, Myanmar, Thailand, Libya and Vietnam. The show undoubtedly showcases India's finest in top-of-the-line jewellery design and manufacturing. The gem and jewellery industry is one of India's leading foreign exchange earning sectors which over the years has witnessed a considerable growth in volumes of exports. The Council's efforts like IIJS, IIJS Signature, IIJW, Mines to Market, Indian Pavilions at international exhibitions such as Basel, JCK Las Vegas, Vicenza, Hong Kong and others are pursuit towards being the Global Trading Hub in gems and jewellery.*

While the exhibitors were upbeat about the show in Mumbai, the exhibition startled the visitors with its ambience, style and products at display. From wide range of loose diamonds showcased not only by Indian manufacturers but by Israel and Antwerp too, the diamond and colourstone studded jewellery from Mumbai, Jaipur, Kolkata, South and other places allured the buyers from across the globe.

While the new IIJS Signature 2011 offered the same style and ambience as the previous Goa shows the Mumbai edition saw many exciting new features. This show focussed on the sourcing requirements of retailers, as before. The products on display were of the finest quality and contemporary design, housed in well-defined segmented sections for precious jewellery and loose diamonds and coloured gemstones – a veritable treasure chest for retailers from across the country and overseas.

India has graduated over the years from being a diamond destination to a jewellery hub. India is a huge market with a growth percentage that surpasses expectations. With US\$100 billion domestic retail market, India is burgeoning with energy and attracting buyers and investors from all over the world.

The IIJS, IIJS-Signature and IIJW jewellery shows organised by the Council have provided a platform for the industry to grow and collectively raise the bar 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. Another joint effort that is underway is in procurement of raw materials which will support the industry in managing its growth. The shift of IIJS Signature to Mumbai provides a larger venue and enables many new jewellery manufacturers to participate in the show. It is one more

collaborative effort to establish India's stature at the forefront of the gems and jewellery world and will surely take us closer to this goal.

## **Annexure 1: Feedback from Foreign Delegation**

### **IIJS SIGNATURE EXHIBITION 2011**

#### **Uzbekistan**

India and Uzbekistan shares a wonderful and a successful relationship through IIJS Signature exhibition. Seven people from Uzbekistan are working to operate in India and have completed four successful years of collaboration through this trade exhibition. Uzbekistan firmly believes that India is perfect for good quality raw materials and has a wide range of market. Moreover, they provide high quality diamonds. Goa was a lovely place for doing the IIJS Signature exhibition but shifting to Mumbai will turn to be beneficial as more companies who deal in gems and jewelry can be reached out.

#### **Nepal**

Mr. Ramesh Maharajan, President of Nepal Gem and Jewellery Association: "It is a good opportunity for the gems market in Nepal to collaborate with Indian market. India is a wide market and this platform of IIJS Signature gives them a good platform to begin with better business relations. Nepal and India share almost the same culture with ample scope of looking forward to collaborate."

#### **Myanmar**

Mr. U Zaw Phe Daw Khin Lay Myint, jewelry dealer and hotelier: "It's a big and wonderful showcasing of gems and jewelry. The tastes and preferences of buyers from Myanmar and India are alike. It was a pleasure and I'm looking forward to put up a stall in the coming IIJS."

#### **UK**

Mr. Pravin Pattni, the Director and President of NAG: "It was my first visit to India for a jewelry trade show and it's really impressive. IIJS Signature is one good platform to see all kind of creativity related to gems and jewelry. India is a huge market and cannot be compared statistically and the growth percentage of Indian market is remarkable. There's positivity in the attitude of the chairperson of GJEPC and it will take the trade further. I am thankful for the invitation and warm welcome that GJEPC showed."

#### **Japan**

Mr. Takashi Akimoto, Managing Director of Citizen Jewelry: "Seriousness in the marketing and trade of IIJS Signature which was impressive. We want to showcase more of his work in the Indian market. People have become more diversified when it comes to making a choice in jewelry. We will be glad to bring more variety in the market and with more serious collaboration in the future. This is the third IIJS events we are attending and we feel glad towards the interest that Indian traders have shown in our work."

## **Annexure 2: Feedback from exhibitors**

**Leo Schachter, representative, (IDI):** “The response so far has been fabulous. There is demand for all types of carat sizes. We specialize in round shaped diamonds. Buyers here are asking for VVS, VS clarities.”

**Italy Levy of Mosche Levy Diamonds (IDI):** “We are not getting many sales queries. Buyers from India are asking for all kinds of goods and are generally bargaining for better prices. We are participating for the first time in an Indian show and would like to come back.”

**Sahar Atid, representative (IDI):** “The show has been okay. This is our first time at Signature and we are happy with the response. There is good demand for diamonds 2 carat up in VS and VVS qualities. We hope that we get exhibition space at the IIJS in August. India is a good market and we see a lot of business opportunity here. We specialize in princess cuts and the goods are moving well.”

**Sanjay Gulabani, managing director, P. Mangatram Jewelers, Hyderabad:** “We are wholesalers of studded and temple jewelry. This is our second time at the Signature show and the Mumbai show has been definitely better than Goa. It is a good show and we are getting our regular customers for uncut diamonds and temple jewelry, which is seeing a big revival. Of the two, our temple jewelry is a bestseller.”

**R. Santosh of Onex Jewells:** “We are getting a good number of customers. Light weight jewelry is selling well and its demand is expected to go up. We have witnessed participation of foreign visitors. We came here without any expectations and were pleasantly surprised by the response we received. This is the first show that we are participating in and we hope to come back again.”

**Nitesh L. Jain of Classic Ornaments:** “We have witnessed more footfalls than we had expected. This is a good platform to meet customers since the IIJS August show is too crowded. We are able to have one-on-one meetings with our customers and this is proving to be a very satisfying experience. Light-weight jewelry is moving very well. We have received lots of new enquiries.”

### **Notes to Editor**

The Gem & Jewellery Export Promotion Council is an all - India apex body for gems and jewellery representing 5,500 members. Set up in 1966, it operates under the supervision of the Ministry of Commerce & Industry, Government of India. With January 2010- November 2010 exports registering a staggering US\$ 33657.55 million as opposed to US\$ 23027.72 million in January 2009-November 2009, the industry has shown a remarkable increase of 15.52%.

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