



INDIA
INTERNATIONAL
JEWELLERY
SHOW 23-27 AUG 12

11.10.12

Ref.No.:GJC/IIJS-2012/2011-12

H.E. Shri R.S. Jassa!
Ambassador of India
77-A, Cinnah Caddesi,
Cankaya, 06680
Ankara, Turkey

Your Excellency,

Sub: Promotion of IIJS 2012 to Local trade buyers.

Greetings from The Gem & Jewellery Export Promotion Council!

The Gem & Jewellery Export Promotion Council (GJEPC) is the apex body of trade sponsored by the Ministry of Commerce & Industry, Government of India to promote exports of the gems and jewellery from India. Being one of India's leading foreign exchange earning sectors over the years, the industry has witnessed a considerable growth in the volume of exports from US\$ 29,358.49 million in the FY 2009-10 to US\$ 43,139.24 million in FY 2010-11, thus indicating a net increase of 46.89% in the total gem and jewellery exports. The performance of this industry is critical as it contributes 16.67% to India's total merchandise exports.

As part of its export promotional activity, *The Gem & Jewellery Export Promotion Council* has announced the *29th edition of India International Jewellery Show (IIJS 2012), 23rd - 27th August 2012, at Bombay Convention & Exhibition Centre, Mumbai*

Highlights:

- » 800 Exhibitors
- » 1700 Booths
- » Country Pavilions from Belgium, Israel, Thailand, UAE & Turkey
- » Well defined product segmentation (loose stones, mass produced, couture, allied & machinery)
- » 35,000+ - Trade Visitors
- » Online Buyer-Seller Matching programme
- » Revamped website with link for complimentary visitor registration
- » Knowledge Seminars
- » 'Solitaire' Design Awards
- » Networking Events

Like last three editions of the show, this year also IIJS has been accorded the 'India Show' status by the Ministry of Commerce and Industry vide their communication bearing F.No. 12/19/2012-EP (G&J) dated 2nd March, 2012.

In view of above, we need to jointly garner all possible efforts to make the show more successful by promoting it vigorously to the international jewellery fraternity. A comprehensive Advertising & Promotional Strategy has been devised to actively promote the show:

1. Focused Media Advertisements in prominent International Jewellery trade magazines
2. Promotion through India Pavilions organized by the Council at various international Jewellery shows
 - » Specially designed promotional material like Posters, Fliers/brochures in prominent languages to attract targeted buyers and high net worth international traders/association heads etc
 - » Regular Emailer/Bulletins and Newsletters on show updates to a huge database of International buyers



The Gem & Jewellery Export Promotion Council

AW 1010, Tower A, G Block, Bharat Diamond Bourse, Next to ICICI Bank

SIGNATURE



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» Promotion through various International Trade Associations

Please find enclosed herewith the specially designed promotional material comprising of Fliers and Posters for local distribution to the interested local trade members. The information about Council's International Coordinators is also mentioned in the promotional Flier who will also be assisting the interested buyers to plan their trip to Mumbai.

Based on the approval of their company profiles, we would duly arrange for a host of privileged facilities on complimentary basis to selected buyers from abroad:

- » 2 nights/3 days Stay at a Luxurious hotel
- » Airport pick-up & drops
- » Shuttle bus services from Hotel to Exhibition & back
- » Entry Passes to Networking Evenings, Seminars
- » Factory Visits on requests
- » Interpreter facility from non-English speaking countries (applicable for a group of min. 5 delegates)

Kindly note that due to logistical reasons, such privileged facilities can be considered only if the list of members interested to attend the show will reach us at least two months prior to the show dates. As done in the past, once again, we request for your kind support and assistance in the following fronts to make this show a great success:

- » Providing database of local gem & jewellery importers/associations/members
- » Pass Information to the local jewellers including trade associations who can organize delegation level visits
- » Providing fast track visa support to local jewellers who intend to visit the respective shows

For further information, please contact Mr. Vikrant Pradhan, Asst. Director - Exhibitions on vikrant@gjepcindia.com or iijs@gjepcindia.com or log on to www.iijs.org

We anxiously look forward to receiving your whole hearted support in organizing a sizeable group of buyers who can source from this international platform and thus India.

Thanking you,

With kind regards,

SABYASACHI RAY
EXECUTIVE DIRECTOR

Encl: Company Profile form

Company Name: _____

Person Name: _____ Designation: _____

Address: _____

Telephone: _____ Mobile: _____ Fax: _____

E-mail: _____ Website: _____ Year established: _____

A. Company/Store Information:

1) Number of Stores: _____ Number of Employees: _____

2) *Approximate Annual Retail Sales Volume: *(Info meant only for GJEPC)* _____

3) Range of retail price points from: _____ to _____

4) Publicly traded / Ownership: _____

5) Annual sales in US \$ *(Info meant only for GJEPC)*: _____

plain gold jewellery: _____ studded gold jewellery: _____

platinum jewellery: _____ silver jewellery: _____

loose diamonds: _____ coloured gemstones: _____

6) *Total purchase annually from in US \$ *(Info meant only for GJEPC)* :

a) India _____ b) China _____ c) Thailand _____

Since how long?

9) Which other shows you visit annually?

Vicenza (Jan Mar Sept) Bangkok Gems & Jewelry Fair (Feb Sept)

JCK show Las Vegas Baselworld Hong Kong Show (Mar Jun Sept)

Others:

1) If any Pleasant & Problematic experiences in the past in dealing with India : _____

2) *Expectations from Indian Suppliers : _____
(Info meant only for GJEPC)

Should it be necessary, whom may we contact for clarification on the information contained in this profile?

Name: _____

Phone: _____

E-mail: _____

INDIA INTERNATIONAL JEWELLERY SHOW

23
AUG
27

29th
Edition

800+ Exhibitors

1800 Booths

30000+ Trade Visitors

46,000 sq m
exhibition area

