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Press Release

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## **GJEPC to present first-ever 'Prelude to IJS 2017 – B2B jewellery fashion showcase' on 26<sup>th</sup> July**

**Leading jewellery manufacturers to showcase their IJS 2017 collections to buyers**

**Diamond Producers Association to officially launch Generic Diamond Promotion Campaign for India**

**Mumbai, 24<sup>th</sup> July, 2017:** Gem and Jewellery Export Promotion Council (GJEPC) in partnership with Diamond Producers Association (DPA) will present the first-ever 'Prelude to IJS 2017, a B2B fashion showcase event on 26<sup>th</sup> July 2017 in Mumbai one day before the 34<sup>th</sup> edition of their annual India International Jewellery Show (IJS) [starting from 27<sup>th</sup>–31<sup>st</sup> July 2017]. Prelude to IJS 2017 will feature leading jewellery manufacturers showcasing their exquisite jewellery collections specially created for 34<sup>th</sup> India International Jewellery Show (IJS) to Indian and international buyers, traders, wholesalers, distributors and retailers. Hailed as one of the largest gem & jewellery trade shows in Asia, IJS 2017 will be a 5-day B2B event and a great platform that allows the global gem & jewellery industry an excellent business opportunity to explore the various multi-faceted aspects of the Indian gem and industry.

The 'Prelude to IJS 2017' B2B jewellery fashion showcase is supported and partnered by BVC Logistics as Powered by partner, Shilpi Jewellers and Royal Chains as Co-partners, and Gemological Institute of India (GII) as lab partner.

The jewellery collections have been specially created by selected 15 manufacturers for IJS 2017. Leading manufacturers participating in the Prelude event are: Agarwal And Company, Alma by PGP, Anand Shah, Baheti Gems & Jewels Pvt. Ltd., CVM Exports, Geeta Shyam Jewellers (Sunil Jewellers), Gitanjali, Kiran Jewels, Laxmi Jewellery, Palak Jewellers, Priority Jewels, Romil Jewelry, Sanskriti Jewels, Sheetal Manufacturing and Vasupati Jewellers.

**Mr. Praveenshankar Pandya, Chairman, GJEPC,** said, "Prelude to IJS 2017 is a new format that is focused on showcasing the best jewellery collections of IJS 2017 to a select group of prominent buyers from India & abroad. As the Indian gems and jewellery industry strives to reach new pinnacles of success, Prelude to IJS 2017 gives

retailers, wholesalers and distributors an opportunity to select exclusive jewellery designs precisely crafted with the best technical knowhow.” He added, “In sync with GJEPC’s Mission 2022 strategy, the Prelude event showcases trendsetting Indian craftsmanship, design capital and capabilities to the world. With IJS becoming bigger and busier every year, the Prelude event allows the global trade to get a preview of jewellery fashion style & trends for this season and also sets the foundation for one-to-one interactions, discussions and deliberations prior to the commencement of the biggest international jewellery trade show in the world.”

During the ‘Prelude to IJS 2017’, Diamond Producers Association (DPA) will officially launch their Generic Diamond Promotion Campaign for India.

IJS 2017 is scheduled from 27th July –31st July 2017 at NSE Goregaon Exhibition Centre, Mumbai while the Machinery Section is being organised at Hotel Lalit Mumbai from 28th–31st July 2017.

**About GJEPC:** The Gem & Jewellery Export Promotion Council (GJEPC) was set up by the Ministry of Commerce and industry, Government of India (GoI) in 1966. It was one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country’s export thrust, when India’s post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of the gems & jewellery industry and today it represents over 6,000 exporters in the sector. With headquarters in Mumbai, the GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, the GJEPC has emerged as one of the most active EPCs, and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.

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