

For Immediate Release

Contact: Laura Simanton, 858-525-1373
Laura.simanton@gmail.com

Dolly Choudhary, 998-775-3823
dolly@gjepcindia.com

Media Alert & Invitation

MUMBAI – May 22, 2014 – On May 31, 2014 at the JCK Show, India’s Gem & Jewellery Export Promotion Council (GJEPC) - will host a news conference to announce the launch of a new campaign to reinvigorate and expand its business development and marketing efforts to the American markets.

Who: The Gem & Jewellery Export Promotion Council – India.

What: News conference to introduce GJEPC’s important new initiative to grow and strengthen wide-ranging business development interests and ties in the American markets. This is Phase One of a new strategy.

Continental breakfast is included.

Why: To reveal details on the first “Indo/US Business Development Conference” (BDC). This is the first American BDC; two such events have been held in India, making it the first BDC held by the Council outside its country’s own borders.

To share information into its Buyer/Seller matching initiative.

To showcase the brand-new Indian Pavilion (utilized for the first time at the JCK Show).

To offer insights into the Council’s fresh commitment to expand and improve business ties between India and the Americas.

When: Saturday, May 31, 2014 (second day of the JCK Show - Las Vegas).

- 9:00 a.m. Media Breakfast.
- 9:20 a.m. News Conference and Q&As.
- 9:45 a.m. Individual interviews available, preferably by appointment.

Where: Room: Banyan A, Level 3.
Mandalay Bay Events Center.
3950 Las Vegas Blvd S, Las Vegas, Nevada.

Who: Presenters and interview opportunities include: GJEPC Chairman Vipul Shah, Vice Chairman Pankaj Parekh and Executive Director Sabyasachi Ray.

Also participating will be GJEPC Board member Sohil Kothari, International Exhibition Co-convener for the Council, and Rick Bannerot, Indo/US Jewelry Business Development Conference Event Coordinator and Partner, S&B Partners, LLC.

Other: The media is invited to visit the new “India Pavilion” located at the Bayside Level of Mandalay Bay, which will be presenting a wide array of fine jewelry products. The GJEPC’s India Pavilion has participated at JCK Show - Las Vegas since 2004.

The media is also invited to visit the “India Gallery” at the Shark Reef.

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Note: Map of Mandalay Bay, Level 3 available.
Images of India Gallery and India Pavilion available.
Photos of GJEPC Chairman Vipul Shan and Vice Chairman Pankaj Parekh available.

About GJEPC – India:

India’s Gem and Jewellery Export Promotion Council – is the apex body of the Indian gem and jewellery industry and represents, promotes and markets Indian jewellery artists, designers, manufacturers and exporters from all over the country to markets throughout the world. Established in 1996, the Council represents more than 5,300 gem and jewellery members. GJEPC India works as the single powerful engine of cooperation, consolidation, education, marketing and promotion to benefit the Indian jewellery industry by showcase its products worldwide and establishing it as a leading player in the international jewellery segment. For more information, please visit www.gjepc.org or its Facebook page at www.facebook.com/GJEPC. The GJEPC can also be reached by phone at +9122 26544613.

Media contacts: Dolly Choudhary, dolly@gjepcindia.com, *Dir:* 9122-2654-4613 or *Cell:* 998-775-3823.

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