

Press Release
For Immediate Publication

INDIA Pavilion at JCK Las Vegas marks its 15th year

Leading Indian exporters to showcase latest & exquisite Jewellery collection for the US market

1st June:38 Indian gem and jewellery exporters are participating under India Pavilion organized by The Gem & Jewellery Export Promotion Council(GJEPC) for the 15th consecutive year at the leading jewellery event in North America, JCK Las Vegas. Every year, top gem and jewellery manufacturers from India comes up with the latest and exquisite jewellery made for the US market at JCK Las Vegas show. The event, held from 1st to 4th June 2018, at Mandalay Bay Resort & Casino, Las Vegas, NV, also combines a plethora of networking events and complimentary education sessions with the industry's broadest selection of finished jewelry, gems, and timepieces.

Mr. Pramod Agrawal, Chairman, GJEPC said, "USA has been an important market for the Indian gem and jewellery industry. India's exports to USA accounted for a staggering US\$ 8,919.82 million during 2017. In fact, around 16% of the gem & jewellery requirement by USA is imported from India. JCK Las Vegas is a significant platform for India to further strengthen its network and improve its exports to the USA. It is also an opportunity for Indian exporters to understand the trends in the market which helps them to come back every year with a wide varieties of products for the buyers here. With top manufacturers participating at India Pavilion, I am sure buyers will get to see products of the highest quality including loose diamonds, loose coloured gemstones, plain gold jewellery as well as diamond and coloured stone studded jewellery."

The India Pavilion is spread across 63 booths, strategically located at the Diamond Plaza and the Passport Location. The top Indian manufacturers & retailers will exhibit a scintillating array of diamonds, gems & jewellery developed especially for the visitors of the JCK LV show.

India today is undeniably the center of gem & jewellery trade with total exports worth of US\$ 42 billion recorded for the period Jan-Dec 2017. Out of the total exports Cut and polished diamond exports accounted for US\$ 23096.45 million; Gold jewellery at US\$ 8683.42 million whereas coloured gemstones recorded exports worth US\$ 421.74 million.

Keeping in mind the strategic interests of Indian gem & Jewellery products in the USA region, last year, GJEPC also organized 7th edition of India Diamond Week in association with Diamond Dealer Club (DCC). The main purpose of the four-day event was to create an annual trading platform for Indian diamantaires in the US to fortify their business relationships with leading American diamond traders.

GJEPC in its continuous endeavor to promote Indian Gem & Jewellery exports undertakes various initiatives like India International Jewellery Show (IJS), Asia's largest gem & jewellery trade show, apart from organizing niche jewellery trade fair Signature IJS and World's only Jewellery Week 'India International Jewellery Week'.

Apart from this, GJEPC has been participating in various International shows including Hong Kong International Jewellery Show and Basel World. The Council also organizes India Pavilion at all international shows, such as Singapore Intl Jewelry Expo, Vicenza Oro Fall, Bangkok Gem & Jewelry Show, MidEast Watch & Jewellery Show, Beijing International Jewellery Fair, Malaysia International Fair and Jewellery Arabia. GJEPC, the apex body of the Industry has been at the forefront for the benefit of this gigantic industry.

The Indian gem & jewellery industry boasts of a world class infrastructure, state of the art machines and tools for production of gems and jewellery. The industry follows best business practices and have taken initiatives for self-regulation. **MY KYC bank** which the GJEPC has initiated will pave way for a networked and secured business in future with adequate provisions by giving information to mitigate risks by banks. As members of **Responsible Jewellery Council** the companies need to follow the guidelines of RJC for responsible supply chain. Also compliance guidelines of the mining

companies is being followed by the long term clients / sight holders such as BPP by De Beers etc. In addition to the same, the industry is following the System of Warranties on all their invoices as initiated by WFDB & WDC.

Another area the Indian gem & jewellery industry has been doing a phenomenal work is the large-scale philanthropic and charitable activities, particularly in the field of education and health. The industry has also responded to national calamities and emergency situations with great promptness.

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 expand its reach and depth in its promotional activities as well as widen and increase services to its members.

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