



For Immediate Release

GJEPC's India Global Connect Meet Strives For Closer Indo-Swiss Business Ties

27th November, Mumbai: The Embassy of India (Berne), GJEPC and the Swiss-India Chamber of Commerce, Zurich, jointly organised the India Global Connect on 26th November, 2020, to explore and identify new business opportunities with leading jewellery retailers and wholesalers in Switzerland. The program aimed to connect 11 Indian top companies with eight Swiss brands.

Suresh Kumar, Joint Secretary, Department of Commerce, Ministry of Commerce & Industry, in his keynote address, said, "India has a long-standing and dynamic relationship with Switzerland and we are celebrating the 72nd anniversary of our friendship treaty. Let us make use of this opportunity in the times of travel restrictions to tap right business opportunities globally."

Colin Shah, Chairman, GJEPC, in his address, stated, "The India Global Connect with Switzerland will elevate India's reputation as a robust and highly skilled jewellery manufacturing hub in one of the world's leading luxury capitals. The virtual platform provides an opportunity to our gem and jewellery manufacturers to understand Switzerland's market requirements and customer preferences, as a stepping stone to improving bilateral trade."

"The pandemic is the new reality, and GJEPC has been proactive in organising programs like India Global Connect and Buyer Seller Meets for helping gem and jewellery manufacturers adapt to the virtual world," **Shah** added.

Mansukh Kothari, Convener, Events, GJEPC, added, "After the two very successful "India Global Connect" virtual meets with the United Kingdom and Colombia, GJEPC is organising the third such event with Switzerland. With a view to improving the gem and jewellery trade further, this platform will help us to explore and identify new business opportunities with leading jewellery retailers and wholesalers in Switzerland."

Roshni Thomson, Second Secretary (Commerce), Indian Embassy in Switzerland, noted that the Indo-Swiss bilateral trade ties were built on a strong foundation of common values of democracy and pluralism.

As per the Swiss Federal Department of Finance figures, in 2018, India was Switzerland's 8th largest trading partner with the total bilateral trade including bullion, amounting to \$19,696 million.

Switzerland invested FDI equity worth approximately \$4.781 billion in India from April 2000 to September 2019 thus becoming the 12th largest investor and accounting for about 1.07% of total FDI in India during this period, Thomson informed.

Mr. Philippe Reich, President, SICC, said, "India is seen as a key partner in bilateral relations of trade and doing business. India figures high on the agenda of the government of Switzerland from an economic and political perspective."

The panel discussion was then moderated by David Brough, Editor, Jewellery Outlook, UK.

Panelist from the Switzerland side included Roderich Hess, HIRSCH The Bracelet; Claude Leblanc, Art setting SA ; Raoul Beck, Diam Alps; Juan Pedro Casasola, Chopard; Patrick Becker, Paul Wild OHG, Cléa Horowicz, Horowicz Fine Jewellery; Florian Gattiker, Bucherer AG; Thomas Prantl, Gubelin AG; Lukas Szwedowicz, Mosaic Jewels; and Simon Sanchez; Rado Watch.

Panelist from India included Ashish Borda, Anjali Diam; Rahul Mehta, Silver Emporium Pvt Ltd; Hemant Srivastava, TGL Group; Jayang Jhaveri, Shine On Gems; Raj Hiten Parikh, Uni-Design Jewellery Pvt. Ltd.; Virat Jogani, Jewalex Europe N.V; Vivek Shah, Karma Enterprise; Bhavesh Gorasiya, GNS Jewellery; Anupam Mawandia, Sunjewels Pvt Ltd; Milan Chokshi, Tanvirkumar & Co; K. Srinivasan, Emerald Jewel Industry India Ltd.

About The Gem and Jewellery Export Promotion Council (GJEPC)

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is 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 gems & jewellery industry and today represents 7000 exporters in the sector. With headquarters in Mumbai, 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, 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.

