

Press Release

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Indian Pavilion in a new 'avatar' with a larger exhibit space at the 23rd Jewellery Arabia 2014

GJEPC participates with 64 representatives in this year's exhibition

Mumbai, October 6, 2014: The Gem and Jewellery Export Promotion Council (GJEPC) is participating in the forthcoming 23rd Jewellery Arabia exhibition in Bahrain at the Bahrain International Convention & Exhibition Centre from November 18 to 22, 2014 represented by 64 leading names from the Indian Gems & Jewellery industry. The participation has increased over last year and so has the exhibit space by the Council for Indian participants owing to the huge response received last year. GJEPC will also have a new look for the India Pavilion this year

The Indian Pavilion this year, which is spread over a remarkable 968 sq. mtrs of space, will once again showcase its exquisite craftsmanship and jewellery collections comprising of high-end diamond jewellery, gold and platinum jewellery, and fine jewellery. Also on display will be designer handmade jewellery, high end diamond & bridal jewellery and some exclusive pieces. For the Middle East market, Indian participants will also focus on jewellery with colour stones, sapphires, emeralds & rubies along with huge solitaire diamonds. This year the India Pavilion will be held at Hall No 1 and 2 with additional space been included from the entrance hall.

Commenting on the participation, Mr. Vipul Shah, Chairman GJEPC said, ***"Over the years, the Indian Pavilion has been gaining remarkable recognition, and this year we have increased our presence at the India Pavillion and have a higher number of participants from India. The Middle East accounts for around 40% of the gem and jewellery trade with India, a phenomenon that continues to grow at a steady pace. With the growing importance of Middle-east, the Jewellery Arabia 2014 is one of the most sought after events among the industry players. We look forward to strengthen our ties with our Middle-eastern partners and explore newer business opportunities beneficial to both nations."***

A clear indication of the booming trade relations between the Indian sub-continent and the Middle East is provided by the trade figures between the regions. Trade with the Middle East continues to grow steadily over the years as exports to the UAE for 2013 stood at USD14.37 billion.

Jewellery Arabia is the largest and most prestigious jewellery exhibition in the Middle East and since its inception in 1992 it has provided international jewellery houses with unrivalled direct access to trade buyers and private collectors from the Middle East. Held under the patronage of His Royal Highness Prince Khalifa bin Salman Al Khalifa, Prime Minister of the Kingdom of Bahrain, Jewellery Arabia consistently attracts over 500 exhibitors from 30 nations; whose exhibits range from incredible finished jewellery to luxury time pieces, to precious stones of every size, shape and cut. Bringing variety and unmatched quality exhibitors representing India will be the Gem & Jewellery Export Promotion Council (GJEPC) showcasing the Indian talent at this acclaimed international platform.

Notes to Editor

Established in 1966, the Gem and Jewellery Export (Promotion Council GJEPC) of India, has dynamically led the industry to flourish. Being a powerful engine, driving India's export-led growth, with more than 5,500 members

spread nation-wide, the GJEPC is primarily involved in introducing the Indian Gem & Jewellery products to the international market and leverage their international relationships to promote exports.

For more information on the release contact:

Ms. Dolly Choudhary, GJEPC, +919887753823/ dolly@gjepcindia.com

Ms. Raksha Manihar, GJEPC, +919887753829/ raksha@gjepcindia.com