



*For Immediate Release*

## **GJEPC Inaugurates The First Ever Virtual Buyer-Seller Meet For Emeralds Today**

**Mumbai, 3<sup>rd</sup> November:** The Gem and Jewellery Export Promotion Council of India (GJEPC), the apex body for the gem and jewellery industry, inaugurated the first Virtual Buyer-Seller meet solely for emeralds on 3<sup>rd</sup> November, 2020. The event that will conclude on the 6<sup>th</sup> of November, features 10 exhibitors from Jaipur and will have 22 top leading international buyers from China, the USA, Russia, Europe and Australia.

The 10 exhibitors from Jaipur are Fine Colour Gems, Sheru Gems, Ashok Jewellers, K.K. Gems Trading Company, Swastic Exports, Gems Park, Dusad & Company, V.P. Gems, M & M Gems, and Anurag International.

The chief guest for the inauguration of the Emerald VBSM **Suresh Kumar, Joint Secretary, Ministry of Commerce and Industry**, said, “More than 90% of emeralds are processed in India, so the VBSM is a good opportunity for buyers and sellers to conduct business during the pandemic. Due to travel restrictions, using technology to connect with business partners throughout the globe. GJEPC is doing really impressive work. The virtual formats are interactive as they focus on one-on-one meetings. This technology, especially for the new generation, will be the new normal.”

“The gems and jewellery sector has flourished in India through many centuries and the industry has ensured that these traditional arts and crafts are preserved. Our country is the world’s major exporter of cut and polished diamonds, and emeralds and tanzanites; we are number two in silver jewellery -- all this despite not having any natural resources. With the sanctioning of the Common Facility Centre in Jaipur, the upcoming Gem Bourse, and the newly inaugurated and upgraded world-class Gem Testing Laboratory, the city will be the global centre of excellence for all gemstones. We can easily move from the 5<sup>th</sup> to the first position globally in gemstones with so many infrastructural facilities in place.”

In his keynote address, **Colin Shah, Chairman, GJEPC**, ““India is a world leader in the production of emeralds, tanzanites and morganites. Since travel will be restricted for a few more months, the virtual format is the only way forward to conduct business. VBSM for Emerald is an opportunity to our manufacturers to connect and do business. The next generation in Jaipur has adapted to e-commerce and is flourishing. We request our Govt. to introduce e-commerce policy for the gem & jewellery sector which would further boost the growth of the sector.”

**Vijay Kedia, Convener, Coloured Gemstones and Pearls, GJEPC**, said, “GJEPC with the support of the Govt. has created a healthy environment for the growth of the industry in Jaipur. We have IIGJ Jaipur offering world-class jewellery designing and manufacturing courses. GJEPC recently upgraded its Gem Testing Laboratory (GTL) with latest infrastructure and machines to offer world-class services. We wish to make GTL like other international renowned laboratory in the world.”

#### **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.