



Press Release

GJEPC Presents a strong Indian contingent at the INDIA PAVILION at September Hong Kong Jewellery & Gem Fair

94 leading gem & jewellery manufacturers showcase from India ; GJEPC unveils the International Corporate Campaign at the show

8th September, Hong Kong: India Pavilion at the September Hong Kong Jewellery & Gem Fair, would be represented by **94 leading Indian manufacturers/exhibitors** showcasing their strength and skill in manufacturing world class gems and jewellery. Hong Kong has been the largest export market for the Indian Gem & Jewellery industry, and this platform has provided the requisite opportunity to take its exports further over the years.

Location for the **Diamond and Gemstones sections** of the India Pavilion will be **Hall no. 11 and 10** respectively at the **AsiaWorld-Expo from 12th -16th September**; and **Jewellery section** will be at **Hall 3E at Hong Kong Convention & Exhibition Centre (HKCEC) from 14th- 18th September 2018.**

GJEPC will launch its International Corporate Campaign at this mega show. The Campaign projects India's forte in producing world class diamonds and gems. The Campaign also highlights India's finesse in crafting exquisite and intricate jewellery.

Mr. Pramod Agrawal, Chairman, GJEPC said, "For India, with total exports of USD 42 billion and with 33% of total G & J exports directed to Hong Kong , it has been the largest export market. Each year our presence at this platform, helps us enhance our relationship with the existing clients and also generate new ones. Exports of cut and polished diamonds to Hong Kong accounted for US\$ 10 billion and Gold Jewellery stands at US\$ 973.40 million. HK has been a promising market for Polished diamonds and Coloured gemstones and is soon emerging as a jewellery center too. This year , India has it all, from array of all sizes and cuts of Diamonds and gemstones to a wide range of fine jewellery exclusively designed for the HK market ."

"GJEPC launches its International Campaign, this year at HK as one could not think of a better platform than this one. The show witnesses convergence of leading gems & jewellery players from across the globe. India's skillset in cutting and polishing diamonds and gemstones, makes

India a predominant leader in Diamond Manufacturing and coloured stone manufacturing. With ready availability of raw material, cost effective labour and skills passed through generations, makes Indian Gem & Jewellery Industry the most preferred destination for Gems and jewellery globally. With 5 million workforce employed across the sector, the sector contributes 7% to country's GDP. The Campaign features India as the One-Stop destination to source world class gems & jewellery", says **Colin Shah, Vice Chairman, GJEPC**

GJEPC, over the years, has played a significant role in boosting and promoting India's Gem & Jewellery exports through various initiatives and programmes. In the coming months Council would be hosting the **World Diamond Council AGM** on October 22nd and 23rd in Mumbai . This would be followed by **India Diamond Week** , a business matching programme for diamonds from October 23rd and 25th in Mumbai . GJEPC is also holding a **Silver Jewellery BSM** in early October in Delhi this year.

GJEPC's promotional initiatives include organising a number of important trade shows held in the country like the India International Jewellery Show (IJS), Signature IJS, India Gem & Jewellery Machinery Expo (IGJME). The GJEPC also organises India Pavilions – participation of a number of companies under the GJEPC banner - at various leading international shows like JCK Las Vegas, Basel, Vicenzaoro and several others worldwide. Focused business matching programs and Buyer-Seller Meets specific to products, delegations to important gems and jewellery centres in other parts of the world, are some of the other trade promotion activities undertaken by the Council.

The GJEPC has been facilitating an environment for the sustained growth of this industry. Over the years it has taken various measures to upgrade, upskill and generally improve the industry's standards and products. The Council has set up various institutes across the country, foremost among them is the Indian Institute of Gems & Jewellery (IIGJ) imparting international quality courses for training artisans and designers of this industry. From time to time the Council has also undertaken campaigns and held seminars to encourage companies to follow the highest standards in business practices and ethics, thereby maintaining the best standards in the industry.

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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