



*For Immediate Release*

## **GJEPC to organise the first Diamond Studded Jewellery Virtual Buyer-Seller Meet**

**26th October, Mumbai:** After the success of the Virtual Buyer-Seller Meets for Loose Diamonds and Plain Gold Jewellery, GJEPC is all geared up for the Diamond Studded Jewellery VBSM from 25<sup>th</sup> – 28<sup>th</sup> November 2020. Buyers are expected from the UK, the USA, Europe, Australia, New Zealand and Russia.

Top diamond jewellery manufacturers from India would be showcasing their innovative and trendy jewellery, especially designed for these markets at the VBSM. Companies including Savio Jewellery; Shankar Jewels Ltd.; K P Sanghvi International Pvt. Ltd.; Elvee Jewels Private Limited; Uni Design Jewellery Pvt. Ltd.; Fine Jewellery Manufacturing Pvt. Ltd.; Tanvirkumar & Co.; Kama Schachter; Priority Jewels; and GNS Jewellery will be participating in the diamond jewellery VBSM.

**Colin Shah, Chairman, GJEPC,** said, "Buyers are gradually getting used to the virtual platforms, and business transactions have been taking place across the Virtual Buyer Seller Meets for Loose Diamonds, Plain Gold Jewellery organised so far. Even the IJS Virtual, GJEPC's flagship show held recently, garnered overwhelming response from the buyers across the Globe and India. The product-specific VBSMs are especially designed for the international buyers. Demand for gems and jewellery have gained momentum with the soon approaching holiday season that is expected to further boost the demand. Manufacturers of diamond jewellery are geared up to showcase some very exquisite and unique pieces designed and crafted for the world market"

**Dilip Shah, Convener International Exhibitions, GJEPC,** said, "Conducting business on virtual platforms is the new normal, and our effort is to give a better experience each time. The key features of the VBSM are unique proprietary technology used for product profiling; augmented reality for enhance product experience and parallel viewing of the product catalogue -- all these features will create a lifelike simulation and ensure that communication between buyers and sellers will be through servers and therefore secure.

"Through our various virtual shows, the effort is to revive the B2B transactions in business. In November, apart from Diamond Studded Jewellery VBSM we also plan to

organise VBSMs for Coloured Gemstones, Loose Diamonds, Silver Jewellery and Platinum Jewellery,” added **Dilip Shah**.

**The details and schedule for other Virtual Buyer Seller Meet are as under:**

Sr. No.	VBSM NAME	DATE	Exhibitor Profile	Target Buyer Countries
1	1st LOOSE GEMSTONE VBSM (For EMERALDS)	3 <sup>rd</sup> - 4 <sup>th</sup> - 5 <sup>th</sup> - 6 <sup>th</sup> NOVEMBER 2020	Manufacturers of Gemstones (Emeralds)	China, Australia, Europe, USA, Russia
2	2ND Loose GEMSTONE VBSM (OTHER THAN EMERALDS)	9 <sup>th</sup> - 10 <sup>th</sup> - 11 <sup>th</sup> November 2020	Manufacturers of Gemstones (other than Emeralds)	China, Australia, Europe, USA, Russia
3	1st SILVER JEWELLERY VBSM	17 <sup>th</sup> – 18 <sup>th</sup> – 19 <sup>th</sup> November 2020	Manufacturers of Silver Jewellery	UK, USA, Australia, Germany

GJEPC organised the first ever India Global Connect Meet with UK retailers recently, with a view to strengthen the business relationship between the Indo-UK gem and jewellery trade. GJEPC will be organising more such meets with countries like Colombia, Switzerland, Saudi Arabia, Singapore, the USA etc. in the near future.

**Some of the salient features of this Virtual Buyer Seller Meet are:**

- Cloud storage for secure online trading; buyer-seller matching
- Optimal choice for buyers and sellers to choose gamut of options exhibited by the exhibitors
- Life-like experience simulation
- Watertight parameters for trustworthiness
- Enhanced networking opportunity
- GJEPC will assist in creating product catalogues or directories of high-resolution images for exhibitors on the Council’s VBSM website
- Buyers will be able to search specific product types to find the exact merchandise they need
- The GJEPC website will make it easy for the buyer to view the online product directory, even during live video meetings
- For the live one-on-one meetings between the buyer and seller, GJEPC will provide high-end cameras for product viewing during the interaction from the exhibitor’s office

- Up to 20 product images will be included in a VBSM package, which will be created and uploaded by GJEPC

GJEPC will manage, schedule and run video meetings directly through the GJEPC VBSM website platform, as per the scheduled dates and time. After the online matching of buyer and seller products, each meeting schedule between buyer and seller will be arranged for approximately 45 minutes; and in a day only 3 to 4 meetings will be planned between a buyer and seller. Meeting IDs will be created for each exhibitor, which will be shared with the buyer, to meet online at a scheduled time and discuss their business.

#### **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.