



## Hon'ble Minister Piyush Goyal Inaugurates The India Jewellery Exposition (IJEX) Centre in Dubai, A Project of GJEPC

- IJEX is a Global Business Touchpoint especially for GJEPC members to connect with international buyers.
- One-stop destination for the world to source Indian jewellery in Dubai
  - The 365-day exhibition will promote specific categories of 'Made in India' gems & jewellery, divided into four seasons, each lasting three months.

**29<sup>th</sup> March 2022, Dubai:** GJEPC, the apex body of the gem & jewellery trade in India, today unveiled the first of its kind **The India Jewellery Exposition (IJEX) centre in Dubai**. IJEX is a Global Business Touchpoint especially for GJEPC members to connect with international buyers. The centre was inaugurated by Hon'ble Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Government of India Shri **Piyush Goyal** along with **Dr. Aman Puri**, Consul General of India, Dubai; **Dr. Srikar Reddy**, Joint Secretary (WANA) DOC; **Mr. Colin Shah**, Chairman, GJEPC; **Mr. Lachlan Gyde**, Executive Director, Ithara; **Mr. Vipul Shah**, Vice Chairman, GJEPC; **Sabyasachi Ray**, ED, GJEPC amongst others.

IJEX is a one-stop destination for the world to source Indian jewellery in Dubai. The platform will enable GJEPC members to display goods and book orders throughout the year. The 365-day exhibition will promote specific categories of 'Made in India' gems & jewellery, divided into four seasons, each lasting three months.

On this occasion, GJEPC signed an agreement with ITHRA, Dubai, a body under the Ministry of Economy of UAE who has built the New Gold Souk as the extension of existing Gold Souk in Deira, Dubai. IJEX based in ITHRA, will house

IJEX in Dubai which in future will be an anchor to expand the market to GCC countries.

Congratulating GJEPC for establishing its first international office in Dubai, **Shri Piyush Goyal** in his address said, “IJEX 2022 will probably be the first serious engagement between UAE and India after the signing of the CEPA, which will be coming into force on 1st May. I am sure that this Centre will play an important role in helping us meet ambitious targets for the trade relations between UAE and India. The Indian Government is actively promoting Brand India, and the gem and jewellery is one of our main focus sectors in our engagement of expanded global outreach.”

Expressing confidence in the Indian gem & jewellery sector, **Piyush Goyal** further added, “India has the potential to become the global gem and jewellery champion. It should tap new markets, develop incisive marketing tools, create irresistible, contemporary designs for the world market that will help in promoting Brand India. The Indian gem and jewellery sector can easily achieve the 100 billion target. You have the “will do” spirit and passion. I wish IJEX a huge success and I am sure this will be window for the finest Indian jewellers to the UAE and the world.”

**Colin Shah, Chairman, GJEPC said,** “IJEX by GJEPC is a one-stop destination for the world to source Indian jewellery in Dubai. This India jewellery enclave now in Dubai will be the window to the country’s best jewellers and offer a glimpse of India’s varied manufacturing capabilities. The timely conclusion of the UAE-India CEPA in the run-up to the IJEX launch, is expected to push India’s gold jewellery exports to UAE to \$10 billion.”

**Vipul Shah, Vice Chairman, GJEPC, said** “Indian Gem & Jewellery sector will be benefitted the most from the India-UAE CEPA, and this new initiative by GJEPC – IJEX in Dubai will be an ideal launchpad for Indian wholesalers and manufacturers to connect with foreign buyers. The partnership will also enable Indian independent and chain-store retailers to export jewellery directly to UAE-based consumers.”

**Dr Aman Puri, Consul General Of India to Dubai** said, “Many congratulations to the GJEPC for the launch of their first international centre in Dubai. Extremely happy that UAE and India are at an inflection point with the joint collaboration

and we expect the exports to double in the coming months. Going forward, we will be able to capitalise on the opportunities that have opened up.”

**Lachlan Gyde, Executive Director, Ithra said,** “On behalf of Ithara, we take pleasure in welcoming GJEPC to the City of Gold. It’s the Council’s first international office and we look forward to a successful collaboration. The success of this new extended precinct will help traders and industry and community at large. We are happy to bring international flavour to Ithara and thank GJEPC as one of our new partners. We welcome a whole new generation of gems and jewellery traders from India to Dubai.”

#### **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 7500 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.

#### **For more information contact:**

**Dolly Choudhary, Director, PM&BD, GJEPC;** M: +91 9987753823; e-mail: [dolly@gjepcindia.com](mailto:dolly@gjepcindia.com)

**Pradeesh Gopalan;** M: +91 7045795199; e-mail: [pradeesh.gopalan@gjepcindia.com](mailto:pradeesh.gopalan@gjepcindia.com)

**Vaishnavi Kanugula;** M: +91 8527496991; e-mail: [vaishnavi.kanugula@pitchforkpartners.com](mailto:vaishnavi.kanugula@pitchforkpartners.com)