



IIJS Signature Team Travels Across The World, Inviting Buyers For The Upcoming Show

- As part of IIJS Signature 2023 promotion, IIJS team is visiting **Abu Dhabi, Bahrain Bangladesh, Dubai, Malaysia, Nepal, Italy, Sharjah, Saudi Arabia, Singapore and Thailand** through November & December



17th November 2022, Mumbai: The Gem & Jewellery Export Promotion Council (GJEPC), as part of its aggressive promotion of IIJS Signature 2023, has organised roadshows in important international markets. GJEPC, so far, has organised, roadshows in Nepal, Dubai, Singapore, Italy and Malaysia. Other markets like Abu Dhabi, Bahrain Bangladesh, Sharjah, Saudi Arabia and Thailand will be covered in the coming weeks. IIJS Signature is slated to be held from 5th to 9th January, 2023 at the Bombay Exhibition Centre (NESCO) Mumbai.

This time, IIJS Signature will be as large as the IIJS Premiere, which is usually held in August each year. Given the bigger format of the show, Signature has been extended to 5 days instead of 4, so that visitors and exhibitors are not hard-pressed for time to cover the entire show floor. IIJS Signature will accommodate more than 1300 exhibitors spread over 2400+ booths.

GJEPC started international visitor registrations for IJS Signature 2023 via a door-to-door campaign organised in Kathmandu, Nepal on 1st November. GJEPC officials extended an invitation to the Federation of Nepal Gold Silver Gem & Jewellery Associations and met with the Chairman Mr. Suresh Man Shreshtha, Vice Chairman Mr. Ram Prasad Bishwokarma, and other office bearers. They briefed the Federation members about the new features of IJS Signature 2023.



In Dubai, a promotional campaign was held on 8th November, on the sidelines of the International Gem & Jewellery Show (IGJS Dubai), a show specially curated by GJEPC only for international buyers. The roadshow in Dubai was attended by 350+ buyers from 25+ countries.

The GJEPC team also held an international door-to-door campaign in Malaysia. The campaign got a boost when Dato. Mr. Abdul Razak & Mr. Ibrahim of Little India Jewellers - Kopatha Group joined the Council team to invite Malaysian jewellers to visit the forthcoming show in Mumbai in January 2023.



Speaking about the new and improved aspects of IIJS Signature 2023, **Mr. Nirav Bhansali**, Convener, National Exhibitions, GJEPC said, “IIJS Signature is perfectly timed to replenish inventory for the upcoming jewellery-driving festivals.”

“The Council strives diligently and passionately to offer quality in terms of the product, exhibitors, visitors, and show ambience. The enthusiastic response from 1300+ applicants has demonstrated the industry’s faith in the IIJS brand, breaking all earlier space booking records for IIJS Signature.

“The Council has always adopted an inclusive approach and this time, we will be debuting an exclusive Lab-grown Diamond section. We try to make IIJS shows all-comprehensive and in order to give its participants a wholesome experience, we will continue to hold Knowledge Seminars. We have a zone dedicated for exhibitors to unveil their latest products at Launch Pad.

“In a major step towards sustainable development goals, IIJS Signature will champion the cause of being environmentally friendly by taking measures that will reduce the show's carbon footprint.”



The GJEPC team is also conducting door-to-door visits in 192 cities in India, inviting retail jewellers to participate in IJS Signature 2023.

The show will cover a range of products including, Gold & Gold CZ Studded Jewellery; Diamond, Gemstone & Other Studded Jewellery; Silver Jewellery, Artefacts & Gifting Items; Loose Stones & CVD; Laboratories & Education; Lab Grown Diamond (Loose & Jewellery).

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 the gems & jewellery industry and today represents 8500 members 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.

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