



*For Immediate Release*

## **GJEPC's First Plain Gold Jewellery VBSM gets overwhelming response from ME and UK buyers.**

**21<sup>st</sup> September, 2020, Mumbai:** GJEPC kickstarted its first Plain Gold Jewellery Virtual Buyer Seller Meet (VBSM) on 21st September, which follows closely on the heels of the successfully held inaugural VBSM for Loose Diamonds during early September. The event was inaugurated by Mr. Suresh Kumar, Joint Secretary, Ministry of Commerce & Industry in the presence of Mr. Colin Shah, Chairman, GJEPC; Mr. Vipul Shah, Vice Chairman, GJEPC; Mr. Dilip Shah, Convener, International Exhibitions; Mr. Sabyasachi Ray, ED, GJEPC amongst others.

The Plain Gold Jewellery VBSM is being organised from 21st to 24th September, and features 9 Indian sellers and 17 international buyers, nearly three-fourths of whom are from Middle Eastern countries such as UAE, Kuwait, Bahrain and Qatar, while a handful are from the UK and New Zealand.

In his keynote address, **Mr. Suresh Kumar**, said, "The Plain Gold Jewellery VBSM is an important step taken by the GJEPC in the times of pandemic, and the event is a key mode of promotion for India to globally connect with buyers. We have to get used to a new normal by converting the Covid-related problems into new opportunities. Many such events should be held in the future to reclaim the export business to the pre-Covid level through such new platforms. Gems and jewellery is one of the most important sectors in the economy. The Government is identifying and introducing various reforms to minimise the effect of Covid. We have to increasingly use e-commerce in the wake of new health protocols in order to grow. We are working on policy-related issues and are seriously discussing matters to facilitate trade through e-commerce. Let me

congratulate GJEPC Chairman and other members, including buyers and exhibitors, who have joined this platform to make it a grand success. I wish many such events to come in future.”

**Colin Shah, Chairman, GJEPC, noted,** “GJEPC has been quick to adapt to the new normal and leverage the digital platform to organise Virtual BSMs, thus fulfilling the sourcing need of our international buyers during this pandemic. The good news is that markets in the USA, China and Europe, Middle East and Eastern Asian nations are reopening and we are witnessing demand for gems and jewellery from these regions. The introduction of a progressive e-commerce policy for the gems and jewellery sector is the need of the hour and we have been pursuing the government for the same. This will make the industry more competitive in the international market and will help in faster recovery. I would like to thank our international buyers and exhibitors for their support and participation to make this Plain Gold Jewellery VBSM a grand success.”

**Vipul Shah, Vice Chairman, GJEPC,** stated, “GJEPC has organised VBSMs at a perfect time! The Indian gems and jewellery industry is on the path of recovery. Factories and units have started functioning, although in limited capacity by adhering to all safety measures. We are witnessing demand from international markets and we are expecting demand will further grow in the coming months owing to the upcoming holiday season in the Western countries. It’s a perfect time for buyers and sellers to take maximum benefit of this VBSM platform and help the industry recover to its pre-covid level soon. I wish all the exhibitors and buyers all the very best!”

The nine Indian participating exhibitors are Shineshilpi Jewellers Pvt. Ltd., Mumbai; Jewel India Pvt. Ltd., Kolkata; Durga Chain, Mumbai; RK Jewels, Mumbai; Unique Chains Pvt. Ltd., Mumbai; AB Jewels Private Limited, Kolkata; Senco Gold Limited, Kolkata; Chokshi Vachhraj Makanji & Co. (CVM), Junagadh; and Hasmukh Parekh Jewellers, Kolkata.

The 17 international buyers participating in the First Plain Gold VBSM include:

Damas Jewellery LLC, UAE; Malabar Gold And Diamonds, UAE; Joyalukkas Jewellery LLC, UAE; Kalyan Jewellers LLC, UAE; Siroya Jewellers LLC, UAE; Jawhara Jewellery, UAE; Bafleh Jewellery, UAE; Chittilappilly Jewellers LLC, UAE; Pure Zara Jewellery LLC, UAE; Swar Jewels, UAE; Diwan Jewellers, Bahrain; Al Sulaiman Jewellers, Qatar; Riyal Smart Jewellery, Kuwait; Punjab Jewellers, UK; Pure Jewels, UK; PBL Jewellers, UK; Sona Sansar, New Zealand.

**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.