

India International Jewellery Show (IJS) rescheduled to January 2021

30 June, 2020 Mumbai: The world renowned and India's largest jewellery trade show, the **India International Jewellery Show (IJS) Premiere**, has been rescheduled due to the ongoing Covid-19 pandemic. The Gem and Jewellery Export Promotion Council (GJEPC), the organisers of the show, after consultation with the participants from India and other countries, have decided to reschedule the event in January 2021.

IJS Premiere witnesses the industry's biggest gathering of domestic and international buyers, and serves as the primary platform for Indian jewellery manufacturers to network with retailers, enabling both segments to gain insight into product design and demand trends.

IJS Premiere has received global recognition with visitors from over 80 countries and 800-plus cities from India. Every year, more than 1,300 domestic and international exhibitors participate in this jewellery extravaganza. The show attracts over 40,000 domestic and international visitors every year.

Colin Shah, Chairman, GJEPC said, "IJS Premiere is organised each year during the first week of August. However, this year due to Covid-19 pandemic and the lockdown measures taken by various countries and jewellery fraternity, the show has been postponed to January 2021. We will duly consult the Government, to chart out stringent safety norms, while also ensuring that business returns to normal. IJS would remain to be the most awaited Jewellery buying experiences of the year and the show would be organized without compromising on anyone's safety. The team is proactively planning on a new format to bring the industry together once again".

Vipul Shah, Vice Chairman, GJEPC, said, "IJS Premiere has been rescheduled to an appropriate time in January. We are also hopeful that our international visitors and delegations would be able to visit the IJS Premiere, as we are expecting everything would return to normal towards the end of this year. The year 2021 will see a lot of weddings taking place, including the ones that were cancelled due to the pandemic in 2020. The resultant demand for jewellery would be significant and the IJS Premiere would be an opportunity for our retailers to restock their inventory for the new season post Covid 2019."

Shailesh Sangani, Convener, National Exhibition, GJEPC, noted, "IJS Premiere 2021 will be the first show of the calendar year, held on the same scale and size as that of IJS Premiere, maintaining all safety norms post Covid 2019. We are taking all precautions to ensure that the

safety of exhibitors and visitors will be paramount during the show. All virtual mediums will be strengthened for the show and more mediums will be activated. Essentially, it will be IJS Premiere in the slot of IJS Signature 2021 with the look, feel and delivery of both shows combined together. Naturally, it will be of a much larger capacity with a greater number of booths and exhibitors. So we are hopeful of welcoming everyone to this show. We are confident that the start of the fresh year in 2021, will give people more reasons to celebrate.”

Exhibitors from cities, namely, Mumbai, Delhi, Kolkata, Chennai, Jaipur, Bangalore, Hyderabad, Ahmedabad, Surat, Rajkot, Coimbatore, Amritsar, Junagadh, Thrissur and many more would be part of the show in January.

The show attracts visitors from all major metros and semi-metro cities including Hyderabad, Ahmednagar, Aurangabad, Calicut, Chandigarh, Ernakulam, Gurugram, Indore, Kanpur, Lucknow, Ludhiana, Mysore, Nagpur, Pune, Secunderabad, Vadodara, Gandhinagar, Jamnagar, Nellore, Palanpur, Patna, Pondicherry, Ujjain, Vizag and hundreds of cities in India.

IJS Premiere will continue to be the biggest sourcing event for jewellers catering to ethnic Indian communities or Non-Resident Indians (NRIs), especially in the SAARC and Middle East countries.

The event is supported by over 200 gem and jewellery associations from India and overseas, who will all be part of the endeavour.

About GJEPC: GJEPC is the apex body of Gem & Jewellery trade in India sponsored by Ministry of Commerce Govt of India. It 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 centers 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.