

“IIJS” THE MOST TRUSTED BRAND IN INDIAN JEWELLERY SHOWS

IIJS Premiere Postponed to January 2021



Colin Shah, Chairman, GJEPC

In light of the growing concerns due to the ongoing coronavirus pandemic across the world, the Gem and Jewellery Export Promotion Council (GJEPC), after consultation with the participants from India and other countries, has rescheduled the IIJS Premiere show to January 2021.

Usually held in August each year, IIJS Premiere typically draws over 40,000 visitors from across India and the globe. Following the stringent safety norms that prevent large gatherings of more than 50 people, the Council decided to put the health and safety of the jewellery fraternity first by postponing the event.

IIJS 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. The show 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.

Colin Shah, chairman, GJEPC, said, “IIJS Premiere is organised each year during the first week of August. However, this year due to the ongoing Covid-19 pandemic and the lockdown

measures taken by various countries and the 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. IIJS will remain the most awaited jewellery buying experience of the year and the show would be organised 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, added, “IIJS Premiere has been rescheduled to an appropriate time in January. We are also hopeful that our



Vipul Shah, Vice Chairman, GJEPC

international visitors and delegations would be able to visit the IIJS Premiere, as we are expecting everything would return to normal towards the end of this year. The following year 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 IIJS Premiere would be an opportunity for our retailers to restock their inventory for the new season post Covid 2019.”

Shailesh Sangani, convener, national exhibitions, GJEPC, noted, “IIJS 2021 will be the first show of the calendar year, and

will be held on the same scale and size, 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 IIJS Premiere in the slot of IIJS 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 and reunite with friends and families on occasions like weddings, engagements, birthdays, etc., which haven’t happened due to the strict enforcement of lockdown this year.”

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,

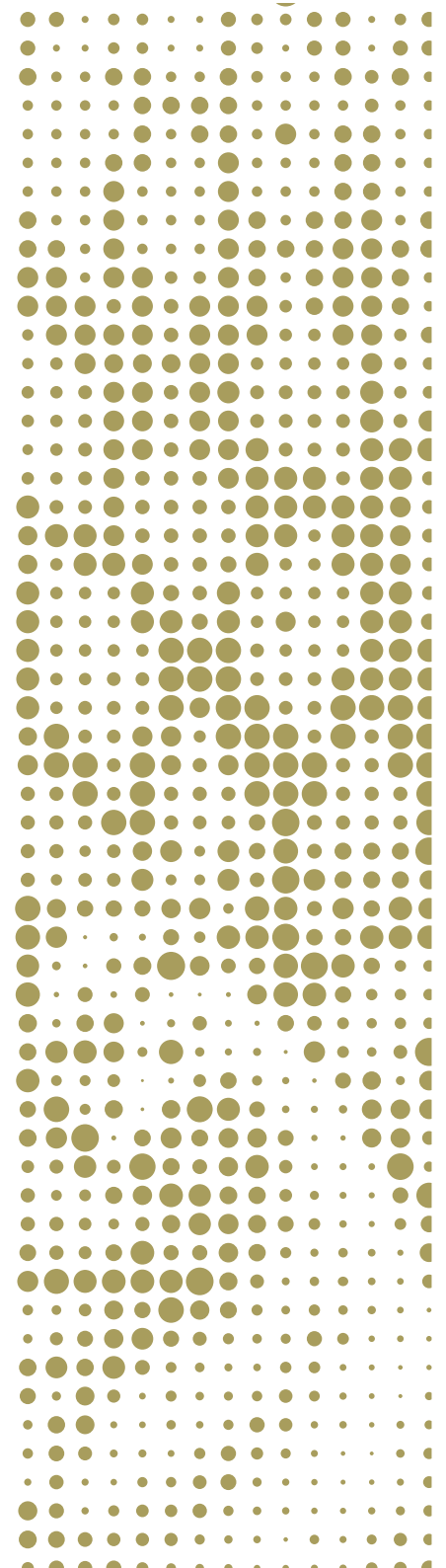


Shailesh Sangani, Convener National Exhibition, GJEPC

Vadodara, Gandhinagar, Jamnagar, Nellore, Palanpur, Patna, Pondicherry, Ujjain, Vizag and hundreds of cities in India.

IIJS 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.



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