

CURTAIN RAISER

IIJS
VIRTUAL 2.0
8th - 12th January, 2021

Powered By



GIA®

COVER STORY

IIJS Virtual 2021: Great Expectations

The upbeat sentiment among exhibitors and visitors at IIJS Virtual has lifted the mood of the entire Indian gem and jewellery industry. The positive trend could perhaps continue through the festive and wedding season and well into the first quarter of 2021.

500+
Exhibitors

10000+
Buyers

15000 +
Meetings

PRODUCT SECTIONS

**Traditional Gold
Jewellery**

**Diamond / Coloured
Gemstone Jewellery**

**Gold Jewellery
(Mass)**

**Machinery
& Allied**

**Couture / Bridal
Jewellery**

**Loose Diamonds / Coloured Gemstones
Pearls / Silver Jewellery**

“IIJS Virtual 2.0 has big shoes to fill, given the runaway success of the first edition. Despite receiving unanimous praise for its foresight and planning, the GJEPC is not one to rest on its laurels. The Council has assimilated a wealth of learnings based on the feedback of exhibitors and visitors that will serve to enhance every aspect of the next show.

No suggestion went unheard. The Council recognises that navigating a trade show virtually for the first time can be a daunting experience for many. To ease this process, a Digital Organiser for each individual visitor has been arranged at IIJS Virtual 2.0.

We also acknowledge your request for flexibility in scheduling meetings, and buyers now have the choice to have both Pre-Fixed and Live appointments with the exhibitors.



Buyers can expect to see a sharp rise in the variety of designs on offer, thanks to the 50% increase in the number of exhibitors, to over 500, from 330+ exhibitors in the first edition.

For exhibitors who wanted to stand out with personalised stall designs, the Council has introduced the Stall Builder feature to build your own booth.

NEW FEATURES & ENHANCEMENTS

- **Enhanced Exhibitor Product Catalogues**
- **Live Chat & Video Conferencing**
- **Enhanced Product and company Search facility**
- **Live Knowledge Sessions with industry experts**
- **OTP at both email and cellphone number**
- **Enhanced Video Conferencing interface**
- **Smart Notification on System & Mobile Device**
- **Join Pre-Fixed Appointments with exhibitors***

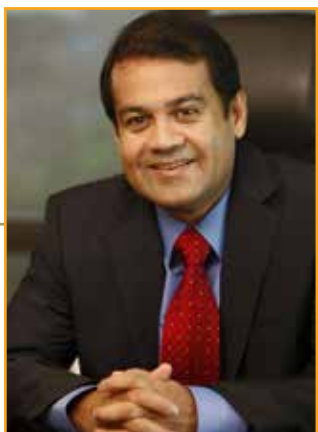
BOOKINGS OPEN FOR ALL GJEPC MEMBERS AT IIJS VIRTUAL 2.0

Last Date to Submit your Booth Application
15th December 2020.

Log on to: <https://registration.gjepc.org/login.php>

HURRY! BOOK YOUR BOOTH TODAY..

MESSAGES



Colin Shah
Chairman,
GJEPC

IJS Virtual 2.0 will help keep up the momentum created by the first edition of IJS Virtual which transacted approximately Rs. 1,000 crore-worth of business. It brought back the much-needed energy and growth to the gems and jewellery business in India.

India's exports have recovered well in the last couple of months. The November 2020 gross exports reported were \$2.48 billion, a mere 3.88% decline as compared to the gross exports of \$2.58 billion reported in November 2019.

We are expecting the Indian Government to announce a comprehensive e-commerce policy for the gems and jewellery sector, which will encompass ease in processes, hassle-free returns, seamless payments, speed of delivery, minimal cost, etc., that will help in further boosting exports from this sector.

I am sure with IJS Virtual 2.0, we should see business getting back to pre-Covid levels. We are introducing some new and advanced features to further enhance the buyer-seller experience.



Vipul Shah
Vice Chairman,
GJEPC

The first IJS Virtual show provided exhibitors and buyers with a new platform to connect with potential partners and transact business. IJS Virtual 2.0 will be the first trade show of the new calendar year and will be a catalyst in raising India's exports to pre-Covid levels.

The pandemic has affected our industry the hardest, but I am happy that we have once again shown resilience and come back strongly.

The fast recovery of the Indian gems and jewellery industry is due to a combination of many factors: the Government implemented timely policy measures; central banks injected sufficient liquidity into the system; mining companies supported the midstream segment; demand has picked up from major markets; and strong online sales have compensated for the weak performance of physical stores.

IIJS Virtual 2.0 will only further the growth momentum.



Shailesh Sangani
Convener, National Exhibitions, GJEPC

First of all, I would like to thank our buyers and exhibitors for making the first edition of IJS Virtual a super successful show. Based on the tremendous response and positive feedback received from those who visited the first edition, the Council was encouraged to hold the second edition of IJS Virtual within a span of three months.

IJS Virtual 2.0 has been enhanced with new and advanced features to make the buyer-seller experience a lot easier and better.

This time, we will also have a section for machinery & allied companies, a Digital Organiser for each individual visitor, option for both pre-fixed and live appointments with exhibitors, and more live camera options during meetings.

For visitors, registration is an easy process and like last time, the entry is free. IIJS Virtual 2.0 is expected to have 500+ exhibitors and 10000+ buyers. The event will also witness 250+ international buyers from the US, UK, UAE, Singapore, Bangladesh, Nepal, Hong Kong, Belgium, Sri Lanka, Thailand, etc.



Sabyasachi Ray
Executive Director, GJEPC

Over the past three quarters, the GJEPC has left no stone unturned in helping the industry recover from the paralysing effects of the pandemic. Interacting with the Government for immediate relief measures to organising virtual trade shows to connect our manufacturers with international buyers, GJEPC has been proactively engaged with all the stakeholders. Also part of this effort was

IJIS Virtual, which was a huge success that helped the industry recover to a large extent. The public demand for a second edition in quick succession speaks volumes about the IJIS brand's popularity and influence among industry members.

Our efforts are ongoing to make the Indian gems and jewellery

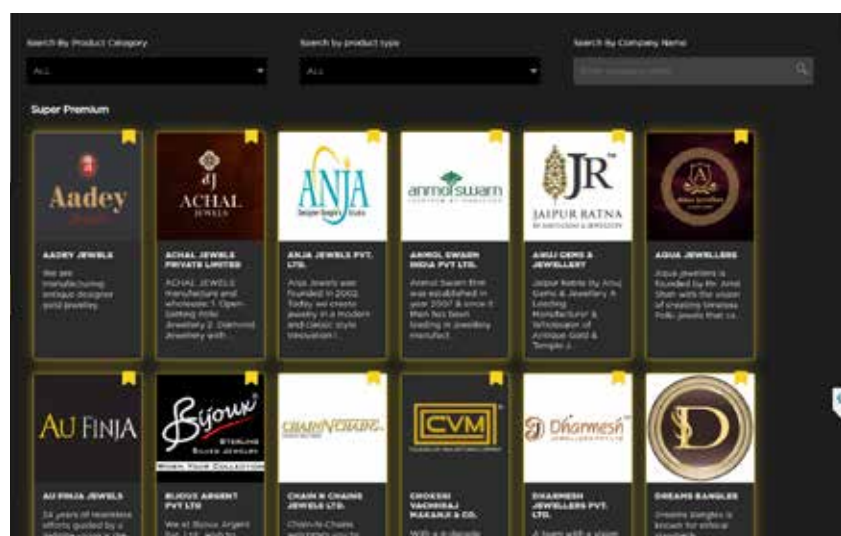
industry the number one in the world. Currently, it contributes 5.8% of the global gems and jewellery export demand of \$629.06 billion.

As part of the GJEPC's recommendations for the FY22 Union Budget to the Ministry of Finance, we have proposed several measures including an import duty reduction in cut and polished diamonds, precious and semi-precious gemstones to 2.5%, reduction in import duty of gold and other precious metals to 4%, Technology Upgradation Fund (TUF) Scheme; additional Common Facility Centres (CFCs) and much more to strengthen the gems and jewellery export sector.

I am sure with the support of the Government of India, the industry will soon achieve its export goal of \$75 billion in the coming few years.

SHOW GLIMPSES

IIJS Virtual 2020, a game changer for the Indian Gems & Jewellery Industry



India International Jewellery Show (IIJS) Virtual 2020, powered by GIA, organized by the Gem and Jewellery Export Promotion Council of India (GJEPC), concluded on October 16, 2020. The five-day jewellery extravaganza which commenced on October 12, 2020, has been one of a kind experience for all the exhibitors and visitors. Over 50 National and International web road shows, 450+ exhibitor training sessions, and 100+ buyer tutorial sessions were conducted before the start of the show. It is estimated that approx. Rs. 1000 crore (USD 137 million) business transacted at IIJS Virtual.

IIJS Virtual hosted UNCUT 2020 Knowledge seminars where eminent speakers from the industry spoke on different topics related to the industry including Outlook 2021 Diamonds, Gold and Platinum;

- 1. Leads Digital Transformation and stimulates business for the sector**
- 2. Approx. Rs. 1000 crore (USD 137 million) business transacted at IIJS Virtual**
- 3. 5 Halls, 330+ exhibitors; 10000+ Buyers visited the show; 9900 meetings conducted at the IIJS Virtual platform**
- 4. 200 international visitors from the US, UK, UAE, Qatar, Singapore, Bangladesh, Nepal, Oman, Pakistan, Hong Kong, Italy, Egypt, Belgium, Turkey, Sri Lanka, Thailand, Malaysia, Czech Republic, Copenhagen, etc.**

Virtual Transformation of Retail in times of Pandemic; Diamond Jewellery Category Promotion in the US, China and India; Design Direction 2021; Gen Next Jewellers; and Faceless Tax Assessment.

The herculean efforts put in by the GJEPC has led to the digital transformation of the Indian gem and jewellery industry. And the ready acceptance by exhibitors

and visitors alike in embracing the new digital future shows the industry's willingness to adapt to new ways of doing business and collectively face the challenges head on and emerge successful.

Exhibitors were surprised about the business that they could generate through this digital platform. Abhishek Sand, Co-founder & Director, Savio Jewellery, Jaipur said, "IIJS

Virtual is simply fantastic; it's magical! The virtual platform is engaging, and a transformative step for the entire industry. We have had 600+ visitors so far, and held 42 meetings. There's excitement in the air! Buying is finally happening, and in good numbers. We have received orders from Sri Lanka, California, Dubai and London, and the remotest of regions in the South."

Jugal Choksi, Owner, Bariki Jewellery said, "The timing of IIJS Virtual is perfect and this is not only a novel, but a necessary way of selling jewellery in the pandemic era. The technology has helped us save time and expenses. Business at the show has been very good and exceeded our expectations. The upcoming wedding season has stimulated demand for big earrings, jhumkas, and grand pieces."

EXHIBITOR MESSAGES



Amit Shah
Aqua Jewellers

IIJS Virtual has been a boon to the industry in the Covid times. At first, we were uncertain, as jewellery is a product which people don't tend to purchase online. However, we tried our luck with IIJS Virtual and were overwhelmed by the response we got from the show.

We are all geared up for the second edition and look forward to doing more business on the IIJS Virtual Platform.



Saurabh Soni
Soni Nanalal Bechardas
Jewellers Pvt. Ltd.

IIJS Virtual provided a fine example of a future in virtualization. It was mind boggling how they connected the wholesalers and retailers without making them leave their office, on such a huge scale. We were happy to welcome visitors from India and abroad, who expressed great interest in our new collections.

Thanks to the Council for holding yet another virtual show within a span of three months and we are participating in it.



Chetan Thadeshwar
Shrinagar House of
Mangalsutra Pvt. Ltd.

I will happily take part in IIJS Virtual again as GJEPC has proved the show's credentials by delivering fantastic results last time!! The Council's guidance and support in handholding us exhibitors through the transition to digital is a game changer for the industry.

It feels like IIJS has come to every town and village across India!



Praful Ranawat
Swarn Shilp Chains
& Jewellers Pvt. Ltd.

We are glad that we participated in the first edition of IIJS Virtual. It was an uncharted territory for all of us, but we had complete faith in GJEPC's expertise in holding A-class shows.

The Council once again gave us a wonderful opportunity for expanding our business. I'm looking forward to participating in next year's edition.



Varun Shah
Aadey Jewels

It has been raining orders since our participation at IIJS Virtual 2020. We got meeting requests from lots of visitors!

Overall, we had a great experience at IIJS Virtual 2020, looking forward for the next edition.



Ashish Kotawala
GDK Jewels Pvt. Ltd.

We are thankful to GJEPC for introducing yet another new platform to conduct business in a safe manner.

IIJS Virtual 2020 helped us get off to a flying start. IIJS Virtual 2.0 can only get better, with that confidence, I am participating in the upcoming edition of IIJS Virtual.



Vipul Mehta
Laxmi Jewellery
Exports Pvt. Ltd.

IIJS Virtual injected enthusiasm in the industry and set the ball rolling. I applaud GJEPC's future-forward vision. In fact, I would urge all those who have not yet enrolled to participate in this unique and productive show once more, which is scheduled from 8th-12th January, 2021.



Sweta Saraf
Soham Shyam
Creatives, Kolkata

I heard fantastic reviews of the first edition of IIJS Virtual that was held in October. I was hesitant to join then because jewellery is a luxury product that needs to be felt and worn. But I guess I missed the bus!

And this time, I am looking forward to joining the second edition, and hopefully make the most of it.

VISITOR REGISTRATION LIVE NOW...



- ✦ Easy & Simple Registration Process
- ✦ Direct connect with 500+ Jewellery Manufacturers & Traders
- ✦ Various Product Categories
- ✦ Enhanced Product and Company Search facility
- ✦ Digital Organiser for each individual visitor
- ✦ Enhance Video Conferencing Interface
- ✦ Smart Notification on System & mobile device
- ✦ Pre-Fixed and Live Appointments with the exhibitors
- ✦ Communicate with colleagues and find new partners
- ✦ Live Knowledge Sessions with industry experts

To Register, log on to
www.gjepc.org/iijs-virtual/

Visitor Registration at No Charge basis

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