

# SHOWNRAISER DAILY

07<sup>TH</sup> OCTOBER 2020

## COVER STORY

# “IIJS” Magic Rubs Off In Cyberspace Too!

IIJS Virtual Show Invigorates Trade Sentiment

The GJEPC's genre defining and sector leading IIJS Virtual show grew out of a dire need to keep the wheels of commerce in motion at a time when the global trade was suffering from pandemic paralysis. If the exhibitor and visitor numbers are anything to go by, then IIJS Virtual has all the makings of another successful flagship trade show from the GJEPC's prolific stable of events.

The keen interest in IIJS Virtual shown by the exhibitors and trade visitors is a testament of the entrepreneurial zeal of the Indian industry to march on in the face of adversity. It also bears witness to the power of human ingenuity to outmanoeuvre and outsmart a deadly virus and the physical pressures and constraints that

it has imposed on the business world. By taking a virtual leap, IIJS has become the de facto digital safe space where business can be

conducted free of any physical harm, while still availing digital features and services that make an earnest attempt to bridge the gap between the real and virtual.

The amazing strides taken by the Indian gem and jewellery industry in raising their standards will be evident to all at the Virtual Show. Exhibitors, we spoke to, are filled with enthusiasm and are working overtime to create collections that are in alignment with the festive and bridal season, as well as lightweight, innovative lines that will appeal to the modern generation of women.

IIJS Virtual has come at an opportune time to revive fortunes in the fourth quarter, and will help us all to end the year on somewhat of an optimistic note.

330+ Exhibitors

5 Halls

Pre- Fix Meeting  
with Exhibitors

Knowledge  
Seminars

## SCOREBOARD

**6500+**

BUYERS REGISTERED

**2000+**

BUYERS VISITED ON DAY2  
OF SHOW PREVIEW

**500+**

MEETINGS BOOKED

## WHAT'S INSIDE >>

DESIGN TRENDS

EXHIBITOR VOICES

VISITOR VOICES





## EDITOR'S PICKS

# STUNNERS AT IIJS VIRTUAL

Handpicked designer jewellery—from traditional gold to couture diamond and gem-studded beauties—that grabs attention.

### Anand Shah Jewels



### A'Star Jewellery



### Gehna Jewellers



### Gurjar Gems



### Tara Fine Jewels



### P. Hirani Exports



### Savio Jewellery





## EDITOR'S PICKS



Walking  
Tree



S. K. Seth Jewellers



Raniwala  
Jewellers

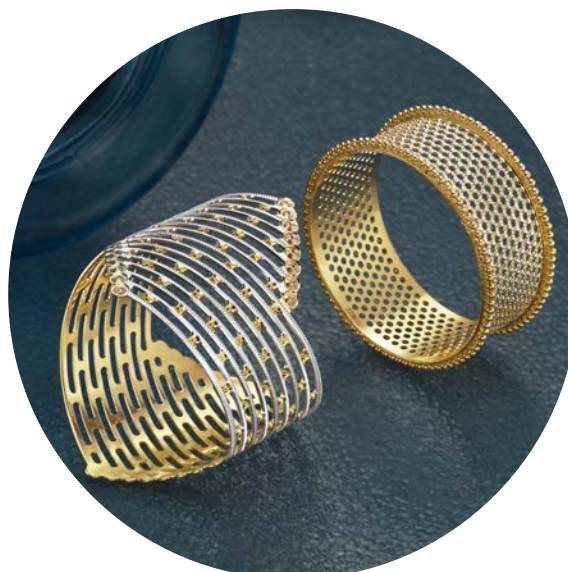
Gem Plaza



Valentine  
Jewellery



Jaipur Jewels



Shineshilpi  
Jewellers



## EXHIBITOR VOICES



**JITENDER JAIN**  
CEO, KGK Creation  
(India) Pvt. Ltd.

We are thankful to GJEPC for organising the IIJS Virtual show as the current scenario all over the world has made it impossible for sales people to travel. We firmly believe that on the digital playground, there are a lot of opportunities. To limit physical visits during this outbreak and still ensure business continuity, now is a good time to encourage the B2B customers to participate in virtual events. We, as a manufacturer, embrace this change to overcome the challenges that stem from this pandemic and feel privileged to be part of GJEPC's B2B virtual show that brings together professional buyers and sellers on a comprehensive digital platform. Team KGK is excited and looking forward to this virtual experience."



**PRIYANSHU SHAH**  
Executive Director,  
A'Star Jewellery

"We fully support IIJS Virtual, an initiative by the GJEPC, and look forward to taking advantage of the opportunities presented during the show. We are hopeful that the IIJS Virtual platform will supplement our other ongoing initiatives to boost sales. Even though consumers will be more prudent and will restrict themselves to fewer purchases, they will tend to gravitate towards better designs which are timeless classics. A'Star will be displaying collections along these lines, largely in the lightweight, mid-range category."



**ANAND KULTHIA**  
Managing Director,  
Kulthiaa Jewel Pvt. Ltd.

"We must try out new ways of exhibiting jewellery, and GJEPC's new Virtual IIJS format should reap good results."

We are seeing a resurgence in orders for our diamond-studded jewellery from retailers across India and this show will only boost it further. It is an experiment for all of us and let us collectively be positive about it. In the diamond jewellery segment, it is a good time for both exhibit and buyers to explore the digital medium for exploring newer opportunities to bolster business."



**PANKAJ KODNANI**  
Owner, Krown Jewels

We are completing 18 years in the business of manufacturing gold jewellery and what better way to celebrate our milestone with the new avatar of IIJS. We are happy to be part of this Virtual exhibition. As always, this time, too, we are presenting gold jewellery collections using different coloured alloys. We have a 3D machine in-house which helps us create unusual forms. We have been loyal to the yellow metal all along, but this year, we are launching Vida Jewellery in 925 silver. The reasons to switch to work with this metal are many. First, affordability, second, we can experiment with contemporary forms in this metal by being cost-effective. Silver is the metal of the millennial!

Today's youth considers jewellery as an accessory. It is a lifestyle product and they are not used to hoarding jewellery for posterity. They buy, wear, flaunt and move on. It is perfect to make a fashion statement.

I have also introduced gold-plated silver in the bridal jewellery segment. It has a rich and fuller look."



**VIJAY CHORDIA,**  
Partner, Valentine  
Jewellery

"Extremely excited to experience the new-normal of doing business. With IIJS Virtual's efforts of closing the gap between a physical and a virtual show, we are looking forward to reconnecting with our existing clients as well as meeting new customers. IIJS Virtual is paving the way to revolutionise the way business partners interact in the gems and jewellery industry."



**RAM BABU GUPTA**  
Silver  
Mountain Inc

Considering the current situation, IIJS Virtual will be beneficial for both the buyers and sellers equally. We are expecting good business from IIJS Virtual. Our company will be showcasing silver jewellery with different ethnic designs to cater to the domestic market and buyers from USA, Europe.

## VISITOR VOICES



**JOY ALUKKAS**  
Chairman,  
Joyalukkas

It is creditable on the part of GJEPC to hold one of the biggest Virtual trade shows when the world is still battling with pandemic. Hats off to the Council for leading the way. I am definitely going to be part of the IIJS Virtual event.



**ABDUL SALAM KP**  
Executive Director,  
Malabar Gold and  
Diamonds

IIJS Virtual will be a first-of-its-kind exposure for all of us, and we are sure to learn from it. I am confident that it will be a fantastic experience! This might be a good platform to explore other suppliers also. GJEPC has done an excellent job and I am certain the show will be a great success!



**CHANDRAPRAKASH SIROYA**  
Managing Director,  
Siroya Jewellers LLC

The Council has demonstrated its organisational agility in putting together this futuristic trade show with such alacrity during the ongoing pandemic. It is important that the industry adapts to this new virtual environment. IIJS Virtual is therefore a revolutionary step in that direction.



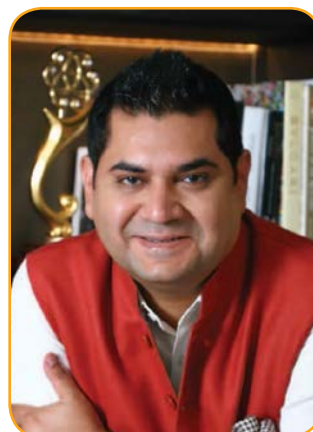
**GR RADHAKRISHNAN,**  
Managing Director,  
GRT Jewellers

The Virtual IIJS platform offers a unique mode of conducting business. It will be a benchmark for the entire industry. I am excited to be part of this new digital event as it is being held at an appropriate time, just ahead of the festive season.



**ASHER O,**  
Managing Director,  
Malabar Gold and  
Diamonds

IIJS Virtual will be a memorable experience as it will redefine the buying experience, and put in place new practices of doing business deals from now on. I congratulate GJEPC for providing an engaging platform to carry on business in these challenging times.



**RAMESH NARANG,**  
Director, Hazoorilal Legacy

IIJS is a great sourcing show for all of us. It's an important networking platform where I get potential leads. In fact, the advantages of attending a trade show of this stature are way too many. I wouldn't miss such an important show.



**SUNIL NAYAK,**  
CEO, Reliance Jewels

Change is always exciting, and IIJS Virtual surely grabs my attention. GJEPC has organised this mega virtual show only to emphasise that we must learn to adapt to new situations, or else we will not move ahead. I am eager to explore this new opportunity.



**TAWHID ABDULLAH,**  
Chairman,  
Dubai Gold &  
JewelleryGroup

IIJS has always been a reliable indicator of design and innovation in the jewellery segment. This year, too, I am confident that exhibitors, despite the severe restriction due to the pandemic, will bring their 'A' Game to the table. I am looking forward to attend the IIJS Virtual



# Visitor login Is Now **LIVE**

Login with your registered mobile number

✦ To Witness the mesmerising collections & Shortlist Products from the inventory of India's **Top 330 Manufactures and Wholesalers**

**Pre-fix Appointment** now with the Exhibitors for **12-16th October** ✦

To login, Visit  
**[www.gjepc.org/iijs-virtual/](http://www.gjepc.org/iijs-virtual/)** ✦

Toll Free Number : 1800-103-4353 | Missed Call Number : +91-7208048100

[www.gjepc.org](http://www.gjepc.org) |  GJEPCindia  GJEPCindia  GJEPCindia