

COVER STORY

Festive Cheer Engulfs IIJS Virtual

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.

“IIJS Virtual is simply fantastic; it’s magical!” exclaims Abhishek Sand, Partner, Savio Jewellery, Jaipur. “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.”

Sand informed that some retailers are buying a few exclusive pieces for weddings,

and others are interested in booking orders for daily wear jewellery. A couple of layered chains made by Savio have received hundreds of orders. “I realise that the prêt segment in diamond jewellery is growing exponentially,” notes Sand. Coloured gemstones are being favoured, too. “Thanks to social media posts by influencers, jewellery that is set with gemstones really stands out. That, in fact, gets more number of likes. All types of gems

are accepted in fine jewellery now, but Zambian emeralds, especially the octagon shapes, are doing phenomenally well. The year 2021 will be the year of coloured gemstones.”

Savio Jewellery has received orders from Sri Lanka, California, Dubai and London, and the remotest of regions in the South. “Most of our buyers are from the South, and I guess, they are tech



SCOREBOARD

330+
EXHIBITORS

5 HALLS

9000+
BUYERS REGISTERED

9750+
MEETINGS

**KNOWLEDGE
SEMINARS**

Rough Supply Partners



Mumbai: +91 22 6702 0564
Chennai: +91 99625 99494
Hyderabad: +91 98851 52999
Ahmedabad: +91 99988 09388

VISIT US: HALL 2
www.asianstargroup.com

COVER STORY

savvy and find it easy to conduct business virtually.”

Hardik Shah, Director, BR Designs, Surat, informs, “The IIJS Virtual platform has given us an opportunity to interact with jewellers and wholesalers from tier 3 and 4 towns, which otherwise would not have been possible during the ongoing the pandemic. The response has been fantastic and I would go ahead and say it is better than the physical show! We are able to showcase our entire catalogue of designs and product, and are not limited by the size of the booth. The visitor, therefore, gets to see a wider variety of our collections, and that is a huge plus.”

Demand for handcrafted gold jewellery is on the rise this season. Prakash Chandra Pincha, Owner, Jewel India Pvt. Ltd., Kolkata, commented, “We were keen on meeting new buyers through the IIJS Virtual format and we did some good business, too. Most of our buyers were from South India and they preferred our handcrafted gold jewellery for the upcoming wedding season. I would definitely be part of another such virtual show, if the Council is planning one.”

And diamond jewellery was not far behind in terms of popularity. Shailesh Sangani, Founder, Priority Jewels, Mumbai, stated that the show has garnered decent orders from its regular buyers, from the South, West and North regions. “Most preferred our 18-karat pink and yellow gold collections studded with diamonds.”

Colour Climbs The Popularity Charts

Exhibitors with creations focusing on coloured gemstones revealed that customers were ready to embrace gems which were hitherto not used in fine jewellery. Colourful sapphires, tourmalines, coral and many more are the centre of attraction.

Sakhil Dhadda, Director, Gem Plaza, Jaipur, says that the show in terms of visitor data has been stupendous. “We have had over 500 visitors and received serious enquiries. IIJS Virtual has given us a good reason to connect with regular buyers and meet new ones. Many of our buyers want something radically different from our brand – they are buying a few, one-off pieces. We aren’t getting bulk orders, which is fine.” Top of the charts for Gem Plaza are cocktail rings and earrings with affordable price points. “Among our customers, multicolour



Desert Jewellers



Savio Jewellery

sapphires and morganite are gaining popularity.”

Pranay Nigotiya, owner, Desert Jewellers, remarks that IIJS Virtual has revitalised the industry, which was in a state of inertia for some months. Slim and smart bridal chokers crafted in 14-karat gold and encrusted with emeralds, rubies and pearls ranging between Rs.5 and Rs.7 lakh were being preferred by his buyers.

The very auspicious navratnas (nine gems) can’t be far behind in popularity, isn’t it?

Sanjay Jain, Owner, Manoj Ornaments, exclaimed that IIJS Virtual was a milestone and game-changer. “We had

designed an innovative range of ethnic and navratna jewellery, but email and WhatsApp did not yield sales. However, IIJS Virtual made a great difference! A virtual face-to-face meeting resulted in 100% confirmed orders, especially from existing buyers who are familiar with our designs and quality. We did not miss the touch-and-feel of the physical exhibition. The entire process made the transaction uncomplicated and trouble-free. The show has proved to be a great success and an achievement we all are proud of. GJEPC has worked hard to make this virtual exhibition a success.”

If anyone missed the one-on-one meetings, some exhibitors ensured that they welcomed their visitors with full honour. Among them was Sanjay Jain. “As I hail from the Marwari background, we believe in ‘Atithi Devo Bhava’. Here, too, we treated our virtual guests like God with care and attention. Before the appointment, we would book coffee and cookies for visitors through Zomato or Starbucks to create a ‘feel-good’ mood. With the success of the virtual show, I am left wondering what will happen to the physical exhibitions now in the coming

future.”

Offering some useful tips is Jugal Choksi, Owner, Bariki Jewellery. “My observation, as an exhibitor, is that we could do more to increase the number of visitors to the show, and the Council should give the visitors more training and guidance on how to use the IIJS Virtual platform.

“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.”

Bhavik Shah of R.P. Ornaments, Rajkot, states, “We had a good number of meetings that converted into sales. The interesting part of IIJS Virtual was that buyers first went through the inventory catalogue before fixing up meetings with us, and that pushed the conversion rate higher.”

R.P. Ornaments is known for fancy jewellery collections in gold as well as Rajkot gold jewellery, which is found in almost every retail store in India and the world.

Shah specially made new collections to augur positivity for the new virtual show – a new beginning for the industry. “Also, people would expect something different from our brand.”

Shah wishes that the show should be viewed even on a cellphone. “We want this show to be conducted post Diwali (end of November), so traders can stock up for the NRI season in December, January and February.”



R P Ornaments



GDK
JEWELS

Explore fine jewellery at

IIJS
VIRTUAL
12th - 16th October, 2020

Powered By



GIA®

GDK JEWELS Pvt Ltd

Fine Diamond and Coloured Stone Jewellery
(Manufacturer and Wholesaler)

57 Ring Road, Lagpat Nagar-3, Delhi-110024

Email-ashish@kotawalagroup.com Ph no- 9999709709, 011-41007893

DESIGN DIRECTIONS

Prêt Wear Worthy Of Zoom Calls Is Riding The Wave

With the culture of webinars and video calls catching on, jewellery above the waist has gained traction, thus spurring demand for earrings, nose pins, and slim chains with charms or pendants, and rings, of course. Accessorising waist up is the new norm, as women are working from home. Here's what some designer houses at IIJS Virtual had to say.

Priti Bhatia, Owner and Designer, Awesome Sparklers, Surat, noted, "Prêt wear will be in demand in the current situation. Smart pendant chains, slim necklaces, and rings, with diamonds in invisible settings that will seem like solitaires, will be in. We are focusing on techniques to bring out the sparkle of diamonds in a piece with a neat finish."



Dainty gold and diamond earrings and pendant by Awesome Sparklers

Sakhil Dhadda, Director, Gem Plaza, Jaipur, roots for cocktail rings and earrings in unusual colours. "Multicolour sapphires and morganite are the new flavours of the season. And these are trending well."



Coconut shell, gold and diamond earrings by Sphere

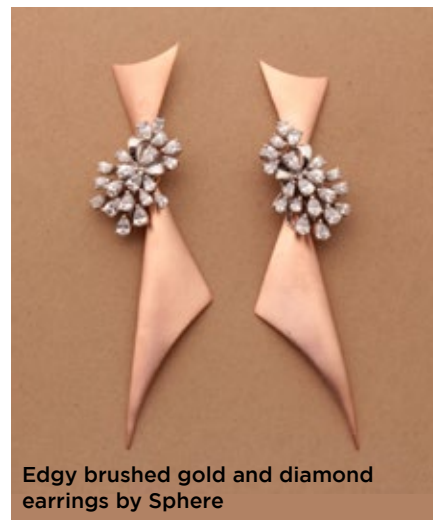
Abhishek Sand, Partner, Savio Jewellery, Jaipur: "As more and more women are opting for Western attire, we are seeing a huge shift in jewellery designs - that are more simple and delicate. Daily wear jewellery dotted with diamonds and coloured gemstones is the new norm."

During and post-Covid, women will prefer earrings, thin pendant necklaces and stackable rings. The prêt segment in diamond jewellery has exploded and the next gen is fascinated by understated jewels.

Pankhuri Shah, Creative Head, BR Designs, Surat, observes that charm pendants like the



Charm pendant by BR Designs



Edgy brushed gold and diamond earrings by Sphere

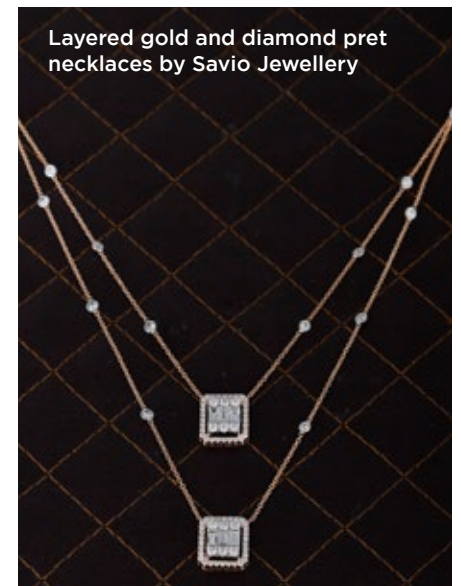


Brooch by Sphere



Enamelled gold dangles by BR Designs

clover leaf, crescent moon, zodiac signs, are selling well at their retail showroom. Nose pins with diamonds, earrings, especially mismatched, are rocking. Many women are visiting our showroom to have multiple piercings in their ears so they can wear many tiny ear studs or earrings. There's a massive uptake in pearl and diamond earrings - as pearls make for classic workwear ornaments. Baroque pearls are



Layered gold and diamond pret necklaces by Savio Jewellery

seeing big demand, and South Sea and Freshwater pearls with diamonds are popular.

Nidhi Garodia, Creative Director, Sanskriti, says that earrings are the mainstay for women who are working from home. They look elegant and understated.



Pearly white understated ear studs by Sanskriti

Sonali Sheth, Sphere, Surat, notes that there is an increasing trend among women wanting to look good during video calls. Brooches are in and can be worn well with sarees, T-shirts, jackets. Lightweight, edgy single-line necklaces are easy to carry off. Large hoops are in demand with a smattering of diamonds. Consumers are becoming more aware about respecting nature and taking the sustainability route. I have designed earrings using a blend of gold, diamonds, and coconut shells as they are durable.



Curvaceous gold and diamond earrings by Savio Jewellery



Stackable gold and diamond rings by BR Designs



THE JEWELLERY MANUFACTURING COMPANY

Ajaraakh
Collection

“MODERN AVTAAR OF EVERGREEN AMRITSARY JEWELLERY!”



*New launched
Amritsary Jewellery*

IIJS
VIRTUAL

**12th-16th
October
2020**

Hall - 2

Diamond/Coloured Gemstone Jewellery
Super Premium Section
To View this collection, Select : Jewellery Pearl

CHOKSI VACHHARAJ MAKANJI & CO.

Plot No # 372, Shishu Mangal Road, Gandhigram, Junagadh - 362 001, Gujarat, India.

T : +91 285 2651254, 2655980, M : +91 98252 20693, E : marketing@cvm-co.com

Follow us on    Website : www.cvmjewellery.com

Pt950

THE ONLY PURITY ASSURANCE PROGRAM FOR AUTHENTIC PLATINUM JEWELLERY

AUTHORISED PLATINUM MANUFACTURERS



iijs
VIRTUAL

12th - 16th October, 2020

HALL 5

Premium section
(GOLD JEWELLERY MASS)



S K SETH JEWELLERS®
MOHANLAL SETH

📍 Zaveri Bazar, Mumbai-02 | ☎ +91 9322212220 / 022 22402405-07 | ✉ sksethjewellers@gmail.com

Indian Silver Handcrafted Jewellery Lacking Category Promotion

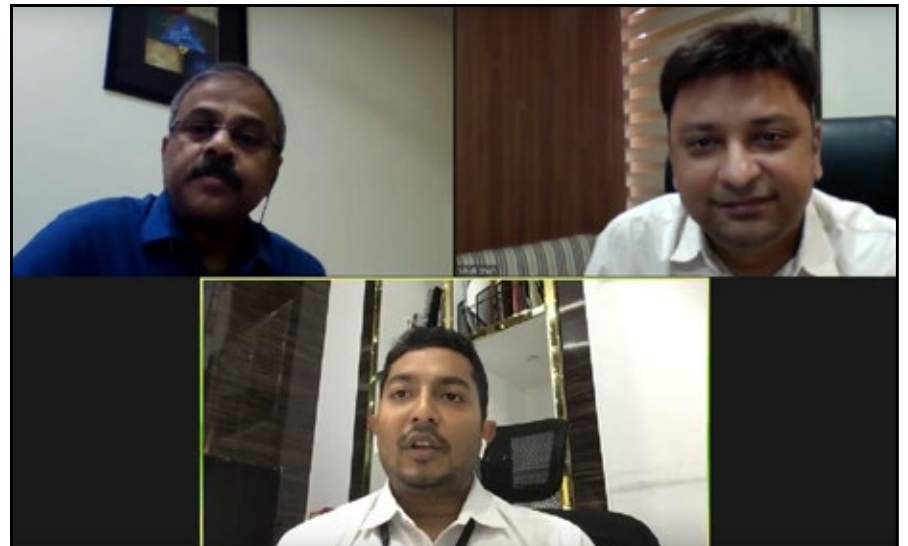
A webinar session moderated by Prasad Kapre, featuring Rahul Mehta of Silver Emporium and Vivek Shah of Karma Design, discussed India's Export Opportunities in Silver. The speakers provided useful insights into the tremendous growth potential of silver jewellery exports from India, which have risen considerably despite the odds all through the pandemic-affected past few quarters.

Here are some key takeaways from the talk:

- Silver enjoys an enviable position compared to gold or platinum as it is linked to both the fine jewellery and fashion jewellery segment. Silver is softer and more malleable making it more versatile when experimenting with textures, volume, gemstones, etc. Silver is the preferred metal for the fashion conscious consumer of

today.

- India is still lagging behind countries like China, Thailand, and to a smaller extent Indonesia, in terms of price-competitiveness, scale, and consistency in product quality.
- But India has the edge over all others in the handcrafted jewellery segment, and our capabilities in this segment must be promoted in global markets. Bodies like the GJEPC and Silver Institute could take up broad-based category promotion of Indian silver handcrafted jewellery to grow this product segment.
- E-commerce is very important for the discovery of a brand, especially new players. For this, India should have faster Customs clearance and remove bottlenecks that hamper the easy movement of goods between countries, such as sending of samples and getting them back. This



will make it easier to export small quantities of silver jewellery directly to customers in markets such as the US and Europe.

- Many Indian silver companies still operate as contract manufacturers for different brands, but haven't put in efforts to stand out as a brand themselves.

- IIJS Virtual is a fantastic platform and buyers in general are very happy exploring products online. The covid situation has made them feel comfortable about online buying. Going forward, this platform will play a vital role in enabling customers to explore products and transact online.

Growing Appetite for Bespoke Commissions, High-end Pieces Post Covid

A webinar moderated by Richa Goyal Sikri, journalist and storyteller, had on board Josina Von Dem Bussche-Kessell, Global Sales and Business Director, Faberge, Vishal Kothari, Founder and Creative Head of VAK Jewels & V By VAK, and Sara Sze, Founder and Creative Head, An Order of Bling. The speakers discussed about Design Direction 2021 and their design vocabulary.

Here are some key takeaways:

- As designers or iconic design houses, it is vital to stay true to your story and be original. Heirloom pieces are not designed for the vaults, but being created with a purpose – either as bespoke pieces or linked to sustainability. Consumers are much more aware about revering Mother Nature today. So, the jewellery linked to social causes or

preserving environment will resonate well with consumers.

- This year has seen a rise in bespoke commissions because jewellery is linked to intimacy – a piece that is commissioned is a timeless holder of beauty and a story. It is also linked to preserving values, cherishing milestones, and being thankful for people who are close to us in our lives as we are less distracted by the

pace of life.

- Consumers these days are educated and asking questions about provenance of gemstones and diamonds, and investing in quality. High-end jewellery set with rare gems will do well. Serious investment and long-time value will drive purchases.
- Brands like Faberge aim to preserve their century-old legacy and ensure that the design language evolves with the passage of time, but without losing focus on the extraordinary skills of artistry like enamelling, engraving and more.
- Online presence for a designer or a brand is a must to connect with buyers; educate them about the aspects of gemstones and jewellery making; talk about the company history and more. Find innovative ways to engage your consumer. However, the online channel cannot replace the importance of face-to-face interactions.
- A bit of advice to young designers: be true to yourself and opt for a path that is more challenging in order to express your creativity.





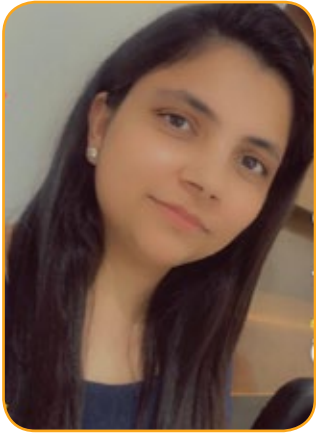
VISIT US AT IIJS VIRTUAL TO VIEW OUR TOP CLASS JEWELLERY COLLECTION



**Heavy Mangal Sutras Antique,
Micro and Navrang MS Specialist.
Antique Khokha Manufacturer**

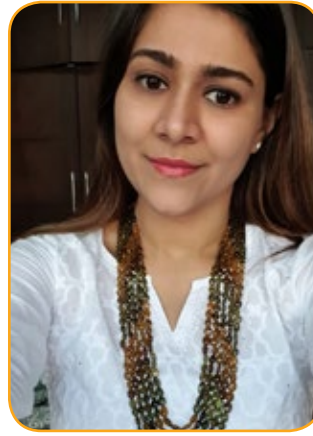
Shree Devi Jewellers
56, Dagina Bazar, Mumbadevi Road, Mumbai
Contact: 9768695656, 9869145687

VISITOR VOICES



RUCHI KHARKIA
GEE DIAMONDS, OWNER,
PITAMPURA

I have been visiting IIJS every year, and I was happy I didn't miss the annual ritual this time. The experience at IIJS Virtual was better than expected. I got what I was looking for -- from diamond jewellery, mountings, polki jewellery, colour gemstones and more. GJEPC has organised IIJS Virtual at the right time.



SHRUTI GUPTA
THE GEMSUTRA,
PROPRIETOR,
FARIDABAD

IIJS Virtual is a great initiative by GJEPC. The exhibitors have put in efforts to showcase the products in the best possible way. I am looking for lightweight jewellery and statement earrings, and rings at the show. Since the exhibitors have already uploaded photos of jewellery on the display board, it is easy for checking the inventory and setting up meetings.



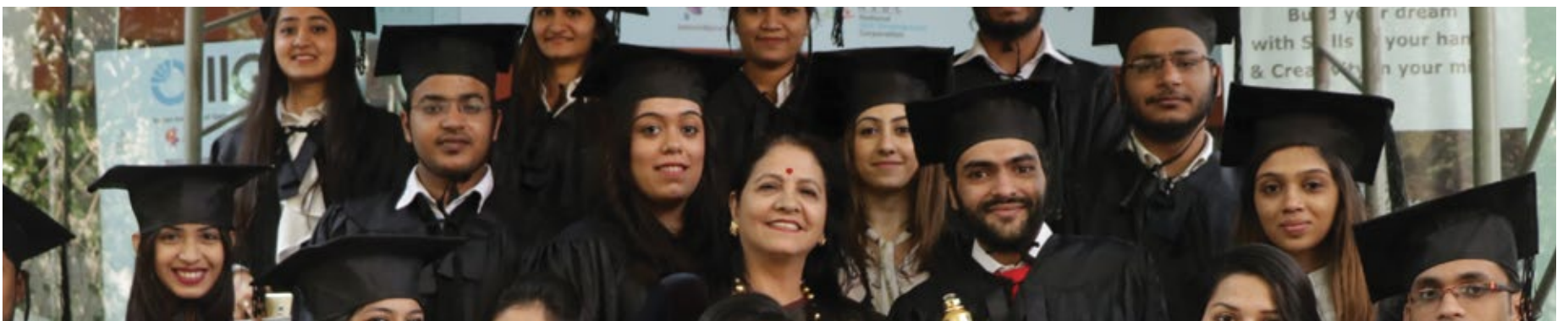
SNEHAL ZINZUWADIA
KINNARI CONCEPTS,
PARTNER,
GUJARAT

We got to meet new vendors and had productive talks with them. I am looking for lightweight, plain gold jewellery with exclusive workmanship. Exhibitors have been proactive and have shared some good designs. The virtual format is timesaving and gives us an opportunity to communicate with more vendors of our choice.



HARSHIT AGARWAL
PARTNER, AGAR-
WAL JEWELLERS,
JAUNPUR

We deal in gold, diamond, gemstones! IIJS Virtual was a great platform to source these products and we are happy that we got to meet a few new vendors, too. Although it was a virtual show, we didn't have any problems in making decisions to buy. Our meeting schedules are almost full for the rest of the days. Great work GJEPC!



Indian Institute Of Gems & Jewellery

India's Premier Gem And Jewellery Training Institute

3 Year Graduate Programme - Bachelor of Arts (B.A.) Gems & Jewellery

IIGJ offers various Jewellery Skill Development
Courses across India
Jewellery Design, Jewellery Manufacturing, CAD/CAM
Techniques, Gemmology,
Diamond Grading, Gem Identification & Jewellery
Merchandising

For more details on admission log onto www.iigj.org

IIGJ Mumbai has been Awarded as the "Premier
Jewellery Design & Manufacturing Institute" by
GJTCl (Gem & Jewellery Trade Council of India)

WHY IIGJ?

8000
Students passed out
from various
educational Courses

40
full time qualified and experienced
faculties and also professionals from
the industry who are also invited as
guest speakers.

15 Batches have graduated since 2003 and all students are
comfortably placed in the industry.

Pursue excellence in Jewellery Designing. Choose IIGJ.

IIGJ Centres across Mumbai, Delhi, Jaipur, Varanasi & Udupi

Mumbai: IIGJ Andheri : Tel: 022-42906666 Email: admission@iigjmumbai.org, connect@iigjmumbai.org | IIGJ Tardeo: 022- 23526498
Email: tardeo@iigjmumbai.org | IIGJ Delhi: Tel: 011-46266900, 011-46266901 | Email: iigjnd@gjepcindia.com | Website: www.iigjdelhi.org
IIGJ Jaipur: 0141-2771577 | Email: info@iigjjaipur.com | Website: www.iigjjaipur.com | IIGJ Udupi: Tel: 0820 2985387
IIGJ Mumbai, Varanasi Extension: Email: apandya.iigjvaranasi@gmail.com


mehta Gold

BANGALORE . CHENNAI . MUMBAI

iijs
VIRTUAL
12th- 16th October 2020



*“Made to mark a
lifetime of togetherness.”*



MEHTA GOLD PVT. LTD.

**#969, Sherkhan Lane, (Mehta Tower),
Near Dharmarya Swamy Temple street, Nagrahpeth
Bangalore – 560 002. (080-41663898, +91- 9964354544)
Chennai Branch : no.26/7, 2nd floor, Mangesh street ,
T Nagar Chennai – 600 017 (+91-9008301518)
Mumbai Branch : no.301, 3 floor, Glitz Mall, Vittalwadi,
Mumbai – 400 002 (+91-9769343344)**

infomehtagold@gmail.com, www.mehtagold.com



DESIGN CORNER

Sculpted For Your Ears!



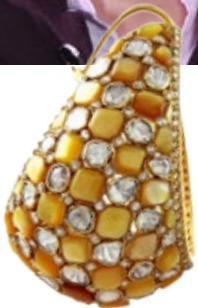
Naman Kala, proprietor, Kalajee Jewellery, Jaipur, introduces three different collections of earrings and balis at IJS Virtual. The brand is known for its wide variety of 14-karat gold ear studs, jhumkis and more, and each time we try and add some novel concept to our collections, states Kala. "We do make 18-karat earrings if the customer wishes," says Kala, "but the Indian customer is now gradually getting used to 14-karat jewellery due to the factor of affordability."

The Opaque collection consists of ear studs using the framework of textured and opaque gemstones such as malachite, lapis lazuli, turquoise, tiger's eye, and gold, white and black mother-of-pearls, all centred on diamonds. They are basic but bold ear studs that make a statement.

The Oversized earrings make innovative use of gem-beading underscoring the antique beauty synchronised with modern forms.

The ear studs come in various forms such as round, cushion, kite, etc, and accented with delicate gem-beading work consisting of emeralds, yellow, blue, and pink sapphires, rubies and more.

The Colourful Balis are fashioned in crescent shapes, and suffused with diamonds and accented with a hint of colour by way of enamelling or gemstones. These are your perfect accessories to take you from brunch to buffet!



BRAND WATCH

Bold & Beautiful

Known for its couture lines, BR Designs presents four different collections in gold, draped with diamonds and gemstones. Racy and edgy, the jewellery touches a chord with youngsters. The versatile and modern collections consisting of statement cuffs and bracelets, one-off earrings and cocktail rings in 18-karat gold, are encrusted with a tapestry of fancy-cut diamond and gemstones. Smooth curves contrast with geometric patterns to give the collection a refreshing spin. These eye-candies are just the right kind of accessories to kick-start the festive season.





SINCE 1905

Inspired to shine



Miracle
COLLECTION

S
SIGHTHOLDER
DE BEERS GROUP



FOREVERMARK
A DIAMOND IS FOREVER



SIGHTHOLDER is a trademark used under licence from De Beers group. The ALROSA ALLIANCE logo is a trademark used under license by PJSC ALROSA. Select Diamantaire is a trademark of Rio Tinto London Limited, used under licence

kgkgroup.com

Angola • Belgium • Botswana • Brazil • China • Hong Kong SAR • India • Japan • Namibia • Russia
South Africa • Chinese Taiwan • Thailand • UAE • USA



GIA®

Grading Reports and Services

Trusted. Independent. Unbiased Expert Analysis.
From the Creator of the 4Cs of Diamond Quality.



Hall # 4

T 022 68493962 | eduindia@gia.edu



Style to Embrace

Jewelex, a vertically integrated diamond company, presents a collection in warm tones of 18-karat rose gold and platinum highlighting a feat of craftsmanship. The floral pendant in 18-karat rose gold is an intricately designed and embellished with two-prong diamonds and centred on a green stone. The couple band in 950 platinum and 18-karat rose gold with synchronised textures, showcase a cross over ring for women, and an elevated ring with rose gold table for men.

The sleek 18-karat two-metal diamond station bracelet is an unfussy but classy choice for today's women, while the 950 platinum knife-edge faceted kada combined with 18-karat rose gold textured border features subtle contrasts between the two metals.



Vibrant Spirit

Valentine Jewellery presents a variety of collections that stimulate the senses. Mounted in gold and encrusted with lustrous colourful gemstones and pearls, these classic must-haves target the bride of today. A subtle harmony of textures and play of colours makes these bejewelled lines riveting!





GEETA SHYAM
— JEWELLERS —

Handcrafted Indian Jewellery



MEET US AT




IIJS
VIRTUAL
12th - 16th October, 2020

HALL# 3


1072, 1st Floor, Diamond Plaza, Ganga Mata ki Gali, Gopal Ji ka Rasta, Jaipur-302003
+91-141-2576800, 4011011 Mobile: +91-9929111114, 9610160000 Email: info@geetashyamjewellers.com
Web: www.geetashyamjewellers.com

 geetashyamjewel





LAXMI[®]
Jewellery Export Pvt. Ltd.
Crafting Masterpieces

Gold - Diamond - Polki



The beauty of our heritage exclusively crafted in gold

Laxmi jewellery house ,Nr.samatheshwar Mahadev Mandir ,
Swagat Cross Road,Ellisbridge,Ahmedabad - 380006

 079-26447540,26445515  vipul@laxmijewellery.com

GJEPC APP



Updates on GJEPC's Trade Show

Latest Industry News

Visitor Registration

IIJS Show Daily & Newsletter

Seminars

Download the app from
Google or Apple App Store.



This is your time to shine!



Come Visit us at

IIJS Virtual Show 2020

12th – 16th October 2020

STANDARD BOOTH

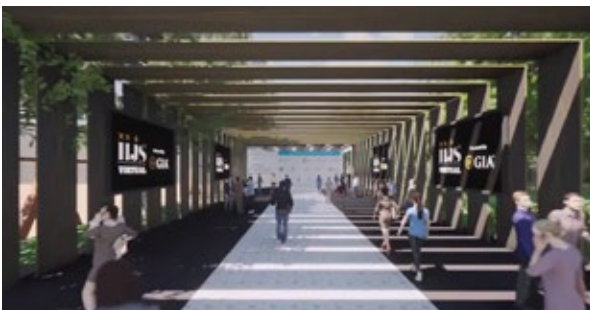


UNI-DESIGN
forward together

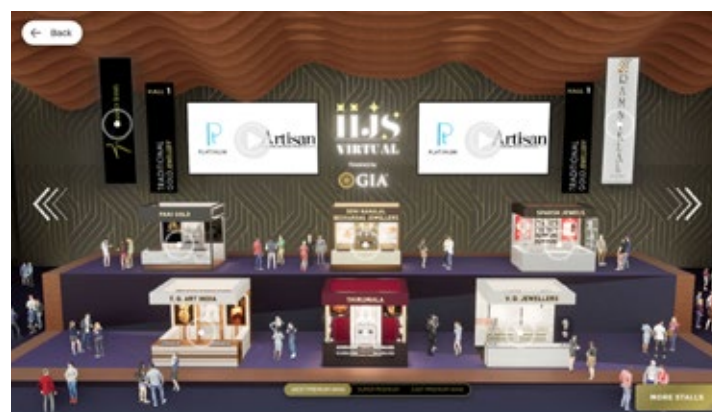
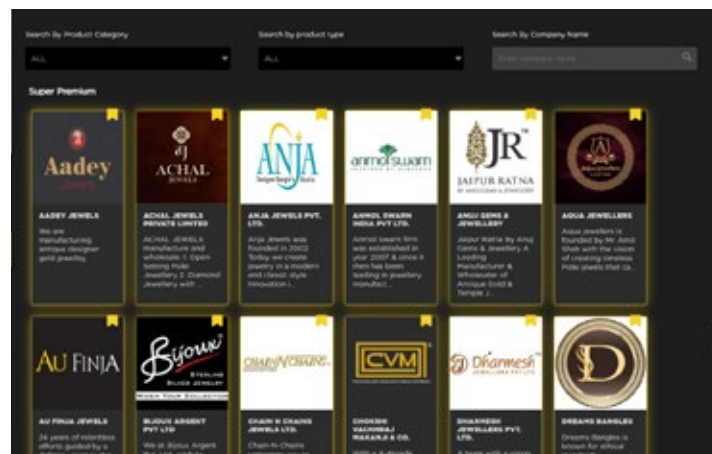
UNI DESIGN JEWELLERY INDIA PVT. LTD.
Uni Design House, Plot No. 3, Cepz-Wicel, Andheri (East),
Mumbai, Maharashtra 400093 • info@unidesignindia.com
Web. www.unidesign-jewel.com
Contact : Sagar Shah - +91 98194 32845

SHOW GLIMPSES

WALK-THROUGH OF IIJS VIRTUAL 2020



SHOW GLIMPSES



Organised By



THE Artisan

JEWELLERY DESIGN AWARDS 2021

THE *4th* EDITION OF INDIA'S MOST COVETED
JEWELLERY DESIGN AWARDS IS HERE!

THE 2021 THEME

REINVENTING
VINTAGE

NOMINATION CATEGORIES FOR
REINVENTING VINTAGE

VICTORIAN
Jewellery

TEMPLE
Jewellery

JAPANESE
Jewellery

Participate today at: www.theartisanawards.com

Participate in the
1st Gemstone VBSM
(Only Emerald)



VBSM
VIRTUAL
BUYER SELLER
MEET

3rd - 6th November, 2020

**Exhibitor
Profile**

**Manufacturers of
Gemstone**

**Target Buyer
Regions**

**Australia, China,
Europe, Russia, UK,
USA**

**For more Information,
visit www.gjepc.org/vbsm**

www.gjepc.org | [GJEPCIndia](#) | [GJEPCIndia](#) | [GJEPC](#)



SPONSORED BY THE MINISTRY OF COMMERCE & INDUSTRY