



GJEPC's flagship Show IJS Takes Virtual Leap

- IJS Virtual, the digital edition of the GJEPC's flagship August show is scheduled in October 2020
- Show to witness 500 exhibitors & 10000 buyers

Mumbai, 15th September 2020: IJS Virtual, the digital edition of GJEPC's flagship August show, is scheduled in October, this year. In spite of the pandemic that has crippled India's economy, IJS Virtual show has already created a buzz among industry circles, with initial exhibitors' interest exceeding expectations.

Like many industries, the jewellery industry too has been impacted due to a long list of cancelled or postponed events, shows, exhibitions, and weddings for the next few months. However, the perseverance and hard work of GJEPC has resulted in large numbers of exhibitors showing a keen interest in taking part in the virtual show. The show is expected to see the participation of approximately 500 exhibitors and 10,000 buyers through this online platform.

The show will have dedicated 5 Halls each for Gold Jewellery, Diamond/Colour Stone Jewellery, Couture/Bridal Jewellery, Loose Diamonds/Colour Stones/Pearls, and Silver/Costume Fashion Jewellery. With the use of latest technology, the platform is seamlessly integrated with physical aspects. It has well-equipped digital architecture and ensures exhibitors can have one-to-one meetings with the buyers. Both the buyer and exhibitor experience will be enhanced with 2D and 3D Stalls, Dashboards for Buyers & Sellers, and an appealing Meeting Interface with live product profiling. GJEPC will also conduct Knowledge Seminars during the show.

All visitors to the virtual show will get free entry and they can browse through an exhibitor's limited product listing starting seven days prior to the opening of the show. Visitors can also add products to their individual wish list and pre-schedule meetings as per the 5-day calendar of each exhibitor.

Overwhelmed by the response received, **Mr. Colin Shah, Chairman, GJEPC, says,** "A large and comprehensive virtual jewellery trade fair, IJS Virtual will be an opportunity

for our exhibitors and buyers to connect, talk business and place orders from the comfort of their offices or homes. Although we missed out on the August show, we couldn't let another opportunity go by. Bolstered by the midstream's confidence in a pick-up in festive and wedding demand, the Council went into high gear to organise IJS Virtual in record time, to ensure that the IJS lives up to its earned reputation as the backbone of the Indian industry's growth."

Mr. Vipul Shah, Vice Chairman, GJEPC says, "IJS is one of the most coveted annual shows that helps the trade stay connected. It is one of the biggest networking and gem and jewellery sourcing events. This year, the pandemic has forced us to put our plans on hold for the physical show. But, out of every adversity emerges an opportunity, and we are now gearing to conduct the IJS Virtual Show to help connect buyers and sellers. We may be socially distanced, but we are not disconnected, thanks to the digital revolution. We are hopeful that business will be back on track soon."

Mr. Shailesh Sangani, GJEPC Convener, Exhibitions says, "We as an industry are a die-hard breed and our comeback is always stronger than the setback. The pandemic has impacted businesses across the globe, but the Council, as always, leads the way. IJS Virtual has been slated for October this year, which promises to replicate a life-like experience. I would like to express my gratitude to the members for their overwhelming response to IJS Virtual. GJEPC's new and dynamic virtual show will have features like appointment scheduler, live chats, product catalogues, meeting rooms, seminars, and more. Perhaps the pandemic has forced us to reinvent ourselves for the better."

Apart from the show management, the exhibitors are equally excited about the Virtual show and have high expectations. **Mr. Jugal Choksi of CVM Exports, Junagadh, says,** "GJEPC's business-to-business virtual show comes at a perfect time and will help the gem and jewellery industry in more ways than one. The communication gap in terms of following up on orders from buyers will surely improve."

About The Gem and Jewellery Export Promotion Council (GJEPC)

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, 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 centres 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.