



## **IIJS Virtual 2020, a game changer for the Indian Gem & Jewellery Industry**

**Leads Digital Transformation and stimulates business for the sector**

- **Exhibitors and buyers laud GJEPC for hosting a commendable IIJS Virtual 2020**
- **Approx Rs. 1000 crore business transacted at IIJS Virtual**
- **5 Halls, 330+ exhibitors; 10000+ Buyers visited the show; 9900 meetings conducted at the IIJS Virtual platform**

**Mumbai, October 17, 2020:** India's first ever virtual gems and jewellery trade show, 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.

The IIJS Virtual 2020 hosted **330+ exhibitors and attracted 10000+ buyers**. A total of over **9900 business meetings** were conducted, and the show had around **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.

IIJS Virtual 2020 was promoted extensively across the world. 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.

Commenting on the success of the show, **Colin Shah, Chairman, GJEPC** said, "The past five days of IIJS Virtual have been nothing short of miraculous. We have witnessed IIJS bring the industry out from a pandemic paralysis -- that, too, virtually! The industry realised that one needs to change along with the time and

for a business sustainability, extensive usage of digital was the need of the hour. GJEPC has done its bit to provide necessary platform so that the export continues. The Industry today has seen a very robust digital disruption and I'm certain that digital mode of doing business is the future for the industry."

The Guests of honour for the inaugural ceremony were **Chief Minister of Maharashtra Shri Uddhav Thackeray** and **Union Minister of Commerce & Industry and Railways, Shri Piyush Goyal**. During his inaugural speech, Shri Uddhav Thackeray expressed his aim to make Maharashtra the world's leading center for diamond and jewellery trade, whereas **Shri Piyush Goyal** complimented on the resilience shown by the gems and jewellery sector during the ongoing pandemic.

**Shailesh Sangani, Convener, National Exhibitions, GJEPC**, said, "Meeting face-to-face at physical shows and expositions is very important and must happen at least once or twice a year, but virtual shows are going to be the future, purely because of the ease in doing business from the comfort of our own offices and homes."

"I believe that maintaining constant communication with exhibitors and visitors and educating them about the IIJS Virtual platform was a crucial aspect of the show's apparent and instant success", added **Sangani**.

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; 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.

#### **Exhibitors' Response:**

##### **Varun Shah, Proprietor, Aadey Jewels, Ahmedabad**

"The Virtual format is cost-effective and we can pay equal attention to all buyers – old and new alike. I would request GJEPC to hold another Virtual show in January again – in fact, such shows should be held every quarter!"

##### **Varun P N ,Varakupa Jewellers from Bangalore**

"The capturing of the visitor data by GJEPC is a significant feature of IIJS Virtual and it definitely helps medium-size manufacturing companies like us to expand our network."

**Dilip Dassani, Partner, Dassani Brothers, Mumbai**

“The virtual format is less time consuming and extremely productive with one-on-one meetings and no diversions. The most popular items are bridal necklaces (ranging from Rs. 8 - 12 lakh) with uncut polkis and gemstones. We received new visitors from Guwahati, Chandigarh, Bangalore, and Chennai.”

**Abhishek Sand, Partner, Savio Jewellery, Jaipur**

“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.”

**Pranay Nigotiya, Owner, Desert Jewellery**

“IIJS Virtual has revitalised the industry, which was in a state of inertia for some months. IIJS Virtual was a milestone and game-changer.”

**Jugal Choksi, Owner, Bariki Jewellery**

“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.”

**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.