

India-USA jewellery Buyer-Seller meet organised by GJEPC concluded successfully

- **Design Prowess, Craftsmanship, Rich heritage and Responsible Jewellery Sourcing were the key elements as value proposition during the meet**
- **Over 32 leading jewellery buyers from the US, Germany, UK, Ireland, Spain and New Zealand explore sourcing from Indian jewellery exporters participated in the meet**

Mumbai, September 17, 2019: The first-ever India-US Jewellery Buyer Seller Meet (BSM) organised by The Gem and Jewellery Export Promotion Council (GJEPC) concluded successfully. The meet saw participation from Indian jewellery exporters interact with a delegation of over 32 topmost jewellery buyers i.e. 23 from United States and 9 from New Zealand, Ireland, Spain, United Kingdom and Germany – comprising a mix of jewellery retailers, wholesalers and distributors as representatives of merchandising/ buying groups and best practice groups of independent retailer jewellers as well as VP merchandising and buyers from large and small regional chains. America is the largest (by value) jewellery market in the world. Over 23 prominent export houses exhibited their products during this three-day business matching program.

Mr. Pramod Agrawal, Chairman, GJEPC said, “It was a great platform where both buyers and exhibitors could understand each other. Buyers were satisfied with the kind of products showcased and they also got to know the skills and capabilities of the Indian exhibitors when it comes to Jewellery manufacturing. I am happy that we able to organize this BSM successfully. I am sure this was just the beginning and more such BSMs would be organized to improve the trade relationship with international markets.”

Mr. Colin Shah, Vice Chairman, GJEPC, said, “We believe it was a win-win situation for both sides. US has always been a bigger market for Indian jewellery exports and the appetite of US consumption is ever increasing. Given that Thailand and Vietnam have already started grabbing the opportunity emerged after the US-China trade war, we are looking at a \$1-billion opportunity for India while the remaining will go to other South East Asian countries. BSMs have helped Indian companies reach out to new segments. They are an ideal way to connect with the buyers in a focused business setting.”

As this was the first India-USA BSM organized, GJEPC also reached out to buyers to know their expectations and over experience of the BSM.

One of the buyers Mr. Peter Luplow, Ben Bridge, said “We, at Ben Bridge, deal in Price Points ranging from USD 1,000 to 10,000 and Indians have a very good opportunity emerging from the US-China trade war situation. We put our orders on hold in the third quarter just before the holiday season, where everyone is optimistic. We are looking for high quality

manufacturers as well as innovators. We are keen to source high end gem stones from Jaipur. Indian sellers have to deploy high technology in order to compete with other sourcing regional hubs such as Hong Kong, Thailand, Italy and even Brazil. We are looking for long-term suppliers as this is a relational business that takes atleast an year or two to cement and bond.”

Ms. Anjanette Sinesio, Gem-Waters, said, “The Buyer-Seller meet organized by GJEPC helped us discover several new sourcing options and we connected very well with the Indian Sellers. They had come well prepared and ready with products, especially in my segment of Price Points ranging from USD 78 to USD 338 mass market pieces. We were happy to know that they have infrastructure and manufacturing in place to churn out large orders in the range of 300,000 pieces. Indians are well positioned to cater to the latest fad of crystals, amulets, charms and other similar kinds of jewellery.”

Ms. Trish Roberson, Robersons Fine Jewelry, said, “We are looking for creative ideas and concepts that will appeal to the younger generation and millennials. These target groups are only looking for exquisitely designed and crafted natural mined diamonds/gemstones coupled along with a social and environment theme. We are seeing a lot of rose gold for anniversary pieces and soft accessory purchases along with the traditional white gold demand in bridal wear. Indians are well poised to cater to the demand of the basics such as diamond earrings, rings bracelets, neckpieces, etc.”

Indian gem and Jewellery manufacturers have been catering to the most demanding customers across the globe. Indian Gem & Jewellery Industry has invested heavily in its 5 million plus workforce and ensured sustainable development through socio-economic benefits such as, medical facilities, employment generation and second-to-none training institutes for workers amongst others. Their ability to satiate any kind of jewellery requirements has amazed the world. This has been possible due to Industry’s willingness to embrace and adopt the latest technology.

About GJEPC: The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce and industry, Government of India (GoI) in 1966, is the apex body of the gems & jewellery industry. Today, it represents over 7000 exporters in the sector. With headquarters in Mumbai, the 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, the 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.

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