

## **POST EVENT REPORT OF THE PROMOTION OF IIJS 2019** **DOOR – TO – DOOR VISIT FOLLOWED BY ROAD SHOW**

**Objective of Visit:** To promote & create awareness of the latest developments in IIJS 2019 amongst the prominent trade visitors at Dubai, Abu Dhabi, Sharjah, in UAE.

### **Activities Planned:**

Following promotional Door –To-Door (DTD) activities planned during the visit to promote the show:

Sharjah	5 <sup>th</sup> July 2019 – 5 pm onwards	Door – to – Door
Dubai	6 <sup>th</sup> July 2019 – 10 am until 7pm	Door – to – Door
Dubai	7 <sup>th</sup> July 2019	IIJS 2019 Road Show

### **Representatives of the Council**

- Mr. Shamal Pote –Director- National Events
- Mrs. Naheed Sunke- Asst. Director -Intl Events
- Mr. Hitesh Kaushal - National Events

### **Brief:**

With an objective to invite prominent potential Middle East buyers to IIJS 2019. Door to Door visit & roadshows were organized in Dubai, UAE

A Team of 3 secretariat consist of Mrs. Naheed Sunke, Mr. Hitesh Kaushal & Mr. Shamal Pote were nominated for Door to Door visit and invite prominent buyers from Sharjah and Dubai to IIJS 2019.

In UAE, from local team Mr. Ramesh Vora – GJEPC M.E Intl Coordinator, supported the team in identifying the prominent Jewellery companies, which needs to be invited.

**Sharjah:** 2<sup>nd</sup> half of 5<sup>th</sup> July: Immediately after landing in Dubai on 5<sup>th</sup> July 2019, IIJS team proceeded to Sharjah Gold Souk situated at Central Market. Met approximately 30 companies. We had meeting with all shop owners and managers, briefed & invited them to the IIJS 2019 Road Show which was held on 7<sup>th</sup> July 2019

Simultaneously team was also coordinating with the staff of Hotel Radisson Blu for the arrangements pertaining to the Road Show.

**6<sup>th</sup> July 2019** - Dubai : Individually visited 60 companies in span of 1 days, briefed them about IIJS 2019 and invited them to the IIJS 2019 Road show. In Dubai all the following major jewellery markets were covered:

- Gold Souk
- Gold Centre Bldg
- Oasis Centre
- Gold Land Bldg

**7<sup>th</sup> July 2019:** In the morning coordinated with the hotel team for the food, overall arrangements etc. for the upcoming IIJS 2019 Roadshow in the evening.

**GJEPC Display Centre:** In the afternoon had a meeting with the Mr. Mark Curtis - Leasing Specialist -ITHRA Dubai for the GJEPC Display Centre which was also attended by Mr. Sabyasachi Ray, Executive Director, Mr. Pramod Agrawal Chairman of GJEPC and Mr. Samit Bhatta. After the meeting went for a site visit to get first-hand information of the location, structure etc.

**On the eve of 7<sup>th</sup> July 2019: 8 pm – 10.30 pm at Hotel Radisson Blu**

Despite of annual holiday in UAE, the IIJS 2019 Road Show was attended by approx. 100 prominent jewellers, media personnel etc. making it a very successful trade event in the region.

**Following dignitaries shared the Dias and were felicitated during the Road shows:**

Mr. Neeraj Agrawal – Consul – Consulate General of India

Mr. Chandu Siroya - Vice President – DGJG

Mr. Ajay Mathur – DMCC

Mr. Shamal Pote commenced the event with a welcome note, followed by Chairman’s speech & an informative presentation on IIJS 2019 by Mr. Sabyasachi Ray –Executive Director, which refreshed the audiences about the latest happenings in the event.

All the Dignitaries gave insight of the jewellery trade relation between India and UAE and their close proximity with IIJS.

The event of was concluded with a vote of thanks from Mr. Mansukh Kothari – Convener – National Exhibition Sub Committee.

Regards

Naheed Sunke

Asst. Director – Intl Events