

## **Post Event Report for Delegation level Visit to UK and International Roadshow in UK for IIJS 2019 followed by 4 Cities Door to Door promotion**

To promote the 36<sup>th</sup> Edition of IIJS 2019 to be held from 8<sup>th</sup> – 12<sup>th</sup> August, 2019 at BCEC, Mumbai, to promote and invite potential buyers/visitors for the show the Council has planned to conduct a Delegation level visit to UK and an International road show in London & Door to Door Promotion Campaign in Leicester Birmingham Manchester and London.

### **Objective of Visit:**

- To conduct road show activity to promote IIJS 2019, at UK
- To promote IIJS 2019 and pre- register the local Jewellers of UK for IIJS 19 and invite them at the Roadshow.
- To build strong bilateral trade relationship between UK and India.
- Interact with prospective traders and establish areas of cooperation with the GJEPC (Gem and Jewellery Export Promotion Council).
- Facilitate participation of trade/associations in the forthcoming IIJS 2019 to be organized by the Council from 8<sup>th</sup> - 12<sup>th</sup> August 2019.

**Delegation Level Visit to UK:** - Mr.Mansukh Kothari- Convener Exhibition Sub Committee (National), GJEPC, Mr. Vikrant Pradhan – Asst - Director Exhibition, Mr Mehul Lodhiya UK Coordinator GJEPC represented GJEPC at the Road show.

Mr Mehul Dhakan – Director Shree Momai Krupa Jewellers

Mr Manoj Narsapur – Director Mohar Diamonds

### **Preparation with Indian Embassy at UK:**

Coordinated with office of Indian Embassy for arranging the event.

- The High Commission officials have been informed about the date & venue and ensured that the same is appropriate.
- E-Invitation were sent to the database which we had in council's data bank, the same were followed by personal visit and whats app promotion by our UK Coordinator and David Brough. IIJS flyers, has been dispatch to the High Commission of India.
- Coordinated with Local Association British Jewellers Association with regards to the event and ensuring that maximum members should present at the Road Show.
- Arrangement of Tie up with Local Magazine Jewellers Outlook was done with the to cover the event and to spread awareness about the show amongst the local jewellers.

- Press release about delegation and roadshow were released and sent by outlook to all its client pre and post event

**Meeting Schedules:**

- 23<sup>rd</sup> June , 2019: Meeting with British retailers. Inviting them for Road Show, Meeting with Venue to check arrangements
- 24<sup>th</sup> June 2019: Meeting with High Commission. Meeting Green street Jewellers
- 25<sup>th</sup> June, 2019: Meeting with local wholesalers & retailers at Leister inviting them for Road Show.
- 26<sup>th</sup> June 2019: Meeting with local wholesalers & retailers at Birmingham inviting them for Road Show
- 27<sup>th</sup> June 2019 : Meeting with local wholesalers & retailers at Manchester inviting them for Road Show'
- 28<sup>th</sup> June 2019 : Meeting with Local jewellers at South Hall, Road Show at Terminal Bar 6 Isleworth London
- 29<sup>th</sup> June Visiting South Hall Jewellers followed by Discussion with First Secretary Commerce Mr Rohit wadhavan at his residence
- 30th June, 2016: Depart for Home

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**Meeting with High Commission**

**Date: 24<sup>th</sup> June 2019**

The undersigned visited the High Commission of India along with our UK Coordinator Mr Mehul Lodhiya met officials Shri. Rohit Vadhvana, Second Secretary (Economics) and were briefed about the evening event and other facilities that will be offered to UK Delegation during their visit to IIJS 2019.

Mr Rohit also suggested that we should invite local trade media and further the same was actioned by the High Commission officials, enabling the event to get more mileage in the G & J Trade.

The undersigned requested Shri.Rohit Vadhvana to initiate quick visa process for the interested delegates.



### **IIJS 2019 Roadshow at Terminal 6 Isleworth London on 28<sup>th</sup> June, 2019**

Mr. Mansukh Kothari Convener- Exhibition, GJEPC delivered the welcome address and welcomed all the dignitaries from High Commission & Association. In the welcome address, we outlined objective of Council's visit to UK & to conduct the presentation. We further emphasized the attendees to further explore a new market which has tremendous potential in the sector of Gem & Jewellery i.e. India & the ideal platform to meet the top-rated manufactures under one roof at IIJS 2019.

Mr Vikrant Pradhan Assistant Director – Exhibitions screened the promotional film and invited Shri.Rohit Vadhvana - Second Secretary (Economics) who were felicitated with a memento by Mr Mansukh Kothari, further we invited Mr Mehul Lodhiya, Mr David Brough & felicitated both with Memento.

Shri.Rohit Vadhvana addressed participants about the present scenario of Indian Gem & Jewellery Industry throughout the World market, he also talked about bilateral trade between India & UK and mentioned how the exports of India to UK with respect to jewellery has gone down and suggested to form an British Asian Association to address such issues, it also informed the GJEPC to do more such initiatives in UK like creating more seminars during their event, taking booth during London Jewellery Show and involve british origin jewellers to buy from India thus enhancing the exports he also thanked GJEPC for its efforts to promote the Industry though out the World. He further invited the UK Jewellers to further strengthen their ties with India through visiting IIJS 2019.

Mr. David Brough Editor Jewellery Outlook Magazine was invited to address the gathering. In His speech he requested all UK Jewellers to attend IIJS 2019 & explore the possibility **to explore** mutual business opportunity in India.

Then Mr Vikrant Pradhan Asst Director Exhibitions spoke about the evolution of the Indian gem & jewellery industry to all the dignitaries and attendees. He spoke

about the opportunity for UK companies to visit Mumbai and witness the Indian industry on a single platform. Undersigned keenly emphasized the attendees to visit IIJS 2019, to have a glimpse of Indian market and to explore the possibilities of sourcing from the most competitive market for quality gems & jewellery and also stated that India Today is a prominent player in global business and there were many synergies between the two countries in the Gems & Jewellery Sector. Undersigned emphasized the attendees to explore India as a new market which has tremendous potential in the sector of Gem & Jewellery. He also highlighted that the IIJS 2019 will unveil an exciting array of the latest trends in jewellery designs, styles and materials. The country's leading manufacturers and designers, each of them renowned for quality craftsmanship and innovation, are putting together collections that will dazzle and amaze you. IIJS is a perfect platform to meet the top-rated manufactures under one roof and explored the possibility of partnering with the Indian manufacturers. The show will feature 1400+ Exhibitors, 2500+ Booths and the Exhibition Area will be spread across 60000 sq m. The show was abuzz with 40000 visitors from 800+ cities & towns across India and over 1500 International visitors from 80+ countries over a period of five days further the undersigned further spoke about IIJS 2019 show & informed them on important aspects of the show and the services available at the show he further updated them on the formalities and procedures for registration and requested UK Coordinator Mr Mehul Lodhiya who will assist them with any queries you may have about India's gems and jewellery business and make it easier for you to visit India. Mr Vikrant Pradhan thanked to all the dignitaries present at the Meet and invited them for Dinner.

Approx. 75 to 80 trade members from 3 different cities of UK participated in the presentation. At the end of the presentation, many jewellers expressed their interest to attend IIJS 19.

Few Glimpses of the Delegation level visit:







#### Observations-:

- British Jewellers are very difficult to approach they do not entertain without appointment.
- Asian Market is catering to mostly Indian Pakistani NAd Bangladeshi market and are mostly into Gold market are taking Kolkatta hand made jewellery
- The Asian jewellers are far behind in terms of fashion and innovation
- In London consumer also bargains on the Gold price as well as making price
- British Jewellers work mostly with Seepz factories.
- Our UK coordinator is very effective with Asian Jewellers but less access to British buyers.

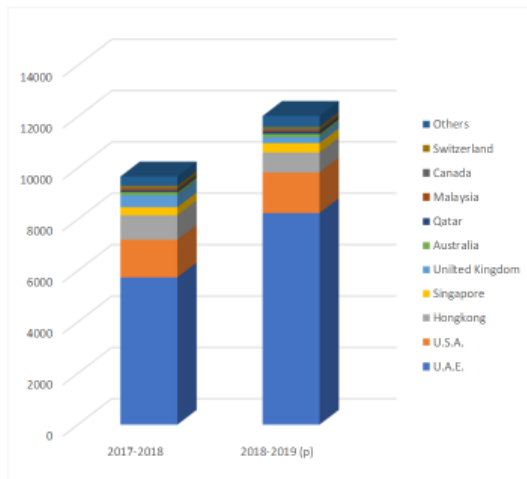
#### **Recommendation from Indian Embassy:**

Suggested to form an British Asian Association to address issues, GJEPC to nurture this association at Initial Stage and they also informed GJEPC to do more such initiatives in UK like creating more seminars during their London Exhibition to be

held in September, taking booth during London Jewellery Show and involve british origin jewellers to buy from India. Based on recommendation Jayant Raniga from Pure jewel has already blocke the seminar slot.

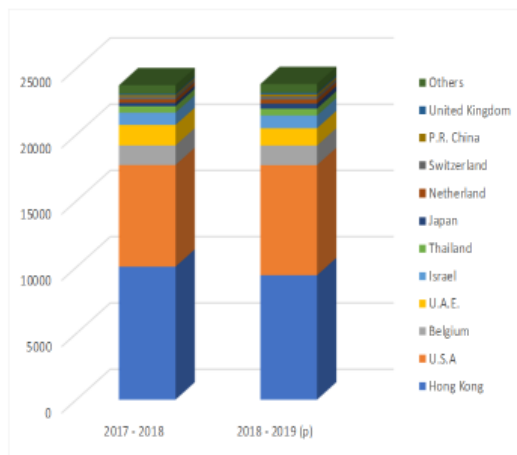
### Important Export Statistics for UK:-

## INDIA'S EXPORTS OF PLAIN & STUDED GOLD JEWELLERY TO MAJOR MARKETS



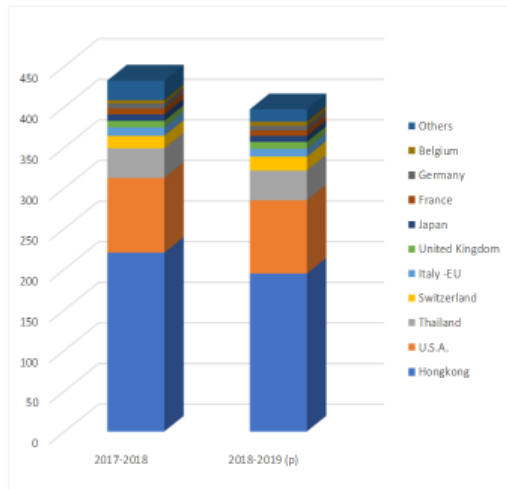
Country	2017-2018		2018-2019 (p)		Percent Growth / decline over previous year
	US \$ in Millions	% wrt Total	US \$ in Millions	% wrt Total	
U.A.E.	5741.59	59.36	8,246.12	68.55	43.62
U.S.A.	1469.39	15.19	1,583.39	13.16	7.76
Hongkong	948.23	9.80	775.47	6.45	-18.22
Singapore	312.43	3.23	368.35	3.06	17.90
United Kingdom	472.5	4.89	233.20	1.94	-50.65
Australia	110.38	1.14	121.61	1.01	10.17
Qatar	64.1	0.66	88.48	0.74	38.03
Malaysia	66.26	0.69	67.30	0.56	1.57
Canada	46.57	0.48	61.41	0.51	31.87
Switzerland	70.91	0.73	53.08	0.44	-25.14
Others	369.89	3.82	430.25	3.58	16.32
<b>Total</b>	<b>9672.25</b>	<b>100.00</b>	<b>12,028.66</b>	<b>100.00</b>	<b>24.36</b>

## INDIA'S EXPORTS OF CUT & POLISED DIAMONDS TO MAJOR MARKETS



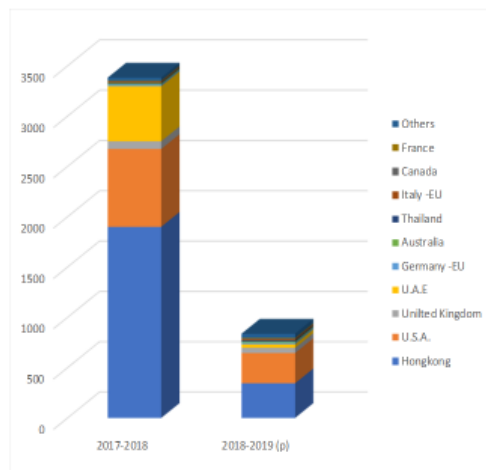
Country	2017 - 2018		2018 - 2019 (p)		Percent Growth / decline over previous year
	US \$ in Millions	% wrt Total	US \$ in Millions	% wrt Total	
Hong Kong	10039.57	42.32	9991.52	39.43	-6.45
U.S.A.	7669.88	32.33	8308.73	34.89	8.33
Belgium	1473.36	6.21	1475.94	6.20	0.18
U.A.E.	1543.6	6.51	1301.08	5.46	-15.71
Israel	929.51	3.92	960.71	4.03	3.36
Thailand	486.2	2.05	523.98	2.20	7.77
Japan	251.04	1.06	382.18	1.60	52.24
Netherland	263.88	1.11	300.61	1.26	13.92
Switzerland	204.36	0.86	230.53	0.97	12.81
P.R. China	120.37	0.51	161.65	0.68	34.29
United Kingdom	103.4	0.44	108.60	0.46	5.03
Others	639.56	2.70	671.91	2.82	5.06
<b>Total</b>	<b>23724.73</b>	<b>100.00</b>	<b>23,817.44</b>	<b>100.00</b>	<b>0.39</b>

## INDIA'S EXPORTS OF COLOURED GEMSTONES TO MAJOR MARKETS



Country	2017-2018		2018-2019 (p)		Percent Growth / decline over previous year US\$
	US \$ in Millions	% wrt Total	US \$ in Millions	% wrt Total	
Hongkong	220.33	50.96	194.59	49.03	-11.68
U.S.A.	92.11	21.30	90.25	22.74	-2.02
Thailand	36.46	8.43	36.63	9.23	0.47
Switzerland	15.35	3.55	17.13	4.32	11.60
Italy-EU	10.53	2.44	9.63	2.43	-8.55
United Kingdom	7.89	1.82	8.42	2.12	6.72
Japan	7.93	1.83	7.55	1.90	-4.79
France	7.33	1.70	6.55	1.65	-10.64
Germany	6.36	1.47	6.18	1.56	-2.83
Belgium	3.82	0.88	4.61	1.16	20.68
Others	24.25	5.61	15.35	3.87	-36.70
<b>Total</b>	<b>432.36</b>	<b>100.00</b>	<b>396.89</b>	<b>100.00</b>	<b>-8.20</b>

## INDIA'S EXPORTS OF SILVER JEWELLERY TO MAJOR MARKETS



Country	2017-2018		2018-2019 (p)		Percent Growth / decline over previous year US\$
	US \$ in Millions	% wrt Total	US \$ in Millions	% wrt Total	
Hongkong	1900.08	56.17	344.99	41.18	-81.84
U.S.A.	773.69	22.87	300.28	35.84	-61.19
United Kingdom	76.8	2.27	51.77	6.18	-32.59
U.A.E	547.34	16.18	35.90	4.28	-93.44
Germany -EU	16.51	0.49	16.44	1.96	-0.42
Australia	11.1	0.33	11.15	1.33	0.45
Thailand	5.5	0.16	10.74	1.28	95.27
Italy -EU	8.66	0.26	10.43	1.24	20.44
Canada	7.16	0.21	7.12	0.85	-0.56
France	5.69	0.17	6.43	0.77	13.01
Others	30.25	0.89	42.56	5.08	40.69
<b>Total</b>	<b>3382.78</b>	<b>100.00</b>	<b>837.81</b>	<b>100.00</b>	<b>-75.23</b>



## G&J EXPORTS FOR APRIL'18 – MARCH'19 (Destination wise)

