

INDIA DESIGN GALLERY AT HONG KONG JEWELLERY SHOW

- **GJEPC organises India pavilion with 99 leading Gems & Jewellery Manufacturers**
- **India design gallery to feature exquisite jewellery from India**

September 16, 2019 – The leading jewellery event in Asia Pacific, Hong Kong Jewellery and Gem Fair 2019 will witness India Pavilion organized by Gem & Jewellery Export Promotion Council (GJEPC). This year, 99 gem and jewellery exporters participating at the “India Pavilion” will be showcasing a wide variety of trendy, unique and innovative jewellery made especially for the Asian market. The **India Pavilion** is located at **Hall 11 (Diamond), Hall 10 (Gemstones) and Hall 3C -E (Finished Jewellery)**.

Mr. Pramod Kr. Agrawal, Chairman, GJEPC said, “Hong Kong is a significant market for the Indian gem and jewellery industry. India exported US\$ 11.12 billion worth of Gem & Jewellery products to Hong Kong in 2018. The Indian contingent is present in large number and our effort would be to sustain the market share in the region even for 2019. We are looking forward to the show .”

For India Hong Kong Jewellery and Gems Fair has been a significant platform to further strengthen its network and improve its exports to the region. It is also an opportunity for Indian exporters to understand the latest trends in the market which helps them to come back every year with trendy and innovative products for the buyers here. With top manufacturers participating at India Pavilion, buyers here will get to see products of the highest quality including loose diamonds, loose coloured gemstones, plain gold jewellery, pearl jewellery, silver jewellery as well as diamond and coloured stone studded jewellery.

INTRODUCING THE INDIA DESIGN GALLERY

This year, the India Pavilion at HKJGF has some special attractions. It will feature an exclusive India Design Gallery, showcasing some of the most magnificent jewelry pieces created for the Hong Kong market. The theme is COSMOS, a representation of jewelry consumer trends for 2020. The jewelry features a variety of cosmic elements in intricately crafted rings, pendants, earrings, bracelets and more. You can find India Design Gallery at 3M202, NEAR GRAND HALL at Wanchai Location of the Jewellery Fair

“The India Design Gallery highlights some of the finest contemporary jewelry available from India today. The jewelry, designed and manufactured in different parts of India, has one thing in common— it is timeless jewelry for the world. Indian jewellers and craftsmen cater to the most demanding customers across the globe. India’s ability to satiate any kind of jewellery requirements has always amazed the world. This has been possible due to Industry’s willingness to embrace and adopt the latest technology,” Says **Colin Shah, Vice Chairman, GJEPC**

The Jewellery at India Design Gallery at Hong Kong has been designed by the Designers of Artisan Awards, a Design led initiative by GJEPC. Artisan Awards recognizes and rewards the best in jewellery design and celebrates highest level of artistry, innovation and individuality, elevating jewellery designers to their rightful status of artists.

Talking about the Jewellery pieces showcased at the India Design gallery, **Milan Chokshi, Convener Promotions & Marketing GJEPC** said, "Every jewel piece at the India Design Gallery is a manifestation of designer's vision. The Artisan Awards is a carefully crafted and curated intellectual property of GJEPC that gives Indian designers an opportunity to unleash their sheer talent and shine. As part of the design galleries across the world, these pieces will be a showcase of India's ascent as a dominant player in the world of jewellery design."

Today, the Indian gem & jewellery industry is at its pinnacle. India's overall gem & jewellery exports for the year **2018** accounted for **US\$ 39461.07 million**. All thanks to its **5 million workforce**. For this industry, ethical business practices precede any other practice. 'Business with Conscience' has been their mantra for decades now and it indeed reflects in the efforts taken by the industry to adopt measures for the wellbeing of not only its workforce but also initiating several other programs for the greater good.

Indian G & J Industry and GJEPC have invested heavily in its workforce by adopting high standards of modernisation, safety, cleanliness and other socio-economic benefits such as, medical facilities, employment generation and second-to-none training programs for workers amongst others.

"We as an Industry and also the apex gem & jewellery body of the Country strongly believe that our greatest resource is our talented workforce. We continuously strive to upgrade their lives through several socio-economic benefits for them as well as their families," added **Colin Shah**.

The prime activity of GJEPC is to promote the Gem & Jewellery products in the International markets. Over the years, it has involved in organising a number of important trade shows held in the country like the India International Jewellery Show (IIJS), IIJS Signature, India Gem & Jewellery Machinery Expo (IGJME). The GJEPC organises India Pavilions – participation of a number of companies under the GJEPC banner - at various leading international shows like JCK Las Vegas, Hong Kong, Basel, Vicenza, and several others worldwide. Various product-specific Buyer-Seller Meets, sending and hosting trade delegations and sustained Brand India Promotion campaigns through advertisements abroad, publications and audio-visuals are some of the other trade promotion activities undertaken by the Council.

The Indian industry has also been taking self-regulation measures. GJEPC launched 'My KYC Bank' portal for total transparency in operations. 'My KYC Bank' is a centralised KYC repository-cum-exchange platform for the gems and jewellery industry. So far the trade bodies that are part of the MyKYCBank include GJEPC, Bharat Diamond Bourse and the Antwerp World Diamond Council and DMCC.

GJPEC is the nodal agency for the Kimberley Process Certification Scheme (KPCS) in India and plays a key role in maintaining the data and paperwork of the flow of all diamonds certified as “conflict-free” going in and out of the country. India is the Chair Kimberley Process Certification Scheme for 2019.

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 for 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.*