



## **Wide range of exquisite and innovative jewellery at India Pavilion, Jewellery Arabia**

*Manama, Bahrain:* The Gem & Jewellery Export Promotion Council (GJEPC), the apex body of gem and jewellery industry, is presenting India Pavilion with India's 59 leading gem and jewellery companies at Jewellery Arabia 2019 from 19 – 23 November at the Bahrain International Exhibition and Convention Centre.

Occupying 839 square metres of space across hall 2 and the main entrance hall, the India Pavilion will showcase exquisite Indian craftsmanship and a wide selection of high-end and fine diamond jewellery. The Indian exhibitors at India Pavilion as every year is geared up for the event. Exhibitors will showcase exquisite craftsmanship and jewellery collections including high-end diamond jewellery, gold and platinum jewellery, fine jewellery, loose stones, plain and studded gold jewellery, designer handmade jewellery, bridal jewellery and exclusive pieces. Exhibitors will also showcase products that are specific to the tastes of Middle East market, including jewellery with colour stones, sapphires, emeralds, rubies and solitaire diamonds.

“Middle East is an important market for India and the demand for gem and jewellery has grown over the years. India exports to UAE accounted for USD 9657.25 million in year 2018. The Indian gem and jewellery industry has been transforming as per the requirement of the international markets. We are prepared to meet any demands for the international markets in terms of quality products and by complying to ethical and best business practices. The Jewellery Arabia has been an important platform for the Indian traders, as this provides them the opportunity to further enhance the trade relationships with buyers from Middle East and its adjoining regions.” said Pramod Kumar Agrawal, Chairman, GJEPC.

Indian jewellers and craftsmen cater to the most demanding customers across the globe. Indian Gem & Jewellery Industry and GJEPC have invested heavily in its 5 million plus workforce by adopting high standards of modernization, safety, cleanliness and other socio-economic benefits such as, medical facilities, employment generation and second-to-none training programs 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.

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**Notes to editors: About GJEPC**

The Gem & Jewellery Export Promotion Council (GJEPC) was set up by the Ministry of Commerce and industry, Government of India (GoI) in 1966. It was 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 the gems and jewellery industry and today it represents over 7,000 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.

For further information please visit [www.jewelleryarabia.com](http://www.jewelleryarabia.com) or contact:

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