



*For Immediate Release*

## **IIJS Virtual 2.0 To Put The G&J Industry Back On The Fast Track**

- 250+ exhibitors and 8000+ registered buyers visiting the show. More than 15,000 meetings booked
- Dedicated 5 Halls each for Traditional Gold Jewellery; Gold Jewellery (Mass); Diamond/Colour Gemstone Jewellery; Couture/Bridal Jewellery; Loose colour Gemstone/Silver jewellery / Machinery & Allied.

**8<sup>th</sup> January 2021, Mumbai:** After the success of the first edition of **India International Jewellery Show (IIJS) Virtual in October 2020**, the Gem and Jewellery Export Promotion Council inaugurated today the second edition of IIJS Virtual 2.0 powered by GIA in the presence of Colin Shah, Chairman, GJEPC; Vipul Shah, Vice Chairman, GJEPC; Shailesh Sangani, Convener, National Exhibitions; Sabyasachi Ray, ED, GJEPC amongst others. The show is held from 8<sup>th</sup> to 12<sup>th</sup> January 2021.

The show has dedicated 5 Halls each for Traditional Gold Jewellery; Gold Jewellery (Mass); Diamond/Colour Gemstone Jewellery; Couture/Bridal Jewellery; Loose colour Gemstone/Silver jewellery / Machinery & Allied. There are 250 exhibitors and 8000+ registered buyers including international buyers from the US, UK, UAE, Singapore, Bangladesh, Nepal, Hong Kong, Belgium, Sri Lanka, Thailand, etc. More than 15000 meetings to be held over the 5 days of the show.

Addressing the trade during the inaugural ceremony **Colin Shah, Chairman, GJEPC**, said, “The first edition of IIJS Virtual saw a record 10000+ visitors and we reported a business turnover of around Rs 1000 Crore. This surely has set a benchmark for us and our expectations from the second edition are high and we expect it to surpass the business generated in the first edition.”

**Colin Shah** further added, “The New Year has brought in good news on many fronts - several vaccines are making their way across the globe and have already started saving lives. On the business front, demand for gems and jewellery picking up in all major export markets. Jewellery was the highest selling luxury product in China in 2020 and the Thanksgiving Day spending in the US rose by nearly 22% year-over-year to \$5.1 billion, hitting a new record, -- which goes to prove that jewellery is

strongly linked to the emotional connect of buyers. It's good to see that India's exports of gem and jewellery back to pre-covid levels in November and December. I am sure that couple of months down the line, we will see more stable economic activities across the world which will further boost the gem and jewellery sector's growth."

**Vipul Shah, Vice Chairman, GJEPC** said, "The demand from members for a second edition in quick succession speaks volumes about the IIJS brand's popularity and influence among industry members. IIJS Virtual 2.0 will carry forward the positive vibe of the first edition, which transacted around Rs. 1,000 crore-worth of business."

**Shailesh Sangani, Convener, Exhibition (National)** said, "The Council has assimilated a wealth of learnings based on the feedback of exhibitors and visitors from the first edition of IIJS Virtual which was useful in enhancing every aspect of the second edition. We have introduced a host of exciting aspects to give you an experience like never before! Superior search engine, on-booth chat facility, product catalogue with a magnifying feature, digital organiser which tracks your meetings and notes, interactive knowledge forums, daily notification on Whatsapp for your appointments, and much more."

**Some of the salient features of IIJS Virtual 2.0 are:**

- Enhanced Exhibitor Product Catalogues
- Live Chat & Video Conferencing
- Enhanced Product and company Search facility
- Live Knowledge Sessions with industry experts
- OTP at both email and cellphone number
- Enhanced Video Conferencing interface
- Smart Notification on System & Mobile Device

#### **About The Gem and Jewellery Export Promotion Council (GJEPC)**

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