

IIJS PREMIERE 2021 OFFICIALLY LAUNCHED IN BANGALORE

- *IIJS Premiere 2021, India's largest gems and jewellery exhibition, to be held at Bangalore International Exhibition Centre from 15th–19th September, 2021*
 - *1275 ROI Applications received for 2444 stalls*
 - *More than 30000 visitors are expected for the show.*
 - *All COVID-19 protocols to be followed to ensure safety of visitors*

30th July 2021, Mumbai: The 37th edition of IIJS Premiere was officially launched in Bengaluru by the Gem & Jewellery Export Promotion Council amidst leading jewellers and trade associations at Ritz Carlton on 29th July. IJS Premiere 2021 is Asia's one of the leading Gem & Jewellery trade Exhibition organised in Mumbai each year. With Covid 19 restrictions, the show will be organised at the Bangalore International Exhibition Centre (BIEC).

The Launch Event was attended by Ms. Gunjan Krishna, IAS, Commissioner for Industrial Development; Mr. M Nandan, Deputy Inspector General, CISF, Ministry of Home Affairs; Mr. Colin Shah Chairman, GJEPC; Mr. Mahendra Tayal, Regional Chairman, South GJEPC; Mr. Shailesh Sangani, Convener National Exhibition, GJEPC, Mr. GS Eswar Ganjam from Ganjam Jewellers; Mr Mansukh Kothari, Co Convener, National Exhibition, GJEPC; Mr. Somasundaram PR, Regional CEO, World Gold Council, Mr Sabyasachi Ray ED, GJEPC.

The launch in Bengaluru will be followed by a series of road shows in cities like Mumbai, Hyderabad, Lucknow, Kolkata, and Delhi. The objective of the road show is to increase participation from smaller towns across the country which will lead to stronger trade relationships and larger volumes of business transacted.

GJEPC Chairman Colin Shah said, "We are extremely elated to launch the 37th edition of IIJS Premiere at Bengaluru. An event of this magnitude needs a great venue, so we are glad that Bangalore International Exhibition Centre (BIEC) stepped up to help us organise it. I extend my sincere gratitude to the Government of Karnataka for extending their support towards organising the first physical trade show post pandemic. The event will be organised following all COVID-19 protocols to ensure safety."

Mahendra Tayal, Regional Chairman, South, GJEPC, commented "IIJS would be in Bengaluru for the first-time. I request my friends from the trade, retailers and buyers to support IIJS and make the show a grand success. It will be completely a new experience for exhibitors and visitors as Bangalore International Exhibition Centre (BIEC) is spacious and has better infrastructure. It is an ideal venue to organize a show of this magnitude."

Shailesh Sangani, Convener, Exhibitions, GJEPC, said, "We have finalised Bengaluru as our destination to host IIJS Premiere this year, owing to the venue constraints in Mumbai. Shifting

the venue has not affected the participants' enthusiasm, as evident from the applications received from 1275 companies for 2444 stalls. As always, Safety and Security will be our utmost priority at the show”

Mansukh Kothari, Co-convener, National Exhibitions, GJEPC, said “I am sure that the series of roadshows lined up will add to the success of the upcoming IIJS Premiere 2021. We look forward to surpass the business generated in the previous edition.”

The flagship trade show, the **India International Jewellery Show (IIJS) Premiere 2021**, is being organised in physical form for the first time after the onset of the COVID-19 pandemic – from **September 15 to 19, 2021**. It will also be the first time that the show will be held outside Mumbai, in Bengaluru at the Bangalore International Exhibition Centre (BIEC).

All registrations for the latest edition will be processed online. Since this is the GJEPC's first in-person trade show after the lockdown, it will follow all COVID-19 protocols to ensure safety. All Event Attendees would be required to follow covid safely protocols as per the Karnataka Govt. norms. One dose vaccine Certificate is compulsory and RTPCR Report (48 hrs); and for double vaccinated attendees, RTpcr test is not required.

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.

For more information contact:

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