



*For immediate release:*

## **GJEPC Along With The Embassy of India In UAE organizes India Jewellery Exposition Centre (IJEX) BSM In Conjunction with IIJS Premiere 2022 Roadshow In Dubai**

**20th July, 2022 Dubai:** The Gem & Jewellery Export Promotion Council (GJEPC) along with the embassy of India in UAE organized the first-ever IJEX BSM in conjunction with IIJS Premiere 2022 roadshow on 19<sup>th</sup> July in Dubai. The event saw leading retailers from UAE connecting with top gem & jewellery manufacturers from India. The event was graced by His Excellency Sunjay Sudhir, Ambassador of India to UAE; Colin Shah, Chairman, GJEPC; Omar Khan, Director International Offices, Dubai Chambers, Shailesh Sangani, Convener, National Exhibitions, GJEPC; Sabyasachi Ray, ED, GJEPC.

**H.E. Sunjay Sudhir, Ambassador of India to UAE,** said, “Bilateral trade between India and UAE is doing well. Last year it accounted for US\$73 billion and our goal is to achieve US\$100 billion in the next few years, but I am very confident that after the implementation of CEPA and the way things are going, we would achieve this target well before time.”

**Colin Shah, Chairman, GJEPC** said, “The overwhelmingly positive feedback received from exhibitors at the first ever IJEX Buyer-Seller Meet bodes well for the continuing success of this latest initiative by the GJEPC. I believe that the fruition of the Indo-UAE CEPA will spur many more such opportunities for our traders to connect and network, as evidenced by the immediate spike in bilateral gem & jewellery trade, especially plain gold jewellery, post the trade agreement's enforcement on 1st May this year. India's plain gold jewellery exports to UAE jumped 63% to \$135.27 million in May 2022 and 59% to \$116.70 million in June 2022 on a year-on-year basis.”

“UAE is an important export market for Indian gems & jewellery, accounting for around 15% or \$5.8 billion in FY 2021-22. We expect buyers from UAE to visit IJS Premiere in large numbers come August”, **Colin Shah** added.

**Omar Khan, Dubai Chamber of Commerce and Industry** said, “The recent agreement that was signed between India and UAE is a significant achievement as far as both the countries are concerned. It is really going to give further traction to the trade between both countries. We have a very high, ambitious target to achieve a bilateral trade of US\$100 billion, and I am sure the gem & jewellery trade will contribute in a big way. Indian gems and jewellery and their craftsmanship is very popular here in UAE.”

Indian gem & jewellery manufacturers exhibiting at IJEX BSM are Divya Jewels, Dialmaz, Manish Bindi Jewels, MM Corporation, Riddhi Corporation, and Zest Untamed Elegance. The BSM had a good turn out from leading retailers from UAE such as Siroya Jewellers LLC; Malabar Gold & Diamonds; Dhakan; Bhima Jewellers; Jawhara; Vairaa Mountings Diamond and Jewellery LLC; Devji Aurum; Suntech Business Solutions; Damas; Bhumi Ornaments; Fine Jewels; Al Yaasi Jewellery LLC; Kama Jewellery LLC; Anaswara Jewellery LLC; KP Sangvhi; Bafleh Jewellery; Rathor Jewellers; Golden Stone Jewellery; Solitaire; Thangam Jewels; IGI-International German Institute; Sea Pearls Gold and Diamond Jewellery; Dusoul and many more were seen interacting with the exhibitors.

The platform “**India Jewellery Exposition Centre (IJEX)**” which was unveiled in March 2022, enables GJEPC members to display goods and book orders throughout the year. The platform will organize exhibition all 365-days of the year, promoting specific categories of ‘Made in India’ gems & jewellery, divided into four seasons, each lasting three months. The first IJEX BSM was also an attempt to promote IJEX among the trade members in UAE.

The IJEX centre will serve as a showroom cum marketing area for GJEPC Members who arrive in Dubai for business purpose, and act to expand trade opportunities in the Middle East Market, with special emphasis on Dubai, African & CIS Countries.

The event also saw GJEPC holding a IJS Premiere roadshow, especially inviting buyers from the UAE.

GJEPC will be organizing the 38th edition of IJS Premiere from 4th to 8th August 2022 in Mumbai, and it will witness more than 1790 exhibitors, showcasing a range of products including Gold & Gold CZ Studded Jewellery; Diamond, Gemstone & Other Studded Jewellery; Loose stones, CVD; Silver Jewellery, Artefacts & Gifting Items; Laboratories & Education; and Machinery & Allied, etc. The show will have an anticipated turnout of 40,000 plus business visitors from 800+ cities in India and 80+ countries.

**Shailesh Sangani, Convener, National Exhibitions, GJEPC** said, ““IJS Premiere has become a globally renowned trade fair that promises to be an unmissable event for maximising business opportunities. As every year, I am happy to inform you that we have taken several initiatives that have made our flagship trade show a comprehensive platform to source gems and jewellery across all categories.”

#### **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 the gems & jewellery industry and today represents 7500 members 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.

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