



## SHOW PREVIEW

### IIJS SIGNATURE - FURTHERING INDIA'S JEWELLERY LEGACY

The 12th edition of IIJS Signature will bring together the entire global gem and jewellery fraternity. India's premier jewellery show is all set to make your visit an unforgettable experience as it offers trending, innovative designs that are bound enthral jewellery lovers the world over. Plan your inventory for the upcoming buying season and let IIJS Signature show you the best that India has to offer.

#### 12th Edition

600+ Exhibitors	1200+ Booths	30000+ Sq.mtrs
18000+ Trade Visitors	325+ Cities in India	55+ Countries

India has continued to dominate the diamond midstream segment, accounting for more than 90% of global market share and polishing nearly one billion stones each year. But in order to sustain future growth, we will have to create demand in new markets as well as rekindle excitement for diamonds in existing markets through long-term generic diamond promotions.

The Council has spared no effort in addressing the challenges faced by bankers and mitigating risks in financing the industry. The white paper released in mid-2018 will play a critical role in creating an enabling environment for this labour-intensive sector going forward.

The GJEPC's initiatives like Common Facility Centres and Jewellery Parks at all the major gem and jewellery clusters in India will not only take the industry to the next level in terms of exports, but also improve the living standards of our artisans. I believe that improved infrastructure and skill development programmes will enable India to play a bigger role in the world market.

I'm pleased to welcome you to the 12th edition of IIJS Signature and wish you a successful show.

### MESSAGES



**PRAMOD AGRAWAL**  
Chairman  
GJEPC

The Gem & Jewellery Export Promotion Council (GJEPC) has remained steadfast in its determination to bring positive change to the industry. We are engaged with the authorities at the highest level to ensure that major policy reforms are balanced with ease of doing business. I'm confident that India's growing importance as an economic power will propel the growth of the Indian gem and jewellery industry around the world.

I thank the government for increasing the import duty on jewellery from 15% to 20% as this will not only strengthen jewellery manufacturing in India, but also give a boost to jewellery exports. The recently concluded India Gold & Jewellery Summit will expedite the implementation of a comprehensive gold policy, which will transform the entire jewellery ecosystem.

The IIJS Signature show is one of the key engines of the industry's future growth. We have set ourselves an ambitious target of doubling jewellery exports from \$9 billion at present to \$18 billion by the year 2025. The world-class gems and jewellery showcased at this premium exhibition is the culmination of the industry's hard work, and IIJS Signature is a crucial component of fulfilling India's legacy of being the "Jeweller to the World".



**SHAILESH SANGANI**  
Convener, National Exhibitions Sub-committee  
GJEPC

As IIJS Signature enters its 12th year, the Gem & Jewellery Export Promotion Council (GJEPC) takes pride for having nurtured and developed what has become the undisputed second-biggest show in the country. Unceasing demand from exhibitors has transformed it from a niche boutique show in its initial phase to an expanded version that in many ways resembles the flagship IIJS exhibition from less than a decade ago.

The Council remains focussed on maintaining the design-conscious profile of IIJS Signature, where visitors can source globally appealing jewellery that's a class apart. From the spectacular collections on display each year, it is evident that exhibiting companies are keeping an ear to the ground as far as evolving consumer preferences are concerned. Catering to millennials' tastes is the next big challenge that the industry must prepare for.

Alongside IIJS Signature, we have the latest in gem and jewellery manufacturing technology and equipment on display at the 6th edition of the India Gem & Jewellery Machinery Expo (IGJME).

For more than five decades, the GJEPC has championed India's interests in the global gem and jewellery arena. The Council has several exciting developments in the pipeline that we will communicate to you in the months ahead, and I can assure you that the best is yet to come. I wish you all great success!

# IIJS

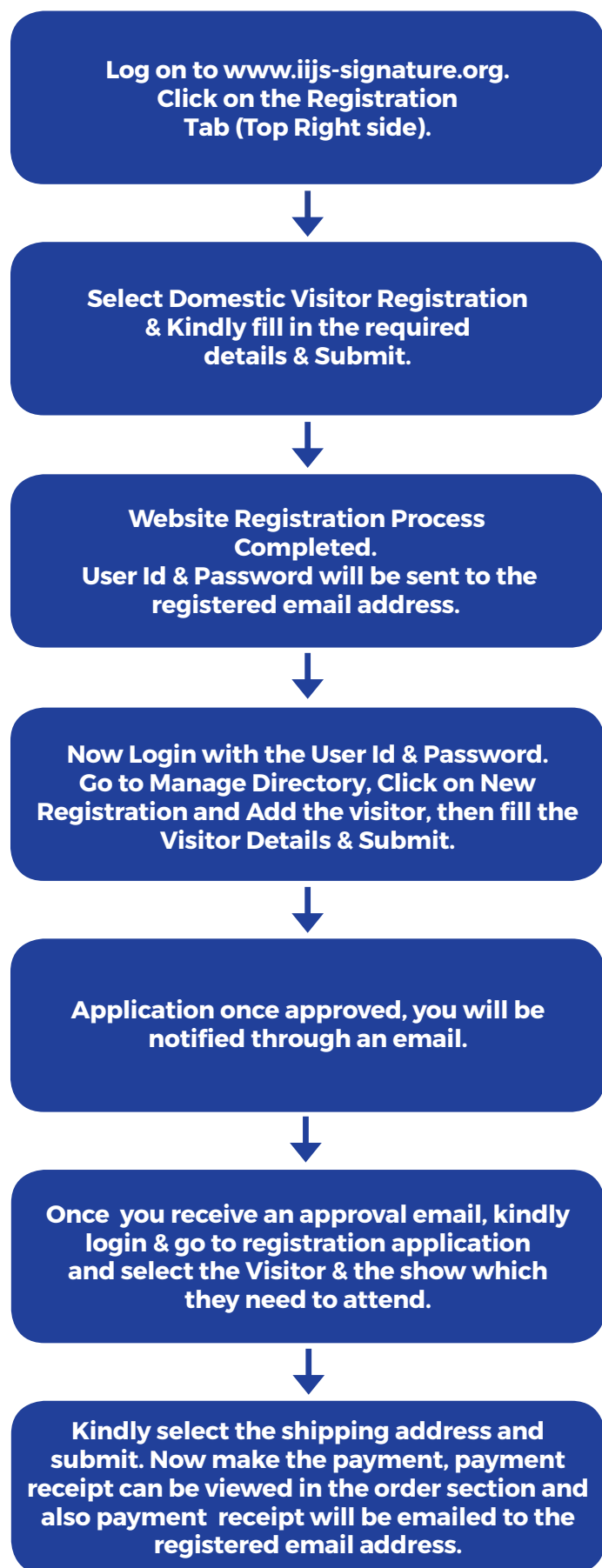
SIGNATURE SHOW  
10<sup>TH</sup> - 13<sup>TH</sup> FEBRUARY 2019

# IGJME

10<sup>TH</sup> - 13<sup>TH</sup> FEBRUARY 2019

## ONLINE PAPERLESS REGISTRATION FOR IIJS SIGNATURE

In order to register for the IIJS Signature show, visitors must visit the IIJS Signature website i.e. [www.iijs-signature.org](http://www.iijs-signature.org). Just fill in the registration form, upload the required documents and make the payment online. Hassle Free Entry to the show. No more Physical submission of forms, one time registration for all 3 shows IIJS, IIJS Signature & IGJME. Step by step registration process has been defined below for your guidance.



## SAVE YOUR IIJS BADGES

Gain hassle-free entry into IIJS Signature 2019 with your IIJS Premiere badge, which has a validity of 3 years – 6 shows.



The Gem & Jewellery Export Promotion Council of India has introduced a hassle-free one-time visitor badge that will be valid for a total of six trade shows – three each of IIJS Premiere (2018, 2019, 2020) and three of IIJS Signature, IGJME (2019, 2020, 2021).

### Here's what you need to know:

- Say goodbye to long waiting lines and tedious paperwork – the reusable badge provides single registration for 3 years – 6 shows.
- While the badge remains valid for 6 shows, the visitor will have to pay the entrance fee online only for the shows that she or he wishes to attend.
- Want to skip a show? No problem. The badge still remains valid for future events.
- Keep your badge safe. If you lose it, you will have to pay a replacement fee.
- Track Your Badge Online at [www.iijs-signature.org](http://www.iijs-signature.org) or in case of any discrepancy, write to us on [signature@gjepcindia.com](mailto:signature@gjepcindia.com). Badges are being sent via India Post.

2019  
**IIJS**

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## VISITOR VOICES



**DR. BHUPINDER SINGH**  
Partner, Modern Jewellers  
Bathinda

IIJS Signature is altogether a completely different show compared to other jewellery exhibitions in India. The show is known for highlighting beautiful designs and it has everything a retailer wants. We have been in this profession for about 70 years. My company is one of the leading jewellers of Bathinda in Punjab. We specialise in all types of gold and diamond jewellery. This year I will be attending IIJS Signature with a keen focus on sourcing traditional as well as contemporary designs in gold jewellery. Attending Signature has always been a rewarding experience and I'm looking forward to my interactions with wholesalers and manufacturers at the show.



**KABITA TIBREWAL**  
Proprietor, Devansh Creation  
Kolkata

I consider IIJS Signature to be one of the best jewellery shows in this sector. I have attended the show earlier and it has always been a very good experience for me. This is the best place to meet the clients from all over from the world. We are manufacturers and wholesalers of lightweight gold jewellery. We also deal in diamond and studded gold jewellery. This show is very essential for all trade members because it is the only place where one can see different kinds of designs in one location. Attending IIJS Signature is a crucial component of our business growth plan.



**VIJAYKUMAR MADHAV LASHKARE**  
Owner, Vijay Jewellers  
Satara

I will be attending IIJS Signature both in my personal capacity as a retailer, importer and exporter, and also as founder president of the Wai Saraf Suvarnkar Association and vice president of the Maharashtra Rajya Saraf Suvarnkar Federation. My company specialises in designing and customising jewellery items. This time I would love to stock up on traditional designs in gold jewellery as consumer demand has been fairly good this year. IIJS Signature is the best place for designers to get acquainted with the latest ideas and raw materials. It the prime event for meeting with the country's top vendors and suppliers for gemstones and jewellery components. The ambience and sourcing experience at IIJS Signature and IGJME is unmatched, wonderful and always very special, and I will encourage all our association members to visit both the shows in 2019.



**GAUTAM JAIN**  
Jain Jewellers, Proprietor  
Ludhiana

I will be attending IIJS Signature this year for gold, diamond and bridal jewellery. We specialise in modern and traditional designs. I have been attending IIJS Signature for the past few years, and the IIJS Signature show has been excellent for my sourcing requirements.

## EXHIBITOR VOICES

### IMPACT OF THE IIJS SIGNATURE PLATFORM ON BUSINESS

Exhibitors use the IIJS Signature platform mainly to build a relationship with other stakeholders, understand recent trends in the market and improve business.

“This event provides a huge platform for all of us to showcase top-line collections to all the jewellery concerned people”

“Signature has been helping to grow and expand the business by getting new vendors and buyers. This year also I expect the same”

“We get chance to meet serious vendors through this event and build a relation with them”

“This signature platform provides the opportunity to generate new lead for future business generation”

“Every year I participate in this event because ultimately it helps us to boost our business”

“This platforms helps us to generate sales and strengthen customer relationship.”

“The Signature platform provides a favorable environment that allows manufacturers to showcase new designs and products”

Source: IPSOS Business Consulting



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## HOSPITALITY PARTNERS FOR IIJS SIGNATURE 2019



**THE LEELA**  
Single: ₹11,750  
Double: ₹12,500



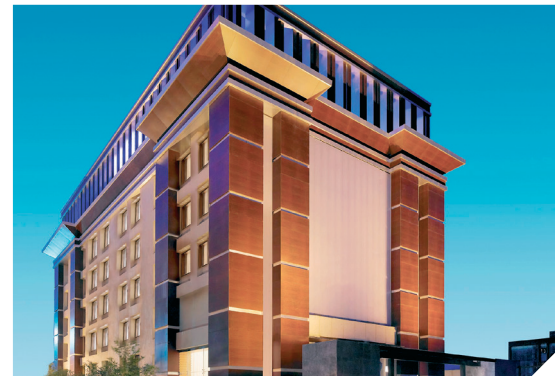
**THE LALIT**  
Single: ₹8,500  
Double: ₹8,500



**RAMADA**  
Single: ₹7,670  
Double: ₹8,260



**RAMADA - RESIDENCE HOTEL**  
Single: ₹6,490  
Double: ₹7,080



**ORCHID**  
Single: ₹8,500  
Double: ₹8,500

### All the room tariffs include:

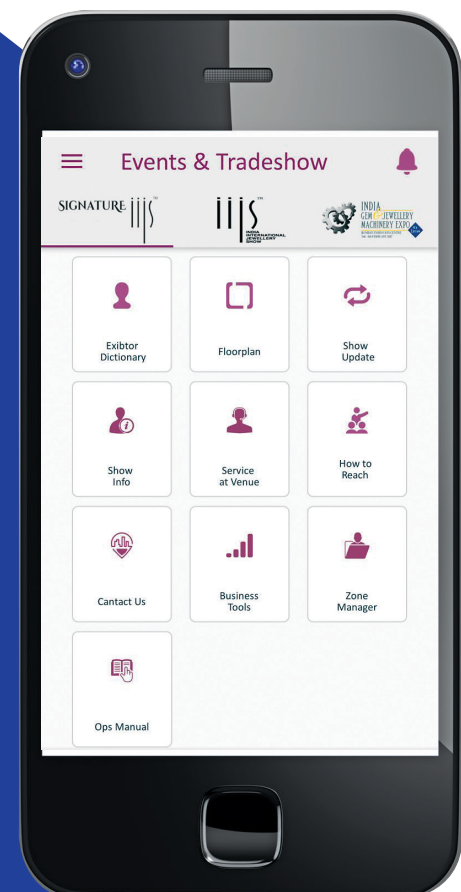
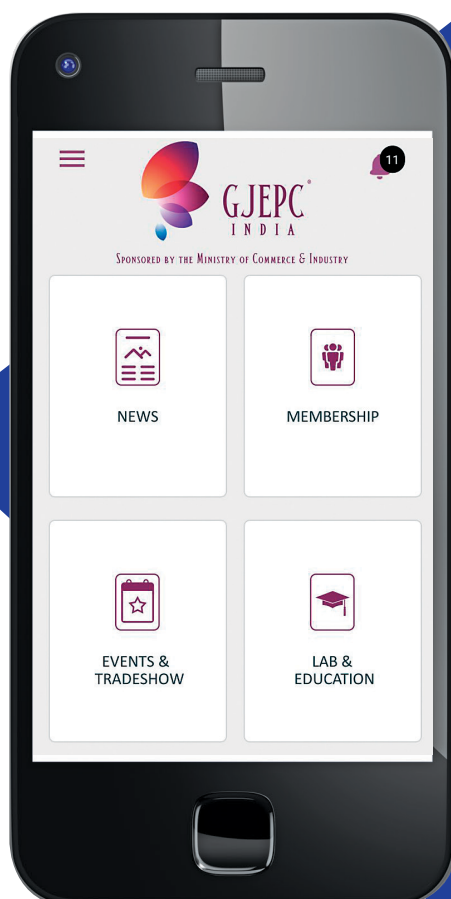
- Complimentary breakfast
- Complimentary venue transfer at designated times
- All applicable government taxes

To book a hotel visit: [www.iijs-signature.org](http://www.iijs-signature.org)  
or write to us at: [hotels@gjepcindia.com](mailto:hotels@gjepcindia.com)

## GJEPC APP

### ONE APP FOR ALL SHOWS

- Stay updated about GJEPC's ongoing trade shows, be it IIJS, IIJS Signature or IGJME.
- Access the exhibitor directory, floor plan and visitor guide at the click of a button.
- You can also read the latest industry news, events and more on the GJEPC app.
- Download the app from Google Play Store or from the Apple App Store.





## IGJME

### HI-TECH INNOVATION MADE ACCESSIBLE

Technology today plays a major role in every aspect of jewellery making. The use of the latest equipment and technology will be a crucial component of India's vision of becoming the leading jewellery hub in the world. The world's leading technology and equipment providers in the gem and jewellery sector will be making a beeline to the 6th India Gem & Jewellery Machinery Expo (IGJME).

Make the best of Asia's largest gem and jewellery technology fair, whose sole aim is to upgrade India's gem and jewellery manufacturing infrastructure. Around 120+ leading companies will present cutting-edge equipment and technology at the Bombay Exhibition Centre, Mumbai.

IGJME 2019 will draw participants from countries like the US, UK, China, Turkey, Italy and Germany among others. Cutting-edge technology enhances productivity and quality which is at par with international standards, making it the perfect channel for realising the 'Make in India' dream. Visit IGJME to gain a deeper insight into the ever-changing world of gems and jewellery.



# The India Gold & Jewellery Summit 2018

## INDIA'S GOLD REFORM - THE FINAL PUSH



The long-awaited structural policy reforms surrounding the organisation of India's gold and jewellery industry are now in the finishing stages. Participants in the India Gold & Jewellery Summit (IGJS) 2018 unanimously commended the progress that had been made in the twelve months since the first edition. The summit shed light on the recommendations of the NITI Aayog report, the latest behind-the-scenes developments, expected challenges and prevailing ground realities; it also generated constructive debate among stakeholders on the key decisions being taken by policy makers to revolutionise the gold ecosystem.

The second edition of the India Gold & Jewellery Summit, organised by the Gem & Jewellery Export Promotion Council (GJEPC) in New Delhi on November 23rd-24th, carried forward the conversation on the transformation of the Indian gold and jewellery business from the successful inaugural conference held in 2017.

The pressing need for adopting global standards, and appointing a single authority to administer all aspects of gold were the most oft-repeated demands over two days of intense discussions.

IGJS 2018 saw top policy makers and gem and jewellery industry stakeholders cover a gamut of topics, including technology's role in upgrading jewellery manufacturing, the reforms suggested by the government think tank NITI Aayog, skill development, tax issues, enforcement, bullion banking, refining, spot exchange, hallmarking, the Indian Good Delivery Standard and more.

The summit was also attended by a delegation from Zimbabwe that was led by Raj Modi, Minister of Commerce & Industry, Zimbabwe.

Presiding over the opening ceremony, Suresh Prabhu, Union Minister of Commerce & Industry and Civil Aviation, called on the industry to live up to its full potential. "The gem and jewellery industry is one of the top contributors to the nation's economy and has the potential to grow exponentially. As the largest consumer and importer of gold, India has built a huge ecosystem around the gold industry and we must use this skilled manpower available to cater to the global market.

Out of the total gold imported only 10% is exported as jewellery. "The proposed domestic gold council will address all the issues related to the yellow metal in a holistic way through an integrated gold policy. We have to make sure that our existing businesses will also upscale and upgrade

infrastructure to comply with global standards and ensure that consumers are not taken for a ride. Human resources are a key component of the industry and, therefore, we have decided to work with the ministry of skill development to create a few hundred thousand jobs and bring new artisans into the fold as well as upgrade the skills of existing workers, thus expanding the resource base. GJEPC should continue forging deeper partnerships with prospective countries and tap the vast economic and employment opportunities in this business.

GJEPC's second IGJS will aid the process of bringing in structural policy reforms to take the industry to the next level." In his inaugural address, GJEPC Chairman Pramod Agrawal listed the various activities of the Council to help the industry achieve its target of \$75 billion in terms of exports by the year 2025. Agrawal informed that in two months' time the Council will hold the stone-laying ceremony of the Jewellery Park in Mumbai, which entails an investment of INR 13,800 crore.

He said that India has the potential to double its gold jewellery exports to \$18 billion by 2025 and add 3 million more jobs to the existing 5 million people directly employed by the industry.

Agrawal said, "We have to promote Brand India across the globe in the same manner that Italy markets its jewellery. We have a government grant to set up 13 Common Facility Centres (CFCs); three of these are up and running, a fourth one will be launched in Junagadh soon, while the fifth CFC will be set up in Coimbatore. We have all the capabilities and skills to reach the target of \$75 billion but we need the government's support too. We need the finance ministry and the commerce ministry to ensure that the gold policy is industry-friendly."

"I urge the government to reduce the import duty on gold to 4% as the current rate of 10% is blocking the working capital of the industry and is hurting domestic jewellery sales," Agrawal appealed.

Aram Shishmanian, CEO, World Gold Council (WGC), presented papers on global and India-centric trends on gold. He noted that 2018 had been a pivoting point in the discussion around the need for reform of the gold industry.

Shishmanian said, "We are moving from talk to action. For many years government policy considered gold as a demerit good, but that has changed, and today it is a valuable economic asset. The gold monetisation programme will make gold a financial asset as part of the mainstream of Indian society and commerce. For the first time, trade bodies have come together unanimously supporting the establishment of the assaying institute which was launched earlier this week. The institute is going to train a new generation in assaying, provide employment certification, but fundamentally it is about ensuring that there is absolute, unequivocal, universal confidence in the product consumers buy and to eradicate systemic under-karatage that exists.

"The India Good Delivery standard, which is being methodically and progressively developed, is a cornerstone of reforming the gold industry and has adopted the international best practices of the London Bullion Market Association (LBMA) to ensure integrity of a trading exchange. This year, 27 trade bodies and major banks came together in collaboration and produced the blueprint for the gold exchange. The specifics of how it will work have been completed and it is being presented to the government for consideration."