

Post Visit Report on Door-to-Door Visit to South Africa for IIJS Premier Show 2019 Promotion

Places Visited	:	Johannesburg & Cape Town
Date of Visit	:	14 th to 19 th July 2019
Type of Promotion	:	Door-to-Door
Individual/ with coordinator (Name)	:	Individual
First time/ regular visit	:	First Time Visit
No. of retailers/ wholesalers met	:	45 Companies
Prospects expected to visit IIJS 2019	:	10 Companies

A. Important meetings:

1. Meeting with Ms Lorna Lloyd, CEO, Jewellery Council of South Africa

1.1 About Jewellery Council of South Africa:

- In 1973, Jewellery Council of South Africa (JCSA) was constituted and replaced SA Jewellers Association.
- Jewellery Council of South Africa is a Non Profit Company
- JCSA included representatives from wholesalers, retailers and manufacturers, along with additional representation from mining houses, the Indian Jewellers Association, the Diamond club of South Africa, the Swiss watch federation, the Diamond cutters Association and the University of Stellenbosch representing the education sector.
- JCSA is an Industry run Association.
- The JCSA has hosted the Annual Jewellux Africa Jewellery Trade Fair – the premier showcase event for South African diamond, jewellery and watch industry – for more than 40 years. The fair has around 150 exhibitors and is being organised in October every year.
- JCSA also organise South Africa Pavilion at JA Newyork, Miami Show, HK Show etc.

1.2 Important Information gathered during the discussion:

- South Africa imports 90% to 95% of their jewellery consumption. These imports are either in the form of finished jewellery or in the form of parts of jewellery.
- The reason attributed for importing jewellery was the high Cost of labour in South Africa.
- Import duty on importing jewellery in South Africa is 20%.
- South Africa has a Free Trade Agreement with USA due to which the exports of jewellery from South Africa to USA is duty free. Hence, the JCSA focuses more in US

based shows where participation is not very costly like JA Newyork, Miami show etc.

- South Africa has a free trade agreement with EU as well which preferential tariff of zero import duty on the jewellery being imported in South Africa from EU.

1.3 Promoting IIJS, other Council Events & sought for their support:

- A brief introduction of Council was given.
- PPT presentation on IIJS was shown for providing information about the show.
- The objective of visit was explained.
- Information on various activities of Council like IIJS Premier and Signature Shows, Indian Pavilion in various International Gems & Jewellery Shows, Buyer-Seller meets, upcoming only foreign buyer show were disseminated.

1.4 Brief points of discussion:

- To recommend South African companies for participating in IIJS Premier show 2019 to be held from 8th to 12th August 2019. The JCSA informed that they circulated information on IIJS to their members
- To help in finding and inviting some good buyer companies for upcoming India Diamond Week to be held from 15th to 17th October 2019 at Mumbai.
- Offered to become International Coordinator of Council in South Africa as she is well connected with the industry.
- Informed about the plans of Council to organise an only foreign buyer show at Jaipur in the month of April 2020. Further it was requested to invite a buyer delegation from South Africa to attend this show. It was assured that JCSA will offer all kind of support for this which will certainly result in good number of participation from South Africa.
- It was conveyed that the possibility of having a big delegation in IISJ 2019 would be difficult as presently it is winter time in South Africa due to which many people would be on vacations during that time. She suggested that IIJS Signature would be more comfortable for South African Industry to visit India.

2. Meeting in Consulate General of India in Johannesburg

- Met Mr Balbir Raj Saini, Consul (Culture & Education) as CGI and HOC both have were in India on Annual leave. Mr Saini was acting in-charge of Consulate.
- The objectives of visit were informed to Mr Saini, who assured all support from his side. He instructed Ms Zanele, Commercial Assistant to fix up some appointments with the industry for the said purpose.

- A meeting with one company “Just Luv It” represented by owner, Ms Mulligay Pillay was organised in the Consulate. The details of the show were presented to them. The company is in online selling of jewellery. Ms Pillay has expressed her interest for visiting IJS 2019 show and has filled up the company profile form immediately.
- The Consulate official Ms Zanele, Commercial Assistant suggested to visit Oriental Plaza and accompanied to promote IJS 2019 amongst the jewellery retailers there. 5 retailers were contacted there by visiting them door-to-door.
- The Consulate has disseminated details of IJS Show to their database of gems & jewellery businesses in South Africa.

3. Meeting in Consulate General of India in Cape Town

- Met Mrs Adesh Suhdir, Vice Consul as CGI was on Annual leave.
- The meeting with Chamber of Commerce, Cape town could not happen as they are on international visit with a South African Delegation.
- The Consulate Circulated the information of IJS 2019 to their database of gems & jewellery companies in South Africa.

4. Meeting with TFG Group

4.1 About TFG Group

- The company owns 20+ brands retailing variety of products.
- Out of these, some are exclusively for jewellery like American Swiss, Sterns Mat & May while brands like Foscini sells jewellery along with garments, footwear, watches etc.
- The company as a whole has 3000+ retail stores in South Africa out of which 440 stores are exclusively selling jewellery & watches.
- Their annual revenue from jewellery stores is around ZAR 1.5 billion.

4.2 Brief points of the meeting held with Ms Helen Aylett, Head of Buying – Diamonds at TFG group head office in Cape Town:

- The basic brief of the company “TFG Group” was provided.
- The company caters to Masses or Middle income group segment on South Africa. However, they also sell high end jewellery for their HNI clients.
- The company presently sources parts of jewellery, jewellery and diamonds from India which are assembled in their manufacturing workshops in South Africa.
- The company is satisfied with their present suppliers in India.

- The company has plans to aggressively take up online business for selling jewellery in South Africa in addition to their present offline stores.
- The Company has requested for suggesting and introducing them with few big companies in India who has capabilities to supply jewellery in large quantities to them for online selling in South Africa. The buying team from the company would be visiting India in the month of October 2019 when these meetings can be scheduled.

B. Companies contacted in Johannesburg:

Sl. No.	Company Name	Remarks
1.	Iris Exclusive Jewellery	Confirmed their visit to IJS 2019
2.	Radiant Diamonds (Pty.) Ltd.	Confirmed their visit to IJS 2019
3.	Elegance Jewellers (4 Stores)	Confirmed their visit to IJS 2019
4.	Pays des Revs Lifestyle	Confirmed their visit to IJS 2019
5.	Browns (43 Stores)	Spoken with their Head office – Appointment not given for personal meeting.
6.	The Kimberely House (2 Stores) – Browns Group Brand Store	Spoken with their Head office – Appointment not given for personal meeting.
7.	Lorraine Effune (2 Stores) - Browns Group Brand Store	Spoken with their Head office – Appointment not given for personal meeting.
8.	Uniquely yours (1 store) - Browns Group Brand Store	Spoken with their Head office – Appointment not given for personal meeting.
9.	JDC Jewellers (6 Stores)	Spoken with their Head office – Appointment not given for personal meeting.
10.	Jack Friedman (4 Stores)	Spoken with their Head office – Appointment not given for personal meeting.
11.	Sterns/ American Swiss/ Mat & May, Foscini (440 Stores)	Spoken with their Head office – Met Ms Helen Aylett, head of Buying – Diamonds in their Head office at Cape Town – Visiting October 2019 & confirmed for Jaipur Show April 2020.
12.	Thomas Sabo	German brand
13.	Just Luv It (online seller)	Confirmed their visit to IJS 2019
14.	Orient Jewellers	Difficult for this time
15.	Dubai Fashions	Will decide
16.	Regal Jewellers	Not possible as EID that time
17.	Sheraj Jewellers	Will decide
18.	Status Jewellers	Will decide
19.	Mervis Brother Jewellers	Will decide.
20.	Shemer Jewellers	Will decide
21.	Arthur Kaplan (9 stores) – high end jewellery	Spoken with their Head office. Details sent to HO.
22.	NWJ Jewellery (87 Stores)	Spoken with their Head office – Appointment not given for personal meeting. Details sent to HO.
23.	Evertrade 142 (Pty) Ltd	Will decide

24.	Harmony Diamonds	Will decide
25.	Silver Image	Owner will decide.

C. Companies contacted in Cape Town:

Sl. No.	Company Name	Remarks
1.	TFG Jewellery	Visiting October 2019 & confirmed for Jaipur Show April 2020.
2.	Market Jewellers	Visit in IIJS Signature as going on vacations in August
3.	Marios Jewellers	Visit IIJS Signature 2019 & Jaipur Show April 2020 as would be in Greece from 3 rd August for vacations.
4.	Harris Jewellers	Going to Bangkok for vacation and Bangkok Show
5.	Wolf W Bros. (2 Stores)	Will decide
6.	Diamond 27	Will decide
7.	Kamaldien (2 stores)	Will decide
8.	Charles Greig	Will decide
9.	Shimansky (9 Stores)	Owner will decide as he is based in New York. Coming next week.
10.	Tanur Collection	Spoken to their Head of Buying – Will decide
11.	Murdoch – (Tanur group Store)	Spoken to their Head of Buying – Will decide
12.	Valash Jewellers	Owner will decide. Out on vacation.
13.	Cape Diamond Exchange – Jewellery Boutique	Visit IIJS Signature 2020 & Jaipur Show April 2020
14.	Stefan's Jewellery & Gems	Will decide. Looks difficult this time.
15.	Starplex Jewellers	Will decide after speaking with his partner.
16.	K's Silver	Owner will decide

D. Companies confirmed & recommended by JCSA from Durban

1. Mr Imran Randeree, M/s Randeree Jewellers
2. Mr Rakesh Jaglal, M/s Suraj Manufacturing Jewellers
3. Mr Faheem Gharafory, M/s Buraq Diamonds Corporation
4. Mr Dalip Rajkumar, M/s Golden Jewellers