

POST EVENT REPORT: Turkey - Istanbul for IIJS PREMIERE 2019

Meetings: Turkey - Istanbul (from 2nd July to 4th July 2019) – Shamal Pote

To promote the 36th Edition of IIJS Premiere 2019 scheduled from 8th to 12th August, 2019 at BCEC, Mumbai, to promote and invite potential buyers by means of Door-to-Door activity & meetings in Turkey.

Objective of Visit:

- To conduct door to door activity to promote IIJS Premiere 2019, at Istanbul Turkey.
- To build a strong bilateral trade relationship between Turkey and GJEPC
- Interact with prospective traders and establish areas of cooperation.
- Facilitate participation of Trade/associations in the forthcoming IIJS Premiere 2019.
- To create Ideal opportunities for the Indian gems and jewellery exporters to develop business and to display their product range to the trade buyers of Turkey & Lebanon.
- Survey for Market needs & requirement.
- To establish, nurture and take forward the trade relationships in the fields of gems & jewellery between the counties.
- To organize an awareness campaign / Promotion of IIJS Premiere 2019, amongst the local jewellers for visiting the show and create effective relationships with our exporters for sourcing finished Jewellery, diamonds & coloured gemstones.

2nd July 2019 :

Meet with Counsel General of India, Istanbul Mr. J.P. Singh on behalf of GJEPC. I could get opportunity to share highlights of upcoming show and delegation program offered by GJEPC for buyers from Turkey. Had a discussion on how to expand import and export opportunities with Turkey manufacturers especially for their raw material like gems stones, diamonds and even silver jewellery requirements. Regarding the show, they assured to give us full support by sending emails to the contacts available with them. For the upcoming IIJS Signature and other events of GJEPC they requested to send details in advance and follow up with them so they can extend constructive support.



Further they also **shared data of Jewellers** from turkey who approached them for visa and other requirements as prospects for future.

IIJS 2019 Premiere Show - Message (HTML)

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Dear Mr Shamal Pole,

As Mr. Mukherjee mentioned today I am sending you the list of companies from Turkey who has visited India for jewellery purposes in the list 7 months.

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Best Regards,
(Tevfik Uygur) Mr.
Hindistan Başkonsolosluğu
T : (0212) 296-2131 (32)
F : (0212) 296-2130
M: (0539) 686-1042

They also **sent mails to their jewellers** to help for appointment setting during my visit.

GJEPC Director Visit - Message (HTML)

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Dear Madam / Sir,

Mr. Shamal Pote who is the Director of The Gem & Jewellery Export Promotion Council (GFPC) in charge of exhibitions is visiting Turkey. In fact Mr. Shamal has already met some members of your team and wishes to meet other members tomorrow at Kuyumcukent in morning hours. The association needs to take lead in use this exhibition platform to explore business opportunities and grow trade amongst both countries.

Mr. Shamal Pote can be reached at +91-8657470504

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Best Regards,
(Tevfik Uygur) Mr.
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3rd July 2019:

Met with JTR the exporters association of Istanbul. Chairman - Mr. MUSTAFA KAMAR in their office and welcomed their board and other members to IIJS Premiere 2019...

Jewellery Exporters' Association is a semi-governmental non-profit association, formed by the Council of Ministers of Republic of Turkey and is affiliated with Ministry of Economy. The Association has more than 1000 member companies and has been a fundamental organization that fosters jewellery exports, prompts exporters to reach more markets abroad and to secure a greater share in these markets (www.jtr.org)



Also collected the Turkish Jewellery association (JTR) directory.

4th July 2019:

Meeting with Mr. Mustafa Atayik- Chairman, Istanbul Chamber of Jewellery for Promotion of IIJS Premiere 2019.



There are two places in Turkey for Gems & jewellery industry and to connect,

- 1) Kumchukent (Yenibosna)
- 2) Grand Bazar

Kuyumcukent is a sort of Seepz where all the jewellery manufactures have their offices and factories. There is limited access to visitors in this building / area just like we have in Seepz. So proper appointment is mandatory.

Grand bazaar is a trader market with retail outlets for all types of jewellery dominantly silver etc. This is also a general market and has other industries retail outlets as well.

I could meet up with the JTR association and their representatives and brief on the various opportunities that we have at GJEPC. They have interest in participation and visit however it must be

planned well in advance and communication has to accordingly reach them to plan well and make it a part of their travel and budgets too.

Further my meeting with Mr. Mustafa Atayik- Chairman, Istanbul Chamber of Jewellery also gave insight that they are looking at tie up with us for mutual benefits and long term relationships. They also have representatives (Ms. Aylin Gozen) who speak English and Chamber also have publications and sms facilities to promote information to their members which can be explored.

Lastly, I met around 25 jewellers in both the locations and pitched for their visit to our show, however its Eid during the show period, importantly from 10th August its inauspicious period for them and they don't do any business transaction / discussion, nor do they travel. Currently we have received few visitor registrations and following up on others that I met and through the JTR directory as well as data provided by the consulate.

Opportunities

- IIJS Signature can have participation from turkey. Needs to be promoted well in advance.

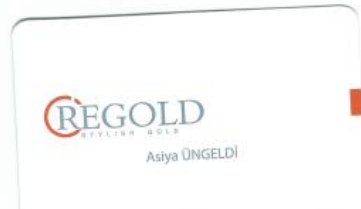
Challenges

- Language barrier for communication with jewellers
- Tax modalities are not known to locals.

Suggestions and Recommendations

- Need to find a local coordinator for visitor turn out to our show. Local can build the required confidence and clarity of communications
- Visit HK sept (UBM show) as well as Istanbul jewellery show in October. They have good participation and will help to connect with focused manufacturers to pitch for our upcoming show. Further the already meet clients will gain confidence on us and strengthen the bond ahead towards fruitful participation / delegation visits to our show

Business Cards of Jewellers, below



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