

Report on Road Show in Seoul (South Korea), Shenzhen (China) and promotion of IIJS & IIJW, 2012 in Hong Kong Jewellery and Gem Fair (June).

The Convener Diamond Panel Sub Committee Mr. Bakul R. Mehta and Mr. Sanjay Singh, Regional Director visited Seoul (South Korea), Shenzhen (China) and Hong Kong to promote IIJS, 2012 and IIJW, 2012 from 17-21, June, 2012.

Korea and China both are the prospective market for Indian Diamond and Coloured Gemstone industry. The purpose of organizing the Road Shows at the both places was to increase the visitors in IIJS and IIJW which will eventually increase the exports.

17/06/2012

At 5:00 PM arrived at Seoul Air Port.

Meeting with Mr. R.K. Bhesaniya, (Chairman- M/s. Sun Trading), and Mr. Prashant Garg, (President-M/s. Dynamic Trading Co.Ltd. Seoul, South Korea) on 17/06/2012. Mr. Bakul. R. Mehta explained the purpose of having the Road Show in Seoul. Mr. R.K. Bhesaniya informed that the Indian Embassy at Seoul has contacted him and he has roped in Korean Gem Trade Association for inviting the trade members in the Road Show. It is expected that more than 60 members will attend the Road Show.

Mr. R.K. Bhesaniya also pointed out that the Korean Customs are not allowing duty concession under Asia Pacific Free Trade Agreement for Indian Diamonds valuing more than 2000 USD and such goods are subjected to high duty. He said that he himself went to Delhi and met the Officers of Export Inspection Council who later on come down to Korea and discussed the issues with Korean Government Officers. He also informed that the Indian Embassy in Seoul is also taking up this issue and the matter is yet to be resolved.

18/06/2012

Meeting with Indian Ambassador, Mr. Vishnu Prakash:

Convener Diamond Panel Sub Committee Mr. Bakul R. Mehta and Mr. Sanjay Singh, Regional Director called on Mr. Vishnu Prakash Indian Ambassador in Seoul on 18th June, 2012 and apprised him with the status of the Indian Gem & Jewellery industry. Mr. Vishnu Prakash informed that the total bilateral trade between India and South Korea is currently 20.6 Billion USD annually which is slated to reach 40 Billion Dollar shortly. He also acknowledged that the Gem & Jewellery Export Promotion Council is quite active in its affair and assured that he will be helping in promotion of Indian Gem & Jewellery exports to Korea.

18/06/2012

Meeting with Mr. Jeeva K. Sagar, Minister & Deputy Chief of Mission, Embassy of India, Seoul (South Korea):

Convener Diamond Panel Sub Committee Mr. Bakul R. Mehta and Mr. Sanjay Singh, Regional Director called on Mr. Jeeva K. Sagar, Minister and Deputy Chief of Mission on 18th June,2012. Mr. Sagar was appraised with the activities of the Council and the purpose of the visit to Seoul. Mr. Jeeva K. Sagar assured that he will be present in the presentation meeting during Road Show and will provide all the necessary assistance for smooth conduction of the Road Show.

Mr. Jeeva K. Sagar advised that for the Presentation the interpreter should do consecutive translations as the presentation is in English only. Also he suggested that in future such kind of presentation should be made in Korean language too. On this Mr. Bakul R. Mehta assured that Council has hired professional interpreter who will take care of the translation as he has advised.

Meeting with Mr. R.N. Kajla, First Secretary (Commercial), Embassy of India, Seoul:

Convener Diamond Panel Sub Committee Mr. Bakul R. Mehta and Mr. Sanjay Singh, Regional Director had a meeting with Mr. R.N. Kajla, First Secretary (Commercial), Embassy of India, Seoul on 18th June,2012 to discuss the preparation of the Road Show. Mr. R.N. Kajla informed that the invitations through Korean Gem Trade Association have already been sent to their members and to other organizations. The Embassy is seeking the help of Mr. R.K. Bhesaniya to ensure the presence of the trade members in the Road Show. Mr. Kajla introduced the delegation with Mr. Santosh Gupta who is working with Indian Embassy who also knows the Korean language and directed him to reach the venue immediately and assist the Council's Delegation in organizing the Road Show.

18/06/2012

Presentation meeting with Korean Trade members at Hotel Millennium Seoul Hilton:

Before the presentation started the Council's promotional film was screened for the audience. The presentation was attended by 76 people including office bearers of various associations. Mr. Sanjay Singh, Regional Director did the compeering of the event and invited the Indian Ambassador, Mr. Vishnu Prakash to give opening remarks. Mr. Vishnu Prakash in his opening remarks advised the Korean Jewellers to visit IIJS and IIJW and take advantage of the both events in sourcing the Gem & Jewellery products. He assured the

Korean Traders for providing all the necessary assistance in getting the Indian Visa while traveling to attend the both events.

The Convener Diamond Panel Sub Committee, Mr. Bakul R. Mehta gave a Power Point Presentation on Indian industry, IIJS & IIJW which was well noted by the representatives of the Korean Trade. The presentation followed question answer session which was answered by Mr. Bakul R. Mehta. Certain questions which were pertaining to the bilateral trade were answered by Mr. Vishnu Prakash. The response of the trade was every encouraging and it is expected that Korean delegation will visit to IIJS, 2012.

After the Presentation the Senior Vice President Mr. Jung, Soo -Taek of KGTA handed over the draft Memorandum of Understanding to Mr. Bakul. R. Mehta which the KGTA wanted to sign with Council. The MoU is for increasing Co-operation between the two organizations.

Visitor Registration forms in Korean language were distributed the audience. It is expected that a large number of visitors will come in IIJS & IIJW.

19/06/2012

Meeting with Mr. Cheong Won Hon, Chairman, Korea Diamond Association and Korea Jewelry Confederation Association:

Convener- Diamond Panel Sub Committee Mr. Bakul R. Mehta and Mr. Sanjay Singh, Regional Director had a meeting with Mr. Cheong Won Hon, Chairman of Korea Diamond Association on 19/06/2012 in which Mr. R.K. Bhesaniya (Chairman- M/s. Sun Trading), and Mr. Prashant Garg (President-M/s. Dynamic Trading Co.Ltd) was also present. Mr. Cheong Won Hon sought help of Indian Diamond industry to promote the Korean trading as the market in Korea is not growing the way it had grown in the past. Mr. Bakul R. Mehta assured and said that the Council can help in suggesting the working model to his association for promotion of the trade in Korea.

Regarding issues of Import tariff, Mr. Bakul R.Mehta advised Mr. Hon that it is local matter and industry should come forward and have a dialogue with local government in resolving the issue. Mr. Cheong Won Hon suggested to have a meeting of all the Diamond Trade Association of Asia and requested Mr. Bakul R. Mehta to hold such first meeting in India. Mr. Bakul R. Mehta assured that he will put forward the suggestion to the Council and will try to convene the meeting of the Presidents of all the Diamond trade associations in Asia.

20/06/2012

Road Show in Shenzhen (China):

The Road Show in Shenzhen (China) was organized in Hotel Bolin on 20/06/2012. Mr. Indra Mani Pandey, Consul General of India at Guangzhou gave his opening remarks. He highlighted the bilateral trade between India and China in Gem & Jewellery sector which is increasing year after year. He assured the Chinese industry that on the recommendation of Gem & Jewellery Export Promotion Council he will issue long term multiple entry business Visa to the visitors of IIJS and IIJW. Before the opening remarks of Indian Consul General the Promotional film of the Council in Chinese language was played for the representatives of the Chinese trade.

Mr. Sanjay Singh, Regional Director gave Power Point Presentation and answered the question of the trade. The presentation meeting was attended by 133 people from the trade. It is expected that a very large Chinese delegation will be visiting IIJS.

During the discussions with Mr. Indra Mani Pandey, Consul General he advised the Council to have a detailed study done on Chinese market so that the Council forms a strategy for Indian industry to deal in Chinese market.

21/06/2012

Visit to Hong Kong Jewellery and Gem Fair:

Convener- Diamond Panel Sub Committee Mr. Bakul R. Mehta and Mr. Sanjay Singh, Regional Director visited Hong Kong Jewellery and Gem Fair, 2012 on 21/06/2012 which was the first day of the show. Mr. Chander Bhan, Consul, in Consulate General of India, Hong Kong also visited the show on the request of Council. He visited the Indian Pavilions situated at all the four places in the show and met the individual exhibitors. Mr. Bakul R. Mehta, Convener Diamond Panel Sub Committee received Mr. Chander Bhan.

After visiting of the Pavilions, Mr. Sanjay Singh, Regional Director had a meeting with Mr. Chander Bhan in which he was requested to persuade the UBM who are the organizers of the show which is held in September every year to increase the size of the India Pavilion and bring whole to a location strategically more advantage for us. Mr. Chander Bhan advised to write to him on this issue so that he can take up with the UBM accordingly.
