

Report on IIJS 2013 Road Show at Dubai

GJEPC had organized IIJS 2013 Road Show on 18th June, 2013 at Hotel Radisson Blu in Dubai at 7.30 pm in the evening. Mr. Ramesh Vora, coordinator, Middle East along with the GJEPC secretariats planned meticulously and got almost all the leading jewellers to the presentation. Mr. Ramesh Vora deployed his own personnel to distribute the invites and make personal calls to all the reputed jewellers based in Dubai. On 17th June, 2013, he visited some of the well-known jewelers along with Mr. Pankaj Parekh, Vice Chairman, GJEPC and Mr. Shantanu Rajguru, Director, Eastern Region, to remind them about the presentation.

At the start of the presentation, Corporate movies on India Gives life to Diamond, Global Jewellery Hub, Doorway to India, Jason Sitaron Ka , IYFC were continuously played while the guests entered the venue.

There was a rich composition of guest in the audience. Buyers who had been visiting Dubai at that time from countries like Saudi Arabia, Libya, Yemen, Turkey, Iran, Kuwait also attended on the invitation and request of Mr. Ramesh Vora. Mr. Marc Bell, CEO of Damas, Mr. Biju Joy, GM, Dubai City Gold were also present on the occasion. There were more than 75 guests who attended the Road Show.

The dignitaries who were welcomed on the dais were Mr.P.K.Ashok Babu, Deputy CGI,Dubai who was the Chief Guest of the evening, Mr. Jacob Sunny Chittilapully, Chairman, Dubai Gold & Jewellery Group, Mr. Harshad Mehta, Chairman, Rosy Blue, Mr. Pankaj Parekh, Vice Chairman, GJEPC, & Mr. Ramesh Vora, Coordinator, Middle East , GJEPC.

Thereafter, Mr. Pankaj Parekh, Vice Chairman, GJEPC received the Chief Guest Mr.P.K.Ashok Babu, Deputy CGI, Dubai with a flower bouquet. Mr. Ramesh Vora received Mr. Jacob Sunny Chittilapully, Chairman, Dubai Gold & Jewellery Group, and Mr. Harshad Mehta, Chairman, Rosy Blue, with flower bouquets respectively.

Mr. Pankaj Parekh, Vice Chairman, GJEPC thereafter made the presentation on Indian Jewellery Industry and walked through the entire format of IIJS 2013 along with what IIJS '13 had to offer to the visitors. He said that although the time of IIJS coincides with the month of Holy Ramadan which is particularly auspicious in the Middle East, but solemnly requested the visitors to make special effort to attend as there is the facility of prayer room within the venue. He took this opportunity to inform the audience about

GJEPC's intention of holding an exhibition in Dubai which would not in any way encroach upon the jewelers of Dubai, but would act as a catalyst for further trade development in the region where GJEPC's exports is already over 45%. This information was received by the audience with great applause and indicated its support in the future. Mr. Pankaj Parekh took few questions regarding IJS and the general demand of more participants from Dubai under its pavilion which he said would be looked into given the space constraint.

Thereafter, Mr. Jacob Sunny Chittilapully, Chairman, Dubai Gold & Jewellery Group, spoke about the good work that GJEPC had been doing over the years for the purpose of promotion of the industry. Mr. Harshad Mehta then spoke about his association with GJEPC since beginning and how it has grown over the years. He reminisced the time he was the Chairman of GJEPC when the exhibition was small with less than 200 booths and how painstakingly it has been nurtured all these years to flower and be one of the most recognized shows in the world. He appreciated the endeavors undertaken by GJEPC and believed that the organization is in the right direction.

Mr. Pankaj Parekh, Vice Chairman, GJEPC acknowledged the association with CGI, Dubai and presented a memento to the Chief Guest Mr.P.K.Ashok Babu, Deputy CGI, Dubai. Mr. Ramesh Vora, presented a memento to Mr. Jacob Sunny Chittilapully, Chairman, Dubai Gold & Jewellery Group.

Mr.P.K.Ashok Babu, Deputy CGI, Dubai, also the Chief Guest was much in appreciation of GJEPC's effort of doing a Road Show which he thought renewed the associations with the local jewelers. He considered Dubai and the Middle East a potential market where exports keep growing. This remarkable growth has excited all of us to consider holding an Indian Jewellery exhibition in Dubai and mentioned about the development with DMCC and its progress. He felt very optimistic and considered working towards removing the rough edges.

The House was open for Question & Answers and there were not may questions forthcoming except one or two that two regarding space in the exhibition.

Mr. Ramesh Vora, Coordinator, Middle East gave the Vote of Thanks and requested the audience to join for Dinner at 9.30 pm.

On 19th June, 2013, Mr. Pankaj Parekh , Vice Chairman, GJEPC met Mr. Sanjay Verma, Consul General Of India, Dubai in his office at 3.0pm and apprised him of the presentation and about the current state of Indian Gems & Jewellery industry. Both of them discussed and shared the progress of the exhibition to be held in Dubai in 2014 to

show case the Indian jewellery craft. Mr. Pankaj Parekh presented a memento to Mr. Sanjay Verma on behalf of GJEPC and appreciated his office's constant support to GJEPC and the trade. The meeting was attended by Mr.P.K.Ashok Babu, Deputy CGI, Dubai, Mr. Ramesh Vora and Mr. Shantanu Rajguru.

OBSERVATION:-

- The guest who attended were found to be quite impressive that include from other countries as well
- Due to Holy Ramadan, not many visitors expected from Middle East.
- The Indian origin visitors based in Dubai will be more compared to other years.
- Some wanted a different variation in the presentation and wanted to include something that would draw more crowd.
- There is interest in Dubai Jewellers to participate in IIJS as exhibitors and requested GJEPC to create space for them.
