

REPORT ON IIJS 2014 ROAD SHOW IN SHENZHEN, CHINA

The Council organised IIJS Road Show in Shenzhen, China in Hotel Yi Jia International on 05th May, 2014. The objective of having this Road Show was to promote Council's shows, IIJS & Signature in China. The Road Show was attended by more than 150 representatives of Chinese Companies. These were mainly the Purchase Managers or Decision Makers of the Companies engaged in manufacturing, wholesale and retail of Gems & Jewellery in Shenzhen.

Shenzhen is the Jewellery Manufacturing hub of China having geographical advantage of being very close to Hong Kong. The Council has been organizing IIJS promotional events in Shenzhen for last three years. This Road Show was fourth in the row. The Regional Director, Jaipur, Shri Sanjay Singh represented the Council and gave a power point presentation to the audiences, in which he explained the activities of the Council as well as salient features of the forthcoming IIJS and Signature. The presentation was followed by Dinner hosted by Council. Though, as informed by the Trade Representatives present there, the business of Chinese Gems & Jewellery Industry has gone down drastically, but still it is expected that like last year the delegation of China visiting IIJS shall be comprising of around fifty people.

A meeting with Ms. Zhuo Li, Manager of Guangdong Diamond Association was held at 5:00 PM on 05th May, 2014 before the Road Show. In the meeting she said that the Association members have been visiting the Council's Show "IIJS" every year and requested to increase the duration of ground hospitality, which Council offers, by one day. She further said that the flights from Hong Kong reach Mumbai late in the night and effectively they get only two working days to visit the Show and purchase Diamonds. Earlier the Council use to give ground hospitality for three nights which use to facilitate the buyers to do business properly. The Regional Director, Jaipur, Shri Sanjay Singh informed her that if their members visit "India International Jewellery Week" also then the ground hospitality offered by the Council can be increased by one day.

Recommendations:- Including this Road Show the Council have done four Road Shows in Shenzhen for promoting IIJS & Signature, which has also covered the other Jewellery centres around Shenzhen like Guangzhou & Guangdong. Now Council should promote its shows in the cities of Shanghai & Beijing, which are also very important centres for Gems & Jewellery in China. Regarding extension of ground hospitality by one day the Council may consider it for delegations.
