

THE INDIAN GEM AND JEWELLERY MAGAZINE » OCTOBER 2018

Solitaire

I N T E R N A T I O N A L

TYPHOON DAMPS DOWN HK FAIR

**Colour & Creativity
Rule At Bangkok Fair**

**Young Consumers
Driving Diamond
Jewellery Demand:
De Beers**

**GJEPC: Jewellery
Import Duty Hike
To Boost Indian
Manufacturing**

**Positive Sentiment
Pervades JAS 18**

**India's Q2
Gold Jewellery
Demand Falls 8%**



Rewrite your success
with our legacy in
South India's jewellery business.

**South India's Biggest
B2B Jewellery Fair**



20 - 22 October 2018
Chennai Trade Centre

KEY FEATURES



**100+ High Profile
Hosted Buyers**



**Fashion show &
networking night**



**International buyers from Singapore,
Malaysia, Dubai, Middle East and
other locations**



**Knowledge
seminars**



**Supported by over
310+ jewellers' associations
across South India**

Contact : Vaibhav Gaje | M: +91 98196 11795
E: vaibhav.gaje@ubm.com

Powered by



In Association With



Supported by



P950

The only purity assurance program for authentic platinum jewellery.

With rigorous multi-layered audits through a renowned third party inspection body, Platinum Guild India ensures that all platinum jewellery under this program is 95% pure.



Manufacturers under the P950 purity assurance program:

B N JEWELLERS
GOLD · DIAMONDS · PLATINUM

MLK & D
ASIA'S LARGEST
JEWELLERY MARKET

H. K. Jewels
Pvt. Ltd.

JEWELERX
EXPERIENCE THE BRILLIANCE

KAMA SCLIA CITER

KP

ORO
PLATINUM · DIAMONDS · GOLD

PRISM JEWELLERY
A. Prasad Group Company
www.prismjewellery.com

priority

h

TAMARA

UNI-DESIGN
forward together

P PLATINUM GUILD
INTERNATIONAL

FOR MORE INFORMATION / ENROLMENT, CONTACT

North and East India

Pranab Bhattacharjee +91 84477 56443
Ishan Raina +91 98887 02055

South India

Arun Chandrasekar +91 87544 99911
Senthil Kumar +91 91768 28140

West & Central India

Rajesh Bhosle +91 98198 28852
Jitesh Nair +91 99305 65388



zar

BEAUTY OF DESIGN

www.zarjewels.com

Damara

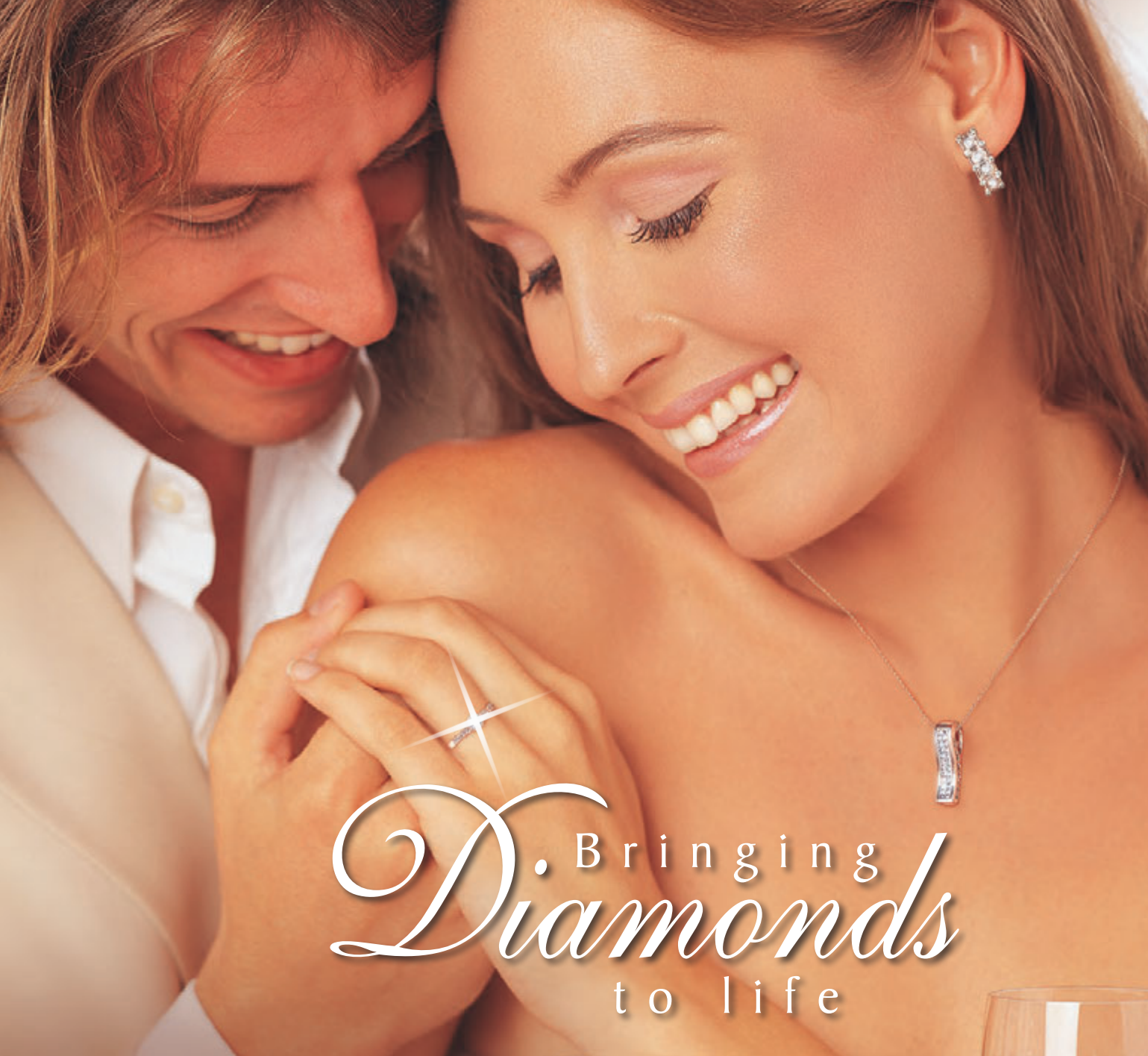
GOLD



IRO940
Wt - 56Gms (4Pcs)

Unique · Elegant · Magical
www.damaragold.com

Damara Gold Pvt. Ltd., 126, Mathuradas Mill Compound, Tulsi Pipe Lane, Lower Parel (W), Mumbai- 400 013.
Tel: +91 22 61843600; +91 22 61843618, Email: info@damaragold.com, Website: www.damaragold.com



*D. Bringing
Diamonds
to life*

Visit us at : IJJS 2018 Hall # 1 - Booth # 1F033 I - 1F033 II



D. NAVINCHANDRA EXPORTS

Bringing diamonds to life

GW 8101, Bharat Diamond Bourse, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051. Tel : +91 22 6607 6000. Fax : +91 22 6607 6099

MARKETING AFFILIATES

New Delhi

Tel : +91 11 2875 3081
manish@dnavin.com

Hyderabad

Tel : +91 97033 31869
bina@dnavin.com

Kolkata

Tel : +91 89812 79140
bina@dnavin.com

Antwerp

Tel : +323 232 9827
biren@dianco.be

Dubai

Tel : +9714 2352 846/47
sujal@diancollc.ae

Shanghai

Tel : +86 21 6109 9375
sales@diancoshanghai.com

Hong Kong

Tel : +852 3904 2595
sales@dianco.com.hk

sales@dnavin.com





Brilliance Is In The
eye of the beholder...



Designer
 Machine Chians & Jewellery
 Hallmarked Antique Jewellery
 Innovative Designer
 Gold Costumes and Accessories
 Certified Diamond Jewellery

Diamond Jewellery Division


SHASHWAT
 Creation LLP
 BY SANGAM JEWELS

Reg. Off.: 'DD Jewels', 28, 1st Agyari Lane, Zaveri Bazar, Mumbai 2.
 Tel.: +91 22 2345 2827 | 2345 2745 | 2345 2810 | 2345 2777 | Email: sangam@sjg.co.in | Web: www.sjg.co.in

Our Certificates add Value to
your Gems & Jewellery



CERTIFICATION EDUCATION

Gemstone Identification
Diamond Grading
Diamond Studded Jewellery Grading
Geographical Origin Determination
Identification of Synthetic Diamond

Diploma in Gemmology
Diploma in Diamond Grading
Short term Courses in Gemmology & Diamond Grading
Jewellery Business-Management Course





DIVINE[®]
SOLITAIRES

Brightest is
the Best



If your heart is set on a solitaire, then take our 5 point test and your mind will agree. Effortlessly on a Divine.



Quality Guarantee on
123 Parameters



(Ex.Ex.Ex.)^{Plus}
Hearts & Arrows



Price
Transparency



Buyback &
Upgrade



Insurance

Available at 146 premium jewellers in 87 cities across India

For Trade Enquires, Contact : (022) 66264880 / 9967889989.

To track current diamonds prices, download the Divine Solitaires App.

www.divinesolitaires.com

Download the App



Solitaire

INTERNATIONAL

October 2018



Publisher
Maneck Davar

Managing Editor
Shanoo Bijlani

Deputy Editor
Regan Luis

Creative Art Director
Parvez Shaikh

Senior Graphic Designer
Riddhi Mehta

Digital Imaging
Sunil Kadam

Ninad G. Jadhav
Rohit N. Nayak

Senior Vice President (Administration & Operations)
Bobby Daniel

MARKETING
Director – Marketing & Sales
Geetu Rai

Mumbai | Sagar Bhiwandkar
Peninsula Spenta, Mathuradas Mill Compound,
N. M. Joshi Marg, Lower Parel (W), Mumbai - 400 013.
Tel: +91 22 2481 1027 Cell: +91 99307 88825
Fax: +91 22 2481 1021

New Delhi | Arti Marwah
1102, 11th Floor, Akashdeep Building,
26/A, Barakhamba Road, New Delhi – 110 001
Tel: +91 11 4669 9999

Bengaluru | Sandeep Kumar
No. 606, 1st Floor, Rear Building,
80 Feet Road, 3rd Cross,
Opp. Koramangala Police Station,
Landmark - Behind Boca Grande Restaurant,
Bengaluru - 560 095.
Tel: +91 80 4161 8966/77

Kolkata | Pulak Ghosh
32/6 Gariahat Road (S),
Dhakuria, Ground Floor, Kolkata - 700 031.
Tel: +91 33 4073 5025
Email: pulak.spenta@gmail.com

Chennai | Shoba Rebecca
8/4, First Floor, Meridian House, Montieth Lane
(Behind Westin Park Hotel), Egmore,
Chennai - 600 008
Tel: +91 44 42188984 Cell: +91 9884055523



SPENTA MULTIMEDIA PVT LTD
Peninsula Spenta, Mathuradas Mill Compound, N. M. Joshi
Marg, Lower Parel (W), Mumbai - 400 013.
Tel: +91-22-2481 1010 Fax: +91-22-2481 1021
E-mail: solitaire@gjepecindia.com
Website: www.solitaireinternational.com

SOLITAIRE PRICE INDEX		
1st October, 2018 4,287*	0.86%↑ Over last Pricelist	19.08%↑ Over last Year
Nationwide Standard & Transparent Pricing since 2006. Published on the 1st of every month.		DIVINE[®] SOLITAIRE[®]
*This is an average of Divine Solitaires Price List		

Features

IMAGE COURTESY
Jaipur Jewels, Mumbai

27

GJEPC News
GJEPC: Jewellery
Import Duty Hike To
Strengthen Indian
Manufacturing

40

Trade Fair
Colour & Creativity
Rule At Bangkok Fair
➤

28

GJEPC News
GJEPC Campaigns
Highlight Industry
Contributions,
Achievements



30

Cover Story
Typhoon Damps Down
HK Fair
▼

46

Trade Fair
Positive Sentiment
Pervades JAS 18 ▲



50

Bulletin
Young Consumers
Driving Diamond
Jewellery Demand:
De Beers ▼



54

Bulletin
India's Q2 Gold
Jewellery Demand
Falls 8% To 147.9 Tonnes

57

KP Update
Global 2017 Rough
Diamond Output
Soars To 150.8 Mct

Regulares

- 10 Editorial
- 12 International Statistics
- 14 India Statistics
- 16 Spectrum
- 60 Brand Watch

10th TIME IGJ AWARD WINNER
1st RANK IN HIGHEST TURNOVER
- CUT AND POLISHED DIAMONDS

JNA AWARD '18 WINNER
FOR eSUPPLIER OF THE YEAR
- INDIA



**THE WORLD'S LARGEST
MANUFACTURER OF DIAMONDS**

www.kirangems.com | E-mail: info@kirangems.com | Tel: +91 22 4050 4444



SIGHTHOLDER is a trademark used under licence from The De Beers Group of Companies
The ALROSA ALLIANCE logo is a trademark used under license from PJSC ALROSA |™ Trademark of Dominion Diamond Corporation

The Show Must Go On

The October issue focuses on three of the mid-year's most awaited trade fairs in the Asian region – the Hong Kong Jewellery & Gem Fair, the Bangkok Gems & Jewellery Fair, and the Jewellers Association Show (JAS) in Jaipur. The Hong Kong fair had raised considerable expectations, with a record number of exhibitors participating in the event. However, nature played spoilsport as typhoon Mangkhut hit the city with all its fury, bringing the show to an abrupt halt. Although the show reopened after the storm, the damage was done, as many exhibitors and visitors had packed up early before the full impact of the typhoon could be felt. Read US-based journalist Cynthia Unninayar's first-hand account of the Hong Kong show in the Cover Story.

In Trade Fair, Cynthia also covers the preceding Bangkok fair and showcases the bestselling gem and jewellery items at the event. Gem dealers and silver jewellery exhibitors fared better than most, she observed. Nearly a fifth of sales were generated during the final two days when the show was thrown open to the public at large. Similarly, the JAS 18 show attracted 25,000 consumers and a little over 5,000 trade buyers at the Jaipur Exhibition & Convention Centre in Sitapura.

Meanwhile, the GJEPC welcomed the government's move to increase the import duty on jewellery articles from 15% to 20%, saying it would boost local jewellery manufacturing. However, the Council warned that the increased customs duty on semi-processed, half-cut or broken diamonds, and cut and polished coloured gemstones from 5% to 7.5% would increase costs and impact exports.

Editorial Team

Email: solitaire@gjepcindia.com

Celebrating
50 Plus
Years
of craftsmanship



K P SANGHVI
SINCE 1965

Redefining Beauty



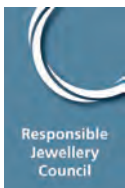
Zero Gravity


Head Office:

Mumbai | info@kpsanghvi.com | www.kpsanghvi.com

Marketing Offices:

ANTWERP | NEW YORK | DUBAI | HONG KONG



Select Diamantaire is a trademark of Rio Tinto London Limited, used under licence.
The ALROSA ALLIANCE logo is a trademark used under licence from PJSC ALROSA.
SIGHTHOLDER®, Forevermark™ and  are trademarks used under licence from The De Beers Group of Companies.

» INTERNATIONAL STATISTICS

UNITED STATES

				(In US\$ mn)
Imports	2017	January-July 2017	January-July 2018	% Change
Polished Diamonds	21,668	12,970	14,797	14%
Rough Diamonds, Sorted, Unworked	1,061	523	387	-26%
Polished Precious & Semi-precious Stones	2,252	1,486	1,376	-7%
Jewellery	9,543	5,121	4,845	-5%

Customs Value

Source: U.S. Department of Commerce and the U.S. International Trade Commission.

BELGIUM

	January-August 2017		January-August 2018		% Change	
	Ct mn	US\$ bn	Ct mn	US\$ bn	Ct	US\$
Polished Diamonds Exports	3.2	7.4	3.1	7.7	-2%	3%
Polished Diamonds Imports	3.7	7.4	4.0	7.8	6%	5%
Rough Diamonds Exports	83.4	8.2	82.1	8.6	-1%	6%
Rough Diamonds Imports	62.3	7.0	62.0	7.4	-0.47%	5%

Source: The Diamond Office, Antwerp World Diamond Centre (AWDC)

ISRAEL

	January - March 2018	% Change (Y-O-Y)
	US\$ bn	US\$
Polished Exports	1.16	-33%
Polished Imports	0.74	7%
Rough Exports	0.76	-1%
Rough Imports	0.72	-7%

Source: Israel Ministry of Economy

15th **J** JAIPUR
JEWELLERY
SHOW **S**



Reflection of royalty & creativity...

the
December
show

JECC, JAIPUR

21-24 DECEMBER 2018

JAIPUR JEWELLERY SHOW

Gold Souk, TF-01, Third Floor, Adjoining Hotel Lalit, Jawahar Circle, Jaipur - 302017, Tel.: +91 141 2725647 / 2725648

E-info@jaipurjewelleryshow.org, W-www.jaipurjewelleryshow.org

facebook.com/thedecembershow [@JJSjaipur](https://twitter.com/JJSjaipur) [jaipurjewelleryshow](https://www.jaipurjewelleryshow.org)

Exports of gems and jewellery during April - August 2018 as compared with last year

Items	Aug - 2018	Aug - 2017	% Change	Apr - Aug 2018	Apr - Aug 2017	% Change
Cut & Polished Diamonds (Quantity – Mct)	2180.39 2.6	1817.42 2.8	19.97	10312.42 13.3	9243.42 14.7	11.56
Gold Jewellery	786.77	580.90	35.44	5117.80	2703.65	89.29
Gold Medallions & Coins	0.02	0.00		201.75	1576.39	-87.2
Coloured Gemstones	29.95	26.08	14.84	146.12	153.60	-4.87
Silver Jewellery	67.22	93.45	-28.07	239.04	2008.19	-88.10
Pearls	0.03	0.05	-40.00	0.31	0.41	-24.39
Synthetic Stones	15.34	12.04	27.41	79.87	81.51	-2.01
Costume & Fashion Jewellery	1.79	1.60	11.88	29.11	21.64	34.52
Subtotal	3081.52	2531.54	21.73	16126.42	15788.81	2.14
Exports of Rough Diamonds (Quantity – Mct)	116.78 3.3	91.21 2.3	28.03 42.46	518.93 13.8	546.45 14.1	-5.04 -1.91
Others	1.63	4.69	-65.25	27.39	34.05	-19.56
Gross Exports	3199.93	2627.44	21.79	16672.72	16369.31	1.85
Return Consignment Others	8.31	36.17	-77.03	151.75	207.11	-26.73
Return Consignment CPD	700.99	464.64	50.87	3340.67	2881.62	15.93
Net Exports	2490.63	2126.63	17.12	13180.30	13280.58	-0.76

Imports of raw materials for gems and jewellery during April - August 2018 as compared with last year

I. Items	Aug - 2018	Aug - 2017	% Change	Apr - Aug 2018	Apr - Aug 2017	% Change
Rough Diamonds (Gross)	899.58	975.35	-7.77	7163.40	7696.34	-6.92
(Quantity – Mct)	7.7	9.0	-14.65	68.5	75.3	-8.99
Rough Coloured Gemstones	2.48	3.12	-20.51	188.83	217.00	-12.98
Raw Pearls	0.69	5.78	-88.06	3.10	719.61	-99.57
Rough Synthetic Stones	16.05	10.83	48.2	61.72	94.79	-34.89
Gold Bar	465.74	409.93	13.61	3649.38	1262.09	189.15
Silver Bar	3.35	7.81	-57.11	16.15	24.98	-35.35
Platinum	4.39	9.61	-54.32	23.86	21.72	9.85
TOTAL – A	1392.28	1422.43	-2.12	11106.44	10036.53	10.66
II. Imports of Cut & Pol Diamond						
SEZ (All over India)	56.48	69.36	-18.57	234.61	355.70	-34.04
(Quantity)	0.1	0.1		0.6	0.5	
Bonded Ware House	6.54	17.23	-62.04	52.85	102.94	-48.66
(Quantity – Mct)	0.02	0.07		0.1	0.3	
Mumbai (DTA)	48.86	53.50	-8.67	293.60	494.40	-40.61
(Quantity – Mct)	0.1	0.1		0.8	1.5	
Others (DTA)	0.00	0.18	-100.00	0.46	1.81	-74.59
(Quantity – Mct)	0.00	0.00		0.00	0.00	
Surat (DTA)	11.98	3.96	202.53	24.11	75.83	-68.21
(Quantity – Mct)	0.03	0.01		0.09	0.1	
TOTAL – B	123.85	144.23	-14.13	605.63	1030.68	-41.24
III. Imports of Other Items						
Gold Jewellery	28.63	10.58	170.6	118.59	111.83	6.04
Silver Jewellery	3.73	3.13	19.17	24.81	17.32	43.24
Coloured Gemstones	24.27	38.46	-36.9	85.22	266.12	-67.98
Synthetic Stones	7.71	5.81	32.7	85.22	54.75	-30.94
Pearls	0.66	95.56	-99.31	3.17	999.75	-99.68
Costume/Fashion Jewellery	0.22	0.04	450	0.57	0.29	96.55
TOTAL – C	65.22	153.58	-57.53	270.17	1450.06	-81.37
GRAND TOTAL (A+B+C)	1581.36	1720.25	-8.07	11982.24	12517.27	-4.27

All figures are provisional.

No one understands India better than we do.

Carnival of COLOURS

The 35th edition of India International Jewellery Show (IJS Premier) highlighted designer jewellery embellished with colourful gemstones, diamonds, uncut and rose-cut diamonds, and pearls.

Solitaire International spotted some adornments that were striking in form with an arresting orchestration of gemstones.

IJS TRENDS

◀ An ornate pair of tasselled earrings embellished with rubies, emeralds and pearls. By Rajeev Jewellery, Mumbai

▶ The subtle hand necklace from the Delhi Dada collection is graced with Colombian and Russian emeralds, rose-cut pink sapphires, and natural pearls. By Brijchandra Ghanshyamsdas Jewellers, Jaipur

▶ These stunning floral ear studs are set with a special technique called pavilions to achieve different levels. The outer layer is patterned with Blue pearls, while the layer of petals is articulated with pink sapphires. By Brijchandra Ghanshyamsdas Jewellers, Jaipur

◀ A magnificent necklace with matching earrings composed with filled turquoise, orange and pink accented with emeralds. By Harisharma Designs Pvt. Ltd., Jaipur

▶ Stylised floral ear studs set with turquoise, turquoise and diamonds headlined with a touch of blue emerald. By Chavi Sanyal, Jaipur

◀ This ornate necklace belongs to the Ranveer Chandel collection, featuring a new composition of pearls and blue sapphires, inspired by the peacock, the handcrafted masterpiece is studded with uncut diamonds. The alternating blue enamel adds to the ornament's grace. By Ranveer 1881, Jaipur

▶ Fan-shaped gold earrings patterned with carved rubies and faceted with pearls and pearls. By GSE Gold Creations, Jaipur

Solitaire
INTERNATIONAL

Lightbox: Under The Spotlight
By the Editors: De Souza
IGIA Honours Stellar Performers
Jewellers For Hope
Donors: K.S. & S. Chavla
Biren Vaidya
Dedicated Jewellery Wholesaling
Ada Dyrco Time For
Jewellery: By the Editors
Polish Amber
New Ehat: Spring & Summer
A Revolutionary Step

IJS PROVES ITS MIGHT

Read India's leading B2B gems and jewellery magazine on the go. Follow the decision makers who matter in the world's largest diamond polishing centre and the fastest growing jewellery sector.



Download your digital issue now

Available on: iPad, iPhone, iPod touch and Android devices

Subscribe through Magzter, the digital newsstand, on iTunes and Android Market
www.magzter.com | www.solitaireinternational.com | www.spentamultimedia.com

Over 300 Visitors Pre-register For Bharat Diamond Week

The Bharat Diamond Bourse (BDB) in Mumbai said that more than 300 visitors from India and overseas have already registered for the second edition of the Bharat Diamond Week, which is set to take place from October 8th-10th. Many more buyers are expected to register in the countdown to the expanded polished diamond fair. The inaugural show, held from April 23rd-25th, had 100 Indian exhibitors of polished goods and was attended by more than 1,000 visitors from India and across the world.

In addition, the BDB is providing flight tickets to select buyers from Turkey, Thailand and India to create more sales opportunities for the 100 Indian exhibiting companies. The BDB will also be providing 150 rooms for international buyers at a hotel close to the show grounds.

BDB vice president Mehul Shah, who heads the Bharat Diamond Week project, said: "As part of our strategy for creating a show that will provide many more sales opportunities for our diamond manufacturing and exporting firms, we have carefully chosen major buyers who we want to see at the Bharat Diamond Week. We want them to become acquainted with our exhibitors, and with the Indian diamond industry in general. That is



why we decided to bring 50 select buyers here."

BDB president Anoop Mehta said: "Registration for the show is moving ahead strongly, and we expect to see a larger number of visitors/buyers than at the first edition. For any foreign firms that have not been to India before, I would say this is a perfect opportunity to kill two birds with one stone. They will be able to visit scores of Indian firms exhibiting at the show, displaying a huge range of diamonds in all sizes, shapes and colours. In addition, they will have the opportunity to visit the Bharat Diamond Bourse

and understand the enormous variety of business opportunities and suppliers available to them."

Meanwhile, Mehta reiterated that with India being the world's largest diamond manufacturing centre, and the show being held before Diwali, visitors will find competitively priced diamonds. "Those buyers looking for pre-Diwali bargains will find it a highly attractive time to visit the show. With the Diwali festival starting at the beginning of November, traders will be looking to sell goods ahead of the closure of business for the holiday."

Shah said that a new feature at the October fair will be on-site facilities for checking of diamonds created using the Chemical Vapor Deposition (CVD) method. "It is critical for our business that consumer confidence in our products remains intact. This is absolutely paramount. Consequently, we will have a display of equipment for the detection of such stones so that diamantaires can see the equipment available, how straightforward it is to operate, and the financial outlay involved." ■



IIG Hosts Tatyana Pfaifer & Arunkumar Mehta

The International Institute of Gemology (IIG) recently hosted two seminars, one by international jewellery expert and connoisseur Tatyana Pfaifer, and the other by Rosy Blue founder Arunkumar Mehta, at its Panchratna campus in Mumbai.



Arunkumar Mehta (centre) offered words of advice for the youngsters.

Pfaifer, a frequent visitor to renowned international jewellery exhibitions, offered valuable information on the types of jewellery showcased there. She also enlightened participants on what makes collectible jewellery and shared information on works by illustrious jewellery designers such as Wallace Chan, Anna Hu, Viren Bhagat and JAR. Pfaifer also spoke extensively on Indian handcrafted jewellery and offered advice to budding Indian jewellers who wish to take their work overseas.

Mehta shared valuable insights about the diamond industry in India, delving into details of his personal journey when he started his company in 1960, at the age of 17. Mehta also offered his views on the manufacture of synthetic CVD diamonds, the future of De Beers, and the scope for online diamond trading.

Rahul Desai, managing director, IIG India, said, "Mr. Mehta has contributed immensely to the gem and jewellery industry. We thank him for taking time out to share his expertise so generously and are certain that he will be an inspiration to all those who have joined us for this seminar... We are extremely pleased to have hosted an expert of Ms. Pfaifer's calibre and hope that her seminar inspired all those in attendance. We look forward to continue holding such workshops and seminars in the future." ■



Tatyana Pfaifer and Rahul Desai (centre, left and right) posing with IIG students.

Jaipur Jewellery Show To Be Held From December 21-24



The 15th edition of the Jaipur Jewellery Show (JJS) is slated to be bigger and better than ever. Scheduled from December 21st to 24th, 2018, at the Jaipur Exhibition and Convention Centre (JECC) in Sitapura, the show will have a wide variety of gems and jewellery on offer, including diamonds, colour stones, precious metal jewellery, carving and beads. JJS is India's largest business-cum-consumer jewellery show, which is held annually in the Pink City.

JJS marks the perfect blend of contemporary and ethnic designs, modified to suit demands in the domestic as well as international markets. The show has carved a niche for itself in terms of identifying new trends in manufacturing and retail.

Last year, JJS attracted over 40,000 visitors, with over 500 exhibitors participating. As many as 800 booths were housed in the 1,75,000-sq-ft exhibition area.

The theme of this year's JJS will be 'Reflection of Royalty and Creativity'. In previous years, the themes have been based on different stones and jewellery items including ruby, emerald, tanzanite, kundan-meena, gems and diamond jewellery.

Another key attraction of the show will be the Jaipur Jewellery Design Festival (JJDF), which consists of jewellery galleries, book launches, bloggers' meet, curatorial walks, seminars, live workshops and much more. ■

Union Bank Of India To Withdraw From Antwerp Diamond Market



© JENS MOLLEVANGER / AWDC

State-owned Union Bank of India (UBI) has decided to shut its four-year-old Antwerp branch owing to a lack of business from the diamond district, several media outlets have reported.

Bloomberg quoted UBI chief executive officer Rajkiran Rai Gundyadka as saying that the Antwerp branch would be closed within a year as it didn't generate "the expected amount of business, particularly from the diamond sector," Gundyadka said. "The viability of the branch isn't established."

The opening of UBI's Antwerp branch in June 2014 was hailed by the diamond industry. At the time, it was reported that a fifth of the bank's \$200 million loan book would go towards diamonds in its first year of operations. ■

Colombia: Digital Fingerprints To Combat Illegal Emerald Mining

The Colombian ministry of mines and energy, in association with the Colombian Geological Service and the National University, has budgeted \$30 million for a five-year "Mineral Digital Fingerprint" project that started in 2018. This project is based on a technique developed in Australia and applied in South Africa as a control mechanism for the commercialisation of gold and precious stones.

The goal of the Fingerprint (La Huella) project is to provide an understanding of the particular conditions and physical-chemical characteristics that were present at the time of the geological formation of a mineral, which then gives a specific geo-chemical DNA. This Fingerprint can also be traced at the different stages of exploitation, refinement and commercialisation of the minerals.

The "Mineral Fingerprints" will be identified in the deposits where the minerals are formed as well as in the transformation processes such as smelting, refining, cutting, and polishing. In the case of transformed minerals, this technique can be used to determine whether they came from a deposit or if they were recycled. The infrastructure of the project will include accreditation by a certified laboratory, the construction of a data bank of Mineral Fingerprints, and the generation of a certificate validating the origin of the minerals.

"Thanks to Mineral Fingerprints, it will be possible to strengthen the audit process for control in the mining production chain, increase technological capacity in the generation of tools for the identification of the lawful and



© JAVIER CRESPO / SHUTTERSTOCK.COM

indisputable origin of minerals, and expand the knowledge and geological cartography of the subsoil," explained Dr. Arce Zapata, outgoing minister of mines. "It will take Colombian mining to another level." ■

UBM's Delhi Fair Sees 25% Growth In Exhibitors

Leading jewellers, import and export merchants and key industry associations will congregate in the capital city for the seventh edition of the Delhi Jewellery and Gem Fair (DJGF), hosted by UBM India. Scheduled from September 29th to October 1st, at Pragati Maidan, New Delhi, the fair will showcase some of the newest trends in the gem and jewellery industry.

The event is recognised as an integral part of the jewellery sector by associations and the industry at large, with support from eminent associations, namely, The Bullion & Jewellers Association, Delhi Jewellers Association, Maliwara Jewellers Association, and Karol Bagh Jewellers Association.

The three-day fair has more than 700 participating brands, a growth of 25% compared with last year, reflecting its growing stature as north India's biggest jewellery trade show. The 6th edition of DJGF in 2017 saw a growth of 54% in unique visitor footfalls.

This year, the expo will hold seminars on gemstone identification, synthetic diamonds HPHT and CVD, diamond assortment and valuation, and diamond grading to trading. The fair seeks to be an unmatched platform for sourcing, conducting business, exchanging knowledge and market trends and most importantly, boosting the morale of a sector that has seen a fair share of volatility in recent times.

Yogesh Mudras, managing director, UBM India, said, "The gems and jewellery industry has acquired prominence over the years in the country, given its dual utility of improving aesthetics as well as investment. Jewellery has always had a cultural connect owing to the diversity of the country, and thus, its usage is rooted in geographical traditions.

"With its expertise in the jewellery portfolio globally and across India in multiple cities such as Delhi, Hyderabad, Kolkata and two new shows in Chennai and Mumbai this year, UBM India is perfectly poised to organise the 7th edition of the Delhi Jewellery and Gem Fair."

DJGF 2018 will also witness the fourth edition of the Retail Jewellers Guild Awards, a unique initiative by UBM India through which excellence and efforts of individuals and organisations in the retail jewellery business are recognised and honoured on a pan-India level. ■

Zimbabwe-based Murowa Holdings Joins DPA

The Diamond Producers Association (DPA) announced that RZ Murowa Holdings Ltd., majority owner and operator of Murowa Diamonds Pvt. Ltd., has joined the DPA, effective July 1st.

Murowa Diamonds operates the Murowa mine in Zimbabwe, which was purchased from Rio Tinto in 2015 and expanded significantly under its new leadership. Manit M. Shah, chief operating officer of Murowa Diamonds, joined the board of directors of the DPA in September. Shah has considerable experience driving business performance and managing international operations.

Jean-Marc Lieberherr, CEO of the DPA, said "We are delighted to welcome RZ Murowa to the DPA and Manit to our board of directors. The DPA will continue to play a vitally important role in the future of the diamond industry and broadening our representation and geographic reach will help ensure we maximise the positive impact we can have for the sector as a whole. We look forward to working closely with Manit and his colleagues at RZ Murowa."



Diamond sorting at the Murowa Diamond Mine in Zimbabwe.

Shah said, "Joining the DPA is an important milestone in the life of RZ Murowa Holdings Ltd. and a recognition of the work we are doing to operate our assets responsibly and sustainably. I am very pleased to join such a distinguished board of directors and will do my best to contribute to the essential work the DPA is doing for our industry." ■

© RIO TINTO

PGI: Sanjana Batra Styles Three Lucky Brides In New Web Series

Platinum Guild International (PGI) India unveiled a new web series titled “Brides by Evara” featuring three chosen brides who won an exclusive chance to be styled by Sanjana Batra, a renowned celebrity stylist.

Developed and conceptualised by Dentsu Webchutney, the web series features three brides chosen by Sanjana Batra through a social media contest. The campaign called in entries from brides and brides-to-be by answering a simple question: What rare qualities make you a platinum bride? The three lucky winners Maitri Joglekar, Sneha Iyer and Rachael D’Cruz will now be seen in distinct post-wedding looks that Sanjana Batra puts together using Platinum Evara jewellery.

“The world over platinum jewellery is a perennial red carpet favourite. In India, Platinum Evara has taken the metal one step up with its versatility and exquisite designs. Their designs are chic, elegant and contemporary, making them a must-have in the post-



Sanjana Batra (third from left) at the Couture Wedding Show in Delhi.

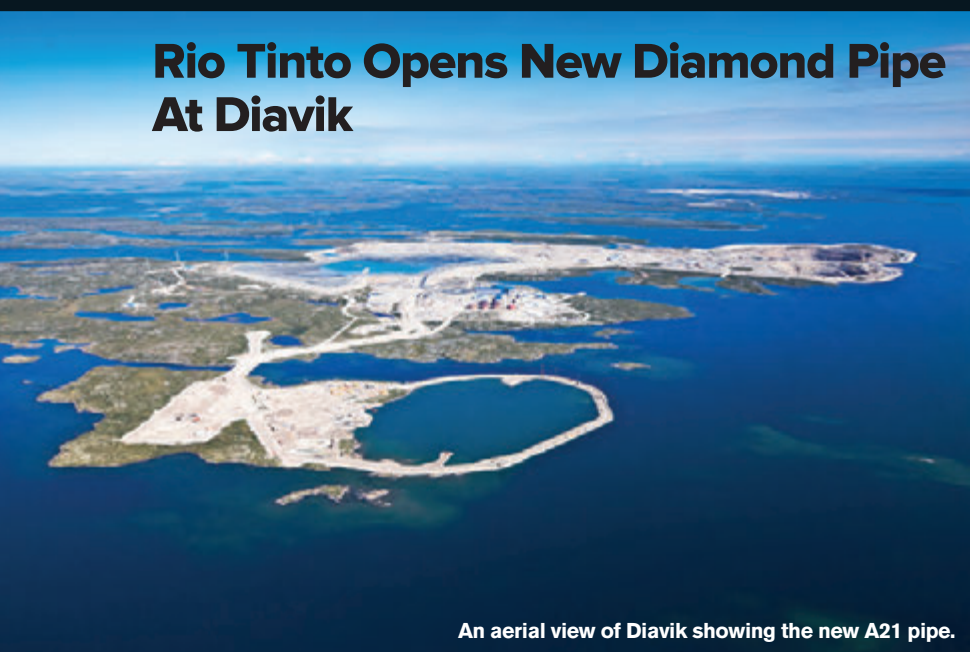
wedding ensemble of every bride. This was such a fantastic journey... meeting these new brides and styling them with platinum Evara. You will see how platinum jewellery can really amp up your style and make a statement,” said Batra.

The first episode of the web series was launched at ‘The Couture Wedding Show 2018’ organised by Brides Today in Delhi recently, where

Batra conducted a masterclass and curated easy yet fabulous post-wedding looks with platinum Evara.

“With this campaign, we want all brides to take note of the versatility that Platinum Evara brings, hence making it a trousseau must-have. Be it an occasion or just work, nothing can add to your look like platinum can,” said Sujala Martis, director, consumer marketing, PGI. ■

Rio Tinto Opens New Diamond Pipe At Diavik



An aerial view of Diavik showing the new A21 pipe.

Rio Tinto opened a fourth diamond pipe, known as A21, at the remote subarctic Diavik diamond mine in the Northwest Territories of Canada. The new open pit pipe will provide an important source of incremental supply over the next four years to sustain production levels at the Rio Tinto operated mine.

Wally Schumann, minister of industry, tourism and investment with the government of the Northwest Territories, was the guest of honour at the inauguration that was attended by indigenous community representatives, joint venture partners and Rio Tinto employees.

The A21 pipe is located adjacent to Diavik’s existing mining

HRD Antwerp: Fluorescence Has Positive Influence On Diamond Colour

HRD Antwerp, a leading European authority in diamond certification, recently undertook a study entitled “The effect of fluorescence on the colour of a diamond”, concluding that even strong fluorescence does not negatively impact a diamond’s appearance.

In fact, their findings demonstrate the contrary: under normal conditions and even when outdoors, strong fluorescence has a positive influence on the colour of diamonds.

This finding directly contradicts the common perception that fluorescence is a negative property of diamonds, driving down their value. Given HRD Antwerp's findings, they conclude there is no justification for the price penalties that currently apply to fluorescent diamonds.

To make this determination, the grading and certification lab wanted to identify how fluorescence influences the colour grading results of diamond experts and gemmologists in standardised laboratory environments, as well



as to assess how fluorescence influences the visual appearance of a diamond for regular consumers. The latter was the main purpose of the study: to determine the impact on the appearance of a mounted diamond as observed by an end consumer.

The experiments HRD Antwerp conducted in its laboratory revealed several significant points, foremost of which is that diamond fluorescence has no influence on the colour grading of a diamond in a laboratory environment, due to the insignificant UV content in

conventional grading lamps. In short, fluorescence should not lower the official colour grade. Furthermore, conventional grading through the pavilion (lower half) of a diamond in outdoor conditions actually improves the colour grade for diamonds with a fluorescence grade above 'medium'.

As an example, a diamond graded in the HRD Antwerp laboratory as a J colour with very strong fluorescence can appear as a D colour when examined in outdoor conditions. When the diamond is examined through the table (face up), there is still an improvement in colour, although this change is less significant.

The results of HRD Antwerp's study thus support findings from earlier studies conducted by other labs, adding additional objective assessments. It confirms that even very strong fluorescence has no detrimental effect on the appearance of diamonds in a laboratory setting, and when viewed through the pavilion in outdoor conditions, it results in a clear improvement in a diamond's colour. For the wearer or casual observer, fluorescence has a neutral or even positive impact on the appearance of a diamond, making it appear to be more colourless. Given these observations, HRD Antwerp concludes there are no grounds on which to justify the price penalties that currently apply to fluorescent diamonds. ■

operations at Lac de Gras. First ore was delivered in March this year and the pit is expected to be at full production during the fourth quarter of 2018, following a four-year construction period and an investment of approximately \$350 million, shared by Rio Tinto (60%) and joint venture partner Dominion Diamond Corporation (40%).

Rio Tinto Copper & Diamonds' chief executive, Arnaud Soirat, said, "This investment to sustain production levels at Diavik reflects the strong outlook we see for the diamond industry. It is a remarkable achievement to deliver this project safely and ahead of time in such a challenging environment, positioning Diavik to continue meeting the

demand for its outstanding diamonds.”

The Diavik diamond mine, located 300km northeast of Yellowknife, capital of Canada's Northwest Territories, began production in 2003 and has been a fully underground mining operation since 2012. The mine produces predominantly gem-quality diamonds destined for high-end jewellery in all major consumer markets around the world.

Diavik president Patrick Boitumelo said, "This new pipe is great news for the Northwest Territories and will help to deliver economic and social benefits that will endure beyond the life of the Diavik mine." ■

De Beers Canada Buys Peregrine Diamonds For \$82m

De Beers Canada has acquired all of the outstanding securities of Peregrine Diamonds Ltd. at a purchase price of C\$0.24 per share, for a total cash consideration of C\$107 million (US\$82 million). The acquisition includes the high quality Chidliak diamond resource located in Canada's Nunavut Territory and other properties elsewhere in Nunavut and the Northwest Territories.

The transaction, which was announced in July this year, was approved by Peregrine's security holders in August, and by the Supreme Court of British Columbia in September. The common shares of Peregrine were delisted from the Toronto Stock Exchange at the end of trading on September 14th.

Bruce Cleaver, CEO, De Beers, said: "We are very pleased to complete the addition of the Chidliak resource to De Beers Group's world-leading diamond resource portfolio, and to extend our presence in Canada. We look forward to developing the resource further and are excited about its potential for contributing to our future diamond production."

Kim Truter, CEO, De Beers Canada, said: "Having built and operated three diamond mines in Arctic-like conditions in the past 15



© MILLISSENTA / SHUTTERSTOCK.COM

years, our expertise in bringing projects of this nature to fruition is unparalleled. We look forward to accelerating our understanding of this property and how we can move it forward." ■

IIDGR's SYNTHdetect 'XL' Boosts Screening Volumes



The International Institute of Diamond Grading & Research (IIDGR) by De Beers has introduced the SYNTHdetect XL, an advanced version of the highly successful SYNTHdetect synthetic screening device launched last year.

SYNTHdetect XL has a larger base unit that allows multiple volumes of jewellery to be screened simultaneously, providing even greater

efficiencies for users. It also provides the opportunity to now scan larger necklaces, multiple solitaire rings and multiple bracelets, while retaining the ease of use of the original device.

Jonathan Kendall, president, IIDGR, said: "Using the same revolutionary technology as the original SYNTHdetect, this new device allows more pieces of jewellery to be screened at a faster rate than ever before. SYNTHdetect XL will be another valuable tool for the trade, building on the strong positive feedback we've received since launching the first SYNTHdetect last year."

Jamie Clark, commercial director, IIDGR, said: "SYNTHdetect XL is a really exciting detection tool because it allows users to efficiently test large quantities of finished jewellery, incorporating the revolutionary detection techniques for identifying all-natural diamonds as used in the original SYNTHdetect device. This means that if a stone in a piece of jewellery does not display the attributes of a natural diamond, it is highlighted immediately and with a high degree of accuracy, with the lowest referral rate of any device in the industry." ■

MINES TO MARKET

SECURE LOGISTICS SINCE 1960



BVC  **BRINKS**

BVCTM
LOGISTICS

1800-123-2711

info@bvclogistics.com

www.bvclogistics.com

WFDB Debates Way Forward At Vladivostok Summit



WFDB presidents and officials taking part in the Asian Summit. (From left) Reuben Khafi, Hanro Friedrich, Yoram Dvash, Mehul Shah, Lin Qiang, Caroline Yuan, Rami Baron, Martine De Bruyne, Ernie Blom, Alex Popov, Rony Unterman, Lawrence Ma, Julien Drybooms and Henry Ho.

The current role of the World Federation of Diamond Bourses (WFDB) and how it can move forward was among the discussions at its Asian Summit/ Executive Committee meeting held in Vladivostok. The well-attended meeting saw around 40 representatives from across the world taking part, said WFDB president Ernie Blom.

Blom noted, "The strong attendance enabled us to receive extremely worthy input at our discussions. We are very keen to see how we can forward the role of the WFDB on the global stage. The Federation is by far the largest diamond industry body and the diamond trade's go-to group.

"We also were delighted to have members of the Kimberley Process review mission to Russia at the meeting. They filled us in on the organisation's work, and we discussed a broad range of industry topics. The WFDB Executive reiterated their support for the World Diamond Council's System of Warranties and the Strategic Plan which are currently under review.

"We also passed an important resolution relating to the US Federal

Trade Commission's recently published Jewelry Guidelines and the change to the nomenclature," said Blom.

"We repeated our stance that the only definition of a diamond that we support is the one agreed upon last year by the WFDB, IDMA, CIBJO,

the International Diamond Council and the International Standards Organisation.

"On behalf of attendees of the Asian Summit and the Executive Committee meeting, I would like to place on record our thanks to the Moscow Diamond Bourse (MDB) and Alrosa for hosting the event. May I also thank the Government of the Far Eastern region, the Head of the Republic of Sakha (Yakutia) and the City of Vladivostok, as well as representatives from the ministry of finance of the Russian Federation for their support and for graciously taking part. It has become increasingly clear that this Far Eastern Russian city is becoming ever more important as a base for the diamond industry.

"We are now looking forward to the World Diamond Congress which will take place in Mumbai from October 23-25 gathering delegations from diamond bourses and organisations from across the globe," Blom added. ■

Eran Zini Named Israel Diamond Exchange MD



The Israel Diamond Exchange (IDE) has appointed Eran Zini as its new managing director. Zini has a rich background in management positions in business and government. After having served as senior advisor to Israel's minister of justice, he joined Israeli pioneering electric car start-up Better Place, as head of government relations and regulation.

Zini then joined a government company devoted to vocational rehabilitation for people with disabilities as head of operations, and a year later was promoted to managing director, a position he held until he was recruited by IDE.

Zini holds a BA in Political Science and International Relations from the Hebrew University of Jerusalem. He holds an MBA with a specialisation in international management from the College of Management Academic Studies in Rishon LeZion. Zini is a member of the Israel Manufacturers Association and serves on the advisory board of the Business School of Bar Ilan University. ■



Sourced from USA
Processed with Passion in India



PADMAVATI EXPORTS

NEW YORK - DUBAI - HONG KONG



MUMBAI - DELHI - KOLKATA

FW 7021/22 , Bharat Diamond Bourse,
Bandra-Kurla Complex, Bandra East,
Mumbai - 400051.

Tel : +91 22 2363 3007
Email : padmavati_export@ymail.com
www.padmavatiexports.com



54142



padmaex

IIDGR Partners With NGTC To Extend Diamond Education Courses In China

The International Institute of Diamond Grading and Research (IIDGR), part of De Beers Group, will partner with the National Gemstone Testing Centre (NGTC), China's leading authority in the testing and inspection of gems and jewellery, to extend the accessibility of IIDGR's diamond education courses to students in China.

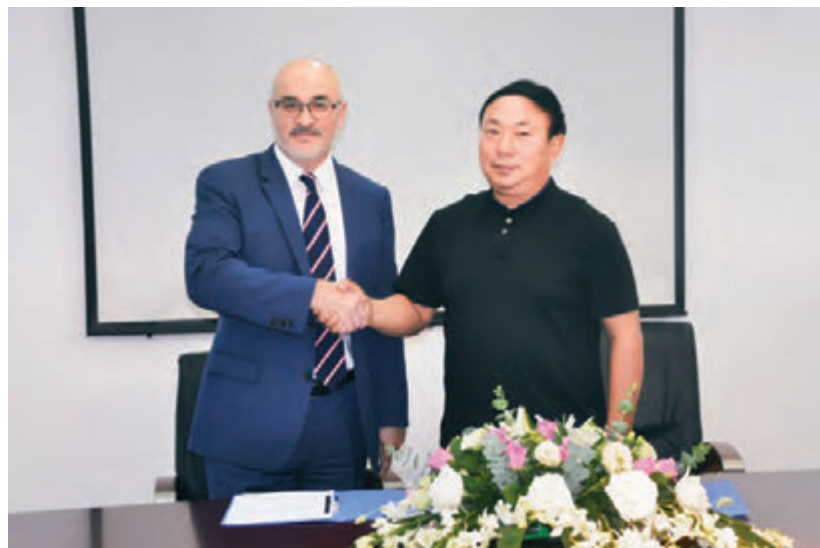
The partnership will officially launch in early 2019 with students being able to undertake IIDGR's education courses via a mix of online training, as well as laboratory-based workshops. Courses will be delivered by local tutors in the local language, in partnership with IIDGR's diamond education experts.

Teaching subjects will include:

- Understanding the diamond pipeline from start to finish to allow participants to enhance sales presentations in a retail environment
- Lab courses to examine how to grade polished diamonds in a professional standard
- Synthetic diamond detection techniques so that students can effectively identify synthetic stones.

Jonathan Kendall, president, IIDGR, said: "We are delighted to be partnering with NGTC, which has a long and highly respected track record as a leader in China's diamond industry, to make our proprietary education courses more accessible to students in one of the world's most important diamond markets.

"The introduction of IIDGR's education service offering last year was met with great excitement from the diamond industry, and our passion to drive continuous professional development across all levels of experience and types of



IIDGR president Jonathan Kendall and NGTC vice director Sun Fengmin signing the partnership agreement in Shenzhen.

job roles and ability that people in the industry may occupy is deeply grounded in over 130 years of De Beers Group diamond expertise."

Jodine Perrin, director of education, IIDGR, said: "There are growing demands from consumers to understand much more about the world of diamonds than ever before, so those working within the industry must be able to demonstrate their expertise in a confident and clear manner. Our education courses are focused on the science, history and beauty held within diamonds and our approach to learning ensures a modern and innovative experience, designed to promote confidence in all our students, whatever their role within the industry."

Sun Fengmin, vice director of NGTC, said: "As the most authoritative comprehensive management institution in China's jewellery industry, NGTC has taken the lead in formulating the National Standard for Diamond Classification, which has played an important role in the regulation and rapid development of the Chinese

diamond market. As the most well-known diamond company in the world, De Beers Group has played an important role in the promotion of diamond mining, diamond trade and diamond culture around the world, including in China.

"China is the second largest consumer market for global diamond jewellery demand and given the market's huge growth potential, we look forward to partnering with De Beers Group to support our mutual goals in ensuring that those working in China's diamond industry have access to IIDGR's industry-recognised education courses. We believe that the partnership will create a bright future based on shared trust, sincere cooperation and mutual benefit."

The IIDGR's mission is to promote consumer confidence across the diamond pipeline through a variety of services, from equipment sales and grading services to melee and jewellery testing. The education services business launched last year complements the organisation's growing list of services. ■

GJEPC: Jewellery Import Duty Hike To Strengthen Indian Manufacturing



Pramod Agrawal

The government recently increased the customs duty on categories of diamond such as semi-processed, half-cut or broken, and cut and polished coloured gemstone to 7.5%, from 5% earlier, and increased import duty on jewellery articles from 15% to 20% in a move to narrow the current account deficit (CAD).

GJEPC chairman Pramod Kumar Agrawal said, “GJEPC welcomes the step undertaken by the government to narrow the current account deficit.

“The move to increase the import duty on jewellery from 15% to 20% would not only help the sector strengthen jewellery manufacturing in India, but also give a boost to jewellery exports from India, a step

towards establishing Brand India jewellery.”

He added, “The import duty increase in cut and polished diamonds and processed colour gemstone from 5% to 7.5% would increase the cost of business for the sector and impact exports and trade. India, a global leader in diamond processing, is not just a hub for processing roughs, but also caters to varied forms of re-processing of diamonds and diamond jewellery. A substantial size of cut and polished diamonds sold to clientele world over, in the form of either loose or set in jewellery are imported for re-setting in new design or products as desired by the customers.

“There are broken, damaged sold goods and semi-processed stones, too, that form considerable part of import of cut and polished diamonds. This would lead to practical inconvenience and limit the business of cutting and polishing impacting large part of the employment in the sector.

“Other global trading centres such as New York, Dubai, Israel would be at an advantage and the import duty hike could encourage malpractices in India,” the chairman commented, adding, “Processed coloured gemstones, too, form significant component for jewellery, and hike in the tariff will hurt the business. GJEPC would represent the concerns to the government to find a mechanism that would help minimise the impact on exports.”

India is a predominant global leader in cutting and polishing of diamonds contributing 70% by value, 85% by volume and 92% by pieces. India exported a total of \$23 billion worth of cut and polished diamonds and \$9.7 billion worth of plain and studded jewellery in the financial year 2017-18. ■



GJEPC Campaigns Highlight Industry Contributions, Achievements

The Gem Jewellery Export Promotion Council (GJEPC) has launched two new corporate campaigns for the domestic and overseas markets that shine the spotlight on the industry's workforce and call attention to India's forte in producing high-quality diamonds, gemstones and jewellery.

The domestic campaign was launched at the India International Jewellery Show (IIJS) in August, and the international campaign was recently unveiled at the Hong Kong Jewellery & Gem Fair in September.

The domestic campaign showcases how the Indian gem and jewellery industry has not only contributed generously to the nation's growth, but has also nurtured the lives of its 5 million workers and their families, the GJEPC stated. The campaign was conceived by Mumbai-based ad agency Alok Nanda & Company (ANC), and was shot by renowned photographer Santosh Verma,

using black and white photography to create a distinct image.

Speaking about the experience, Ronnie Wadia, senior partner & creative director, ANC, said, "We tried to humanise the gem and jewellery industry by giving it a human face, thereby softening its image and creating an emotional connect. The backbone of this industry is its 5 million skilled workforce comprising gemstone cutters and jewellery craftsmen. The karigar became the face of the campaign, through whom we told our story."

Pramod Agrawal, chairman, GJEPC, said, "The Indian gem and jewellery industry is the shining star of the Indian economy, contributing a staggering 14% to merchandise exports with total exports worth \$41 billion, employing a workforce of 5 million, and is a striking example of 'Make in India'. The current stature of our industry can be purely attributed to its hard work, perseverance and discipline

among other factors. The Indian gem and jewellery fraternity has contributed immensely towards the welfare of society through several philanthropic activities over many decades."

The GJEPC's domestic campaign also aims to elevate perceptions and change optics in the wake of the multi-crore banking scam involving jewellers Nirav Modi and Mehul Choksi and Punjab National Bank, which dented the sector's image to some extent. The domestic campaign was designed to underscore how the industry has stood the test of time and that the singular aberration didn't reflect the ethos of the sector, the Council said.

Colin Shah, vice chairman, GJEPC, added, "The brief to the agency was to bring alive the humane aspect of the gem and jewellery industry, which has not just impacted millions of lives, but has nurtured them in the process of attaining global leadership over



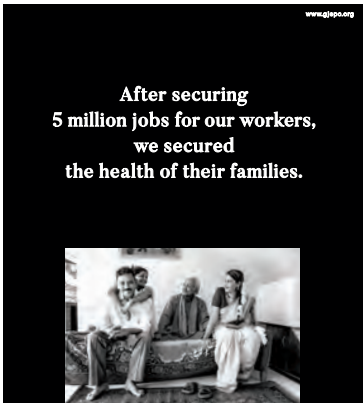
This man has contributed 7% to India's GDP.

The Gem & Jewellery industry is one of the largest contributors to the Indian economy, making up 7% of the nation's GDP. With the latest technology deployed at the most modern factories, and cutting and crafting skills passed down generations, India has attained the pre-eminent position of being the world's most desirable destination for gems and jewellery.

THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL 


Sponsored by the Ministry of Commerce & Industry

A VALUABLE ASSET TO INDIA



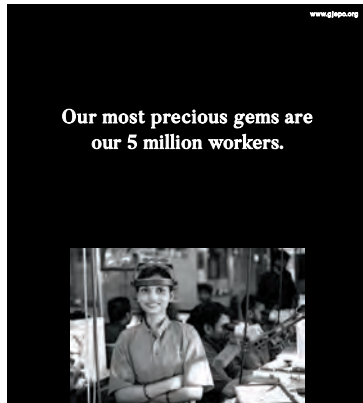
After securing 5 million jobs for our workers, we secured the health of their families.

The Gem & Jewellery industry doesn't just contribute to the nation's economy, but also to the well-being of its workers and their families. Through Pradhan Mantri Arogya Yojana, GJEPC has insured 3 lakh lives since 2015. With cutting and crafting skills passed down generations, and the latest technology deployed in the most modern factories, 5 million workers have helped India become the world's most desirable destination for gems and jewellery.

THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL 


Sponsored by the Ministry of Commerce & Industry

A VALUABLE ASSET TO INDIA



Our most precious gems are our 5 million workers.

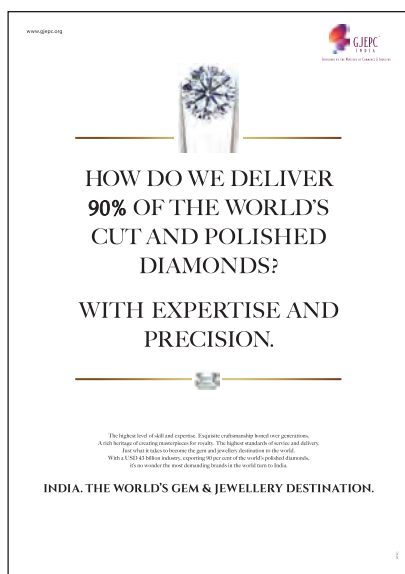
The Gem & Jewellery industry doesn't just contribute to the nation's economy, but also to the livelihoods of 5 million workers. With the latest technology deployed in the most modern factories, and cutting and crafting skills passed down generations, India has attained the pre-eminent position of being the world's most desirable destination for gems and jewellery.

THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL 

Sponsored by the Ministry of Commerce & Industry

A VALUABLE ASSET TO INDIA

India campaign ads

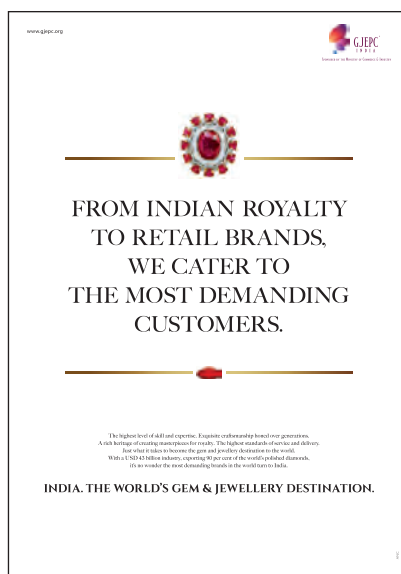


www.gjepc.org

**HOW DO WE DELIVER
90% OF THE WORLD'S
CUT AND POLISHED
DIAMONDS?
WITH EXPERTISE AND
PRECISION.**

The highest level of skill and expertise. Expertise craftsmanship passed over generations. A rich heritage of creating masterpieces for royalty. The highest standards of service and delivery. Jewellers who have become the gem and jewellery destination in the world. With a USD 43 billion industry, exporting 90 per cent of the world's polished diamonds. It is no wonder the most demanding brands in the world turn to India.

INDIA. THE WORLD'S GEM & JEWELLERY DESTINATION.



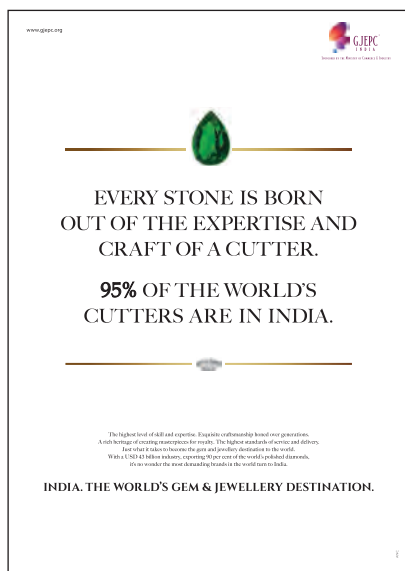
www.gjepc.org

**FROM INDIAN ROYALTY
TO RETAIL BRANDS,
WE CATER TO
THE MOST DEMANDING
CUSTOMERS.**

The highest level of skill and expertise. Expertise craftsmanship passed over generations. A rich heritage of creating masterpieces for royalty. The highest standards of service and delivery. Jewellers who have become the gem and jewellery destination in the world. With a USD 43 billion industry, exporting 90 per cent of the world's polished diamonds. It is no wonder the most demanding brands in the world turn to India.

INDIA. THE WORLD'S GEM & JEWELLERY DESTINATION.

“The campaign subtly demonstrates the achievements of this industry, which is empowered by its talented workforce coupled with the ability to produce world-class gems and jewellery through constant innovations and break-through technology.”

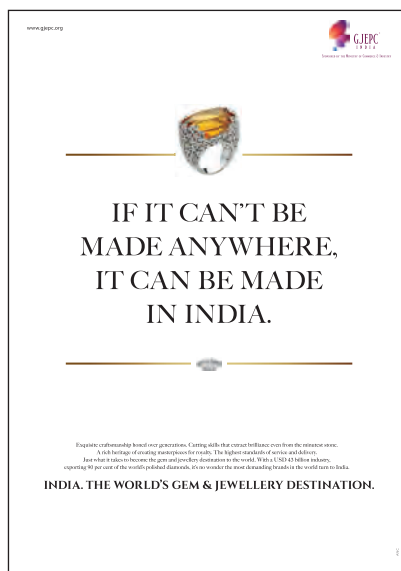


www.gjepc.org

**EVERY STONE IS BORN
OUT OF THE EXPERTISE AND
CRAFT OF A CUTTER.
95% OF THE WORLD'S
CUTTERS ARE IN INDIA.**

The highest level of skill and expertise. Expertise craftsmanship passed over generations. A rich heritage of creating masterpieces for royalty. The highest standards of service and delivery. Jewellers who have become the gem and jewellery destination in the world. With a USD 43 billion industry, exporting 90 per cent of the world's polished diamonds. It is no wonder the most demanding brands in the world turn to India.

INDIA. THE WORLD'S GEM & JEWELLERY DESTINATION.



www.gjepc.org

**IF IT CAN'T BE
MADE ANYWHERE,
IT CAN BE MADE
IN INDIA.**

Expertise craftsmanship passed over generations. Cutting with the finest tools and equipment. A rich heritage of creating masterpieces for royalty. The highest standards of service and delivery. Jewellers who have become the gem and jewellery destination in the world. With a USD 43 billion industry, exporting 90 per cent of the world's polished diamonds. It is no wonder the most demanding brands in the world turn to India.

INDIA. THE WORLD'S GEM & JEWELLERY DESTINATION.

International campaign ads

the last several decades. The campaign subtly demonstrates the achievements of this industry, which is empowered by its talented workforce coupled with the ability to produce world-class gems and jewellery through constant innovations and break-through technology.”

Milan Chokshi, convener – promotions & marketing, GJEPC, noted, “The campaign’s positioning is aimed at reinforcing confidence in the gem and jewellery trade that was impacted by the recent fallout. It’s an endeavour to shed light on

the positives of the industry to the audience at large.”

Global reach

The GJEPC’s international corporate campaign projects India’s unparalleled forte in producing exceptional diamonds and gems, and highlights its finesse in crafting exquisite, intricate jewellery.

Colin Shah said, “The GJEPC launched its international campaign this year at Hong Kong as one could not think of a better platform than this. The show witnesses the

convergence of leading gems and jewellery players from across the globe. India’s skill set in cutting and polishing diamonds and gemstones makes it a predominant leader in this segment.

“Ready availability of raw material, cost-effective labour, and skills passed through generations make the Indian gem and jewellery industry the most preferred destination for gems and jewellery globally. The campaign features India as the one-stop destination to source world-class gems and jewellery.” ■



Typhoon Damps Down HK Fair

The 36th edition of the September Hong Kong Jewellery & Gem Fair boasted a record number of exhibitors—3,730—but the downside was the shortened show thanks to the arrival of super-typhoon Mangkhut, the most severe storm to hit the region in recorded history.

By Cynthia Unninayar



When it opened on September 12th, sentiment was cautiously upbeat at the Asia World Expo (AWE) section of the Hong Kong Jewellery & Gem Fair, showcasing loose gems, pearls and diamonds. Although scheduled for five days, the event ground to a painful halt early on September 15th, after three days, as the impending typhoon showed no signs of weakening as it approached Hong Kong. Fearing the worst, exhibitors packed up early, while many visitors scrambled to find flights to leave the city before the storm hit full force on Sunday, September 16th.

On the morning of the 16th, the Hong Kong Observatory raised the storm signal to T10, which is the highest level, and the city and airport shut

down. Normally bustling with activity and crowded streets, Hong Kong was completely empty, as severe winds and heavy rainfall battered the city and surrounding areas, causing severe damage.

From the relative safety of my room on the 25th floor of a hotel on the Kowloon side, I could see trees uprooted and branches broken in the strong winds, while storm surges angrily crashed up over the sides of the piers. Debris flew everywhere and some buildings had their windows blown out. The heavy glass windowpanes in my hotel vibrated—a bit scary—while guests on higher floors said they could feel the 73-floor building sway as the winds whipped noisily through the streets and narrow alleyways ➡

(Facing page top) Crowds waiting to register on the first day at the HKCEC for the September Hong Kong Gem & Jewellery Show. Both the AWE and the HKCEC opened with exhibitors expressing cautious optimism.

(Facing page below) Spanish brand Magerit unveiled its "Eternal" collection in the International Premier Pavilion, with a range of colourful and meaningful pieces. Shown here is the "Juliet" line, representing Romeo and Juliet celebrating their unconditional love in 18-karat gold, diamonds, peridot, diopside and tanzanite. (Photo: Magerit)



Among the Indian pavilion exhibitors was Ravi Gems, which showcased a variety of beautiful jewels, including these necklaces featuring rose-cut diamonds, pearls and emeralds.



Among the busiest booths at AWE were the coloured diamond dealers. Shown here is a selection of coloured diamonds by Antwerp Cut (Belgium).

Rio Tinto (Australia) unveiled its statement necklace in Hong Kong, "Earth Magic", composed of two of the world's most coveted jewels: Argyle Pink Diamonds and Muzo Emeralds. (Photo: Rio Tinto)

In the French pavilion, designer Isabelle Langlois offered a selection of colourful multi-gemstone jewellery including these bold 18-karat pink gold earrings featuring iolite, tsavorites, sapphires, diamonds and peacock feathers. (Photo: Isabelle Langlois)

Rainbow colours were popular in jewellery at the show, such as this brooch from Lorenzo (Hong Kong). (Photo: Lorenzo)



with sustained winds of 173 kmph and gusts up to 223 kmph.

By evening, Mangkhut left Hong Kong, travelling to wreak havoc in Macau and the Pearl River Delta in China. On Monday, the clean-up efforts of the area began, as residents and officials assessed the destruction of flooded areas, damaged streets, broken windows and fallen trees.

Two days earlier, on Friday the 14th, the jewellery section of the fair opened its doors at the main Hong Kong Convention and Exposition Centre (HKCEC). A day later, traffic slowed as visitors changed flights to leave the area.

AWE opened on September 12th with nearly 1,600 booths and national pavilions featuring coloured gemstones, diamonds and pearls. On the first and second days, many exhibitors said that the show was doing moderately well, although others indicated that the show was slow.

There was however no dearth of beautiful products. Just about everything could be found—from inexpensive beads and carved gems to million-dollar diamonds and rare coloured gems—from accessible freshwater pearls to high-value South Sea pearls and everything in between.

Philippines-based Jeweler offered an exquisite collection of South Sea golden pearls in several collections including its new “Summer Blossoms,” featuring golden pearls in 18-karat gold with diamonds. (Photo: Jeweler)



After the storm on Sunday, the HKCEC show reopened on Monday the 17th for the remaining two days, to noticeably smaller number of visitors.

Before the storm

AWE opened on September 12th with nearly 1,600 booths and national pavilions featuring coloured gemstones, diamonds and pearls. On the first and second days, many exhibitors said that the show was doing moderately well, although others indicated that the show was slow. Whether it was in anticipation of the impending typhoon or just

the current state of the market, there seemed to be fewer buyers than last year’s event, and those who came seemed to be mostly looking.

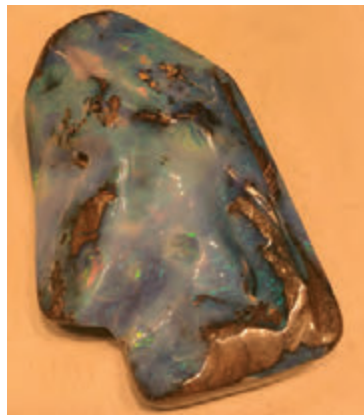
There was however no dearth of beautiful products. Just about everything could be found—from inexpensive beads and carved gems to million-dollar diamonds and rare coloured gems—from accessible freshwater pearls to high-value South Sea pearls and everything in between.

While all types of gemstones were in abundance, Paraiba tourmaline continued its upward trend, with many booths showcasing both Brazilian and



India had pavilions at both AWE and HKCEC. Shown here is the entrance to the pavilion at the HKCEC, which featured more than 40 exhibitors.

A sample of rough opal by Clifton Opal (Australia) on display at AWE.





In addition to their "Puzzle" jewellery, one of the more unexpected offerings at the HKCEC was this Gift Card selling for \$100,000 offered by Spanish company Goretskiy. It also offered cases containing ten gift cards for the man or woman who truly has everything.



A beautiful imperial topaz and Paraiba suite offered by Manoel Bernardes (Brazil) at the AWE.

African varieties. Emeralds also seemed to be in the spotlight as did their pink cousins, morganite. Several dealers indicated that many buyers were looking for high-quality small stones in all types of gems.

Moving over to the HKCEC on opening day, September 14th, traffic was brisk in the antique jewellery section, but a bit slow elsewhere. The Designer Area—although a bit lost behind the International Premier Pavilion (IPP)—featured many creative designers from around Asia and the world. A wide variety of pieces were on display, from flamboyant bejewelled vests and headgear to very high-end award-winning gemstone and diamond pieces. The section attracted a steady stream of onlookers. The IPP, with its premium brands, was somewhat quiet. The adjoining Grand Hall with its Fine Design Pavilion seemed to fare little better. It was also noticeable that some brands from previous years were not exhibiting. Worry about the typhoon clearly impacted visitor numbers as many sought to leave Hong Kong before it hit.

Given the vast nature and universality of the show, jewellery was seen in every colour and style. In keeping with current trends, there were many examples of multi-finger rings, as well as earrings ranging from simple studs to sumptuous stilettos. Rainbow coloured jewels were apparent at many booths, while statement necklaces also attracted attention.

On the more unusual side, a brand from Spain offered something for the woman (or man) who has everything—a



A pair of Colombian emeralds was offered by Shaun Gems (USA).



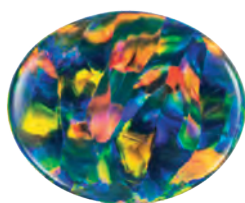
A rainbow of fine Ceylon sapphires were showcased by Sapphirus (Sri Lanka) at AWE.

Diamond Gift Card, featuring diamonds and gold in a credit-card-size gold case, for a price of \$100,000. Or, for those really wanting to make an impression, they could purchase a small case of ten gift cards for a cool \$1 million dollars. A few other “unexpected” jewels and decorations can be seen on these pages.

The day after Mangkhut ravaged the area, the show opened to even fewer visitors, as was to be expected since many had left before the storm. One Hong Kong company lamented

that, while a few of their regular customers showed up, they made no new contacts at all during the fair. This sentiment seemed to be fairly widespread, not just at this show, but others over the last few years. Does this call into question the effectiveness of trade shows? While the Hong Kong trade shows are among the most important in the world, we cannot help but wonder just how important?

All photos are courtesy of the author unless otherwise indicated.



Award-winning opal by Joel Price of Chris Price Opals (Australia).
(Photo: Chris Price Opals)



In the International Premier Pavilion, Italian brand Picchiotti showcased its “Xpandable” collection featuring this diamond and emerald ring in a patent-pending, revolutionary new line of jewellery that uses innovative, invisible technology to expand and contract its size.



The 7th JNA Awards Honours Industry Forerunners & Groundbreakers

Among the events cancelled and rescheduled in Hong Kong during the gem and jewellery show, because of the typhoon, was the prestigious JNA Awards. Originally taking place on the 16th, it was postponed to the 17th.

The JNA Awards annually recognises innovation and excellence in the jewellery and gemstone industry by honouring companies and individuals for their contributions to the advancement of the trade. With strong support from its partners, including Chow Tai Fook Jewellery Group, Shanghai Diamond Exchange, DANAT,

KGK Group, Guangdong Gems & Jade Exchange and Guangdong Land Holdings Limited, the JNA Awards is the most prestigious event on the international jewellery and gemstone calendar.

“Our industry is facing some challenging times, but we should not be discouraged. Instead, this is the time to be innovative. This is the time to seek business opportunities with a different light and angle, and form alliances and collaborations to create win-win situations,” stated Letitia Chow, chairperson of the JNA Awards. “Our honouree companies and individuals embrace this mindset to drive

(Top) Winners of the 2018 JNA Awards.
(Photo: JNA Awards)



Gautam Gopani, director – Kiran Exports (HK) Ltd. accepting the award on behalf of the company.

their businesses forward. Once again, I would like to express my deep appreciation and sincere congratulations to all companies and individuals who took part in this year's Awards. Together, we can make this industry flourish."

The Lifetime Achievement Award was given to Prida Tiasuwan, chairman of Pranda Jewelry Public Co. Ltd. Prida is well-known for his tireless effort in bringing Thailand-made jewellery to the forefront of the global market. His bold vision and revolutionary ideas not only contributed to the success of Pranda Group, but also benefited the jewellery industry as a whole.

The winners in the 12 categories are:

1. Brand of the Year – Retail: Luk Fook Holdings (International) Limited, Hong Kong
2. eSupplier of the Year: Kiran Gems Private Limited, India
3. Industry Innovation of the Year
 - 3a. Business Model: Shenzhen Mover Jewellery Co. Ltd., China
 - 3b. Diamond Testing Technology: IIDGR (UK) Ltd., United Kingdom
 - 3c. Manufacturing Process: Pandora Production Co. Ltd., Thailand
4. Manufacturer of the Year – Cutting & Polishing: Chow Tai Fook Jewellery Group Ltd., Hong Kong
5. Manufacturer of the Year – Jewellery: Kuwayama Corporation, Japan
6. Outstanding Enterprise of the Year – ASEAN, Japan & Korea: Poh Kong Jewellers, Malaysia
7. Outstanding Enterprise of the Year – Greater China: Shenzhen Sunfeel Jewelry Co. Ltd., China
8. Outstanding Enterprise of the Year – India: KGK Diajewels Private Limited, India
9. Retailer of the Year (500 outlets and below): PT Central Mega Kencana, Indonesia
10. Retailer of the Year (501 outlets and above): Hiersun, China
11. Sustainability Initiative of the Year: Jewelmer (Karamar Corporation), Philippines
12. Young Entrepreneur of the Year (Age 40 and below): Xu Xiao, Zbird / Shanghai Wisdom Jewelry Trading Co. Ltd., China; Zulu Ghevriya, Prism Group – Hong Kong ■



Sergey Ivanov, CEO, Alrosa, addressing a press conference in Hong Kong

Alrosa Launches Coloured Diamond Auction At HK

Russian diamond producer Alrosa presented the first-of-its-kind collection of large coloured diamonds at the Hong Kong Jewellery & Gem Fair as part of a new strategy to become the world leader in the production of coloured polished diamonds.

"Alrosa polished branch now focuses on the processing of large and coloured diamonds and the subsequent sales. We are the world's largest producer of diamonds, and that gives reason to believe that we are also ahead in terms of coloured rough diamond production. Today, Alrosa produces at least 7,000 carats of coloured diamonds per year. We have all it takes to dominate the market of coloured diamonds. The collection presented in Hong Kong demonstrates our capabilities," said

Evgeny Agureev, director of the United Selling Organization of Alrosa.

The collection showcased in Hong Kong comprised 250 diamonds of different shapes and hues. The company held the "True Colours" auction on September 19th and was scheduled to announce the results by the month-end, at the time of going to press. The company plans to hold the "True Colours" auction on a regular basis.

The key stones of the collection, which are expected to be the most expensive lots, include a 11-carat diamond of rare yellow hue (fancy vivid yellow), an orange-yellow oval diamond of over 15 carats and a 11-carat cushion of noble purple colour (deep purple-pink). According to the Gemological Institute of America (GIA), the Deep Purple is the largest diamond of this colour ever graded by GIA.

Alrosa said the alluvial mines of JSC "Anabar Diamonds" in



Vivid orange yellow

Yakutia and the open pit of PJSC "Severalmaz" in the Arkhangelsk region have the largest coloured diamond reserves. Alrosa sorts coloured diamonds according to a new technology that includes almost all hues and colour grades. Most of these diamonds are processed by Diamonds Alrosa, the company's polished branch.

"One of the Alrosa's competitive edges is the in-house lapidary division, which gives us the opportunity to trace the history of each diamond from mine to market. Our diamonds enjoy a sterling reputation and comply with the highest ethical and environmental standards. We invest in our diamond cutters, providing extensive training and opportunities for professional development. This allows us to keep the tradition of the highest quality of gem cutting, the paragon of diamond cutting art also known as the 'Russian cut,'" said Agureev. ■



Fancy deep purple-pink



GJEPC[®]
INDIA

SPONSORED BY THE MINISTRY OF COMMERCE & INDUSTRY

India

Gold & Jewellery Summit

November 23 & 24, 2018
Vigyan Bhavan | New Delhi



Lead Partner



**WORLD
GOLD
COUNCIL**

For registration, contact:

Ms. Pradnya Harmalkar at pradnya.harmalkar@gjepcindia.com / 8879310458
Ms. Annu Pal at annu@gjepcindia.com / 7738098225

www.gjepc.org |  [GJEPCIndia](https://twitter.com/GJEPCIndia) |  [gjepcindia](https://www.instagram.com/gjepcindia) |  [GJEPC](https://www.facebook.com/GJEPC)



The impressive opening ceremony of the BGJF featured a bevy of bejewelled models and officials of the DITP and ministry of commerce.

Colour & Creativity Rule At Bangkok Fair

Known as one of the world's leading producers of fine gems and jewellery, Thailand showcased its prolific range of jewellery at the 62nd edition of the Bangkok Gems & Jewellery Fair (BGJF), held from September 7th to 11th, 2018.

By Cynthia Unninayar

A testament to the economic importance of Thailand's gem and jewellery industry, the BGJF is organised and supported by Thailand's Department of International Trade Promotion (DITP) under the ministry of commerce. The sector is seen as vital to the development of the country's economy ranging from tourism to employment, from value-add of products and services to promoting a creative economy. More than 1.2 million people are employed in some aspect of gem and jewellery production, which generated \$12.8 billion in 2017.

It should also be noted that a significant share of Thailand's gem and jewellery industry is third-party production that Thai manufacturers carry out for many foreign brands, including

a number of well-known global luxury brands. These pieces are mainly crafted in gold, diamonds and gemstones, but the nation is also the world's second largest supplier of silver jewellery, just behind India.

Sector growth

"This industry has been experiencing robust growth, and the 62nd BGJF is an important marketing tool to promote the industry's capabilities and support Thai manufacturers, including SMEs, to expand their businesses abroad while networking and trading with partners from Thailand and other countries," explains Sontirat Sontijirawong, Thailand's minister of commerce.

"At the BGJF, new brands and designers have an opportunity to

(Below left) A model during the opening ceremony is wearing a sapphire and diamond suite by Beauty Gems, in a dress by Thai designer Tipayaphong Pusanaphong.

(Below right) One of Thailand's largest and most venerable family jewellery companies is Pranda, which celebrated its 25th anniversary this year. Shown here is a necklace in 24-karat gold and rubies by its sub-brand, Prima Gold.





A ruby and diamond necklace, earrings, and rings by Blue River is worn by a model in the opening ceremony in a dress by Thai designer Tipayaphong Pusanaphong.



Exquisite gemstone and diamond jewellery was in abundance at the BGJF, as seen in this emerald and diamond necklace by The Best Gems.



Chantira Jimreivat Vivatrat, director of Thailand's DITP, stressed the importance of the gems and jewellery industry to the nation's economy.



A bird's-eye view of the exhibition area. Photo courtesy BGJF

showcase their unique creations to target buyers from around the world, while the number of exhibitors joining the BGJF as well as those expressing interest in participating in the fair has been rising every year," he continues.

"In the first seven months of 2018, from January to July 2018, exports of gems and jewellery, excluding unwrought gold, saw an increase of 6.93% (to reach \$7 billion) compared to

the same period in the previous year. Moreover, the industry is projected to continue its steady growth into the coming year," adds Chantira Jimreivat Vivatrat, director of Thailand's DITP.

In 2017, jewellery products showing the highest growth were gemstones (+12.42%), pearls (+28.34%), silver jewellery (+14.74%), precious metal and metal-plated items (+90.19%). Products that saw negative growth



A selection of colourful and remarkable ceramic-based synthetic stones used in a range of beautiful designs in silver was displayed by the brand Siamite, of the Formica Group.



(Top right) This remarkable “Big Heart” kunzite weighing 488.48 carats was offered by ABC Stone Co.

(Above) Gemstones of all kinds were a major draw at the BGJF show. Shown here is a selection of the new species of sapphire, entitled Gold Sheen Sapphire, offered by Genuine Gems & Jewellery.

were diamonds, gold jewellery, imitation jewellery, and other precious metal pieces.

Heritage & craftsmanship

This edition of the BGJF took place under the theme “Heritage & Craftsmanship,” with the aim of highlighting Thailand’s

cultural heritage. Beautiful Thai designs with international touches shone a spotlight on Thailand’s position as a major player in the global gems and jewellery arena.

One of the most spectacular displays of Thai craftsmanship was the elegant fashion show entitled the “Queen of Jewellery”. The show honoured the royal



The Royal Palace in Bangkok, Thailand. The nation is one of the world’s most important gem and jewellery centres.



A wide assortment of fashionable jewellery could be seen at the BGJF, including these whimsical cat rings in ceramic by Rosy Jewellery.



A wooden necklace and cuff.
Photo courtesy BGJF

A coloured gemstone ring.
Photo courtesy BGJF



projects of Her Majesty Queen Sirikit, who dedicated her life to promoting arts and culture as well as helping her subjects generate income. The fashion show highlighted jewellery from Thai manufacturers, which showcased exquisite collections in high fashion, from gold jewellery made by artisans using ancient techniques to contemporary gold and silver jewellery, with many pieces incorporating striking coloured gemstones with intricate designs.

Special sections

As in previous years, the “Niche Showcase” featured five jewellery trends: *Metro Men*—jewellery for the modern man as well as LGBT individuals; *The Moment*—jewellery for special occasions such as weddings and auspicious events; *Beyond Jewellery*—lifestyle and decorative products with precious stones and materials; *Heritage & Craftsmanship*—jewels and products that mix heritage and craftsmanship such as those featuring reinterpreted folk wisdom of the four regions of the country into four contemporary jewellery collections; and *Spiritual Power*—pieces that reflect spiritual beliefs such as shown in Thiti Jewellery evoking ancient beliefs related to silver and pearl jewellery but in contemporary designs.

A special “Jewellers” exhibition featured a number of Thai designers who participated in the Designers’ Room and Talent Project, with a range of creative products. The “Creative Jewellery Project Exhibition” showcased 40 designers whose

innovative techniques attracted much attention, as did those in the special “Innovation and Design Zone,” with products made from non-traditional elements.

Finally, an expanded “New Faces” section provided the opportunity for 150 new exhibitors from 18 provinces in Thailand to display their creative works.

Mixed results

Several thousands of trade visitors from around the world visited the five-day show, which was also opened to the public at large during the last two days. Unlike most trade shows, fair officials indicated that the reason for including the general public was twofold. First, it allowed local people to see the creativity of Thai (and other) exhibitors, and secondly, some 20% of sales were generated during the final two days of the show.

Some 914 exhibitors showcased their wares at the BGJF, with 800 coming from Thailand. The busiest booths seemed to be the gem sellers, followed by silver. Although many exhibitors stated that the show was slow, others indicated that they were happy with the results, both in terms of sales and new contacts made. This outcome appears to be the new norm for trade shows these days.

Tax advantages

Thailand’s gem and jewellery industry enjoys several tax advantages to help its competitiveness. A number of tax-free zones, such as Gemopolis, on the outskirts of Bangkok, house production facilities, where foreign companies benefit from a strong infrastructure, easy access



to raw material suppliers and a highly skilled workforce.

BGJF exhibitors from outside of Thailand are also exempt from paying the value-added tax (VAT) when importing their goods for the show. VAT is paid only after the show and only for products that are sold. This greatly eases the paperwork and costs for overseas exhibitors who import and then re-export their unsold products, which remain untaxed.

To attract buyers, the BGJF also offers a variety of discounts on hotels, car rentals, restaurants and other amenities in Bangkok. (bkkgems.com) ■

Among the most popular gems at the show was Paraiba tourmaline, as shown in this prospective suite featuring cuts of Paraiba and sphene by Azizi.



Silver jewellery makes up a large portion of Thai production, including original gem-set pieces such as this quartz and silver ring with gold accents by Goldlip.

All photos are courtesy of the author unless otherwise indicated.



Positive Sentiment Pervades JAS 18

Jewellers Association Show (JAS), a popular business-cum-consumer trade fair organised annually by the Jewellers Association, Jaipur, was held from August 31st to September 3rd, 2018, at the Jaipur Exhibition & Convention Centre in Sitapura, an industrial zone. The four-day event witnessed a steady flow of foot traffic that generated strong

sales, with more than 5,000 trade buyers and 25,000 consumers from across the globe attending the show.

JAS 2018 housed more than 450 booths, of which 250 showcased gems and jewellery, 150 booths displayed rough gemstones, and the rest were related to allied services, publications, and jewellery manufacturing machinery and tools.

Speaking at the inauguration ceremony, chief guest C.R. Chaudhary, the union minister of state for commerce and industry, assured trade members that the issue of the Integrated Goods and Services Tax (IGST) levied on re-import of jewellery would be settled in the next GST Council meeting. He also promised to address, in consultation with the central government, the age-old demand of Jaipur jewellers for setting up a gem bourse.

Chaudhary praised the gems and jewellery industry for its contribution of 7% to the country's GDP. While praising the organisers of JAS, he said that Jaipur has made a mark as the gemstone capital and such shows will create a distinct identity for the pink city at the international level.

Also present at the opening ceremony were Member of Parliament Ramcharan Bohra, Jaipur Member of Legislative Assembly Mohan Lal Gupta, Jaipur mayor Ashok Lahoty and Gem & Jewellery Export Promotion Council (GJEPC) chairman Pramod Agrawal.

The theme of the show 'Mines to Jewellery' was depicted through live demonstrations of a gemstone's journey from rough to polished to finally being set in jewellery, by trained artisans.

During the event, Jewellers Association, Jaipur, launched an app which is aimed at



connecting buyers and sellers of gems and jewellery. The organisers also awarded cash prizes, certificates and trophies to winners of a pan-India jewellery competition sponsored by the Gemological Institute of America (GIA).

On the sidelines, JAS 18 held seminars on a range of topics, including brand building, blogging, gemstone treatments, and the IGST levied on re-import of jewellery.

Rajasthan industry minister Rajpal Singh Shekhawat, the chief guest for the closing ceremony,



Best Jewellery Booth Award



gave away awards for the best booths under two categories – gemstone and jewellery. In the gemstone category, the first prize went to Nakshatra, the second to Ansh Jewels, the third to Multi Gems Creations, and the consolation prize was given

to Shreejee Jewellers. In the jewellery category, the first prize went to Rambhajo, second to Golecha, third to Shreejee Jewellers, and the consolation prize to Parina Jewels.

There was a daily referral draw on all the four days, besides the mega draw on the last day. The referral draws were sponsored by Kishan Agrawal, Rambhajo Jewellers, Ashok Maheshwari and Ramdas Ashok Kumar Noval, who offered jewellery worth ₹50,000 each to the winners. The mega draw offering jewellery worth ₹1 lakh was sponsored by Nawlakha Jewellers.

The organisers informed that the next edition of JAS will be held from April 6th-9th, 2019, at the same venue. ■

Advertise in India's leading B2B gems and jewellery magazine to expand your business.

Reach the decision makers who matter in the world's largest diamond polishing centre and the fastest growing jewellery sector.

5

easy ways to subscribe

- Call on 022 2481 1024/1031
- Online at www.spentamultimedia.com/subscription.html
- Post the completed form to 'Spenta Multimedia Pvt Ltd - Subscription Department, Peninsula Spenta, Mathuradas Mill Compound, N M Joshi Marg, Lower Parel, Mumbai 400 013'
- E-mail: circulation@spentamultimedia.com
- Whatsapp 📞 on 7045220995

For information on advertising and subscription please contact:

Solitaire

INTERNATIONAL

SPENTA
MULTIMEDIA
PVT LTD

SPENTA MULTIMEDIA PVT LTD
Peninsula Spenta, Mathuradas Mill Compound,
N. M. Joshi Marg, Lower Parel (W), Mumbai - 400 013.
Tel: +91-22-2481 1062 Fax: +91-22-2481 1021
E-mail: solitaire@gjepcindia.com



MAGZTER

readwhere

MAGAZINOS

Readly

EZINEHART

A digital version of Solitaire is available on www.magzter.com, www.readwhere.com, www.magazines.com, www.readly.com, www.ezinemart.com

For your convenience, you can subscribe online at: www.solitaireinternational.com

Solitaire

INTERNATIONAL

Term	Issues	Cover price (₹)	You pay (₹)
1 year	12	1800	1600
2 years	24	3600	2900
3 years	36	5400	4200

International rate - 1 year INR 5600 /- or USD 90 by air mail post.

SOLITAIRE ORDER FORM

I WISH TO SUBSCRIBE TO SOLITAIRE FOR ☐ 1 YEAR ☐ 2 YEARS ☐ 3 YEARS

SUBSCRIPTION TYPE ☐ NEW ☐ RENEWAL

Subscription ID (for renewing subscribers only) _____

All fields including postal code and contact number/s are mandatory _____

Name (Mr/Mrs/Ms) _____

Company Name _____

Address _____

City _____ State _____ Postal code _____

Tel no (with STD code) _____ Mobile _____ Email ID _____

_____ Cheque / DD ₹ _____ (payable to Spenta Multimedia Pvt Ltd)
(add ₹50 for non-Mumbai cheques)

Cheque dated _____ Bank name _____

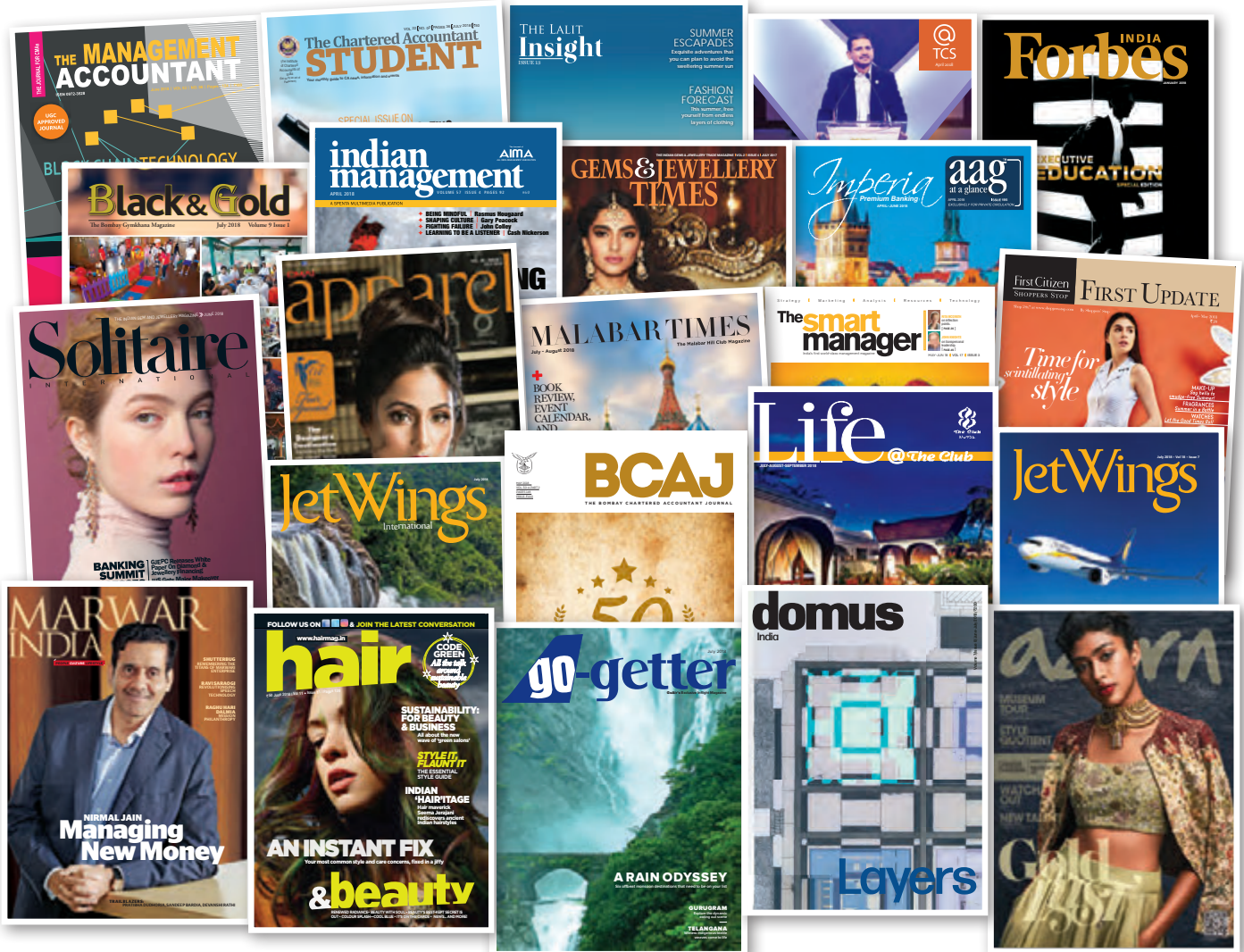
Subscriber's signature _____



Scan for Online Payment



TERMS & CONDITIONS: Cheques/DDs should be payable to Spenta Multimedia Pvt Ltd • Cheques/DDs must contain the code/address of the issuing branch • Please mention full name, address and signature on the reverse of the cheque/DD • For multiple subscriptions, attach separate coupons (photocopies allowed) along with separate cheques/DDs • Spenta Multimedia Pvt Ltd will not be responsible for postal or courier delays • Subscription offer and rates are valid in India only • Disputes, if any, will be subjected to the exclusive jurisdiction of competent courts in Mumbai only • Terms and conditions are subject to change from time to time • This offer supercedes all previous subscription offers • This offer is non-refundable, cannot be redeemed for cash and cannot be combined with any other offer • Issues are also available without this offer • Please allow a delivery period of 6-8 weeks (after remittance) for the first issue to reach you • In case of non-receipt of the magazine copy, please inform the Subscription Department within 15 days • Cash payments will not be accepted.



{ We Offer More Than **Solutions**; We Create **Relationships!** }

Spenta Multimedia is the printer for ICAI's CA Student

We believe that your brand and services are best served by reaching out regularly to your stakeholders. Hence, custom publications to us are **Relationship Publishing**, that effectively strengthen your brand with your customers.

With a portfolio of over 35 custom magazines, 7 consumer titles, 3 event properties, a state-of-the-art printing press, more than 80 clients for web-based publishing solutions and a growing list of clients for content services and book publishing, **Spenta Multimedia Pvt Ltd** has an average monthly readership of over 5.5 million across the genres of travel, retail, lifestyle, beauty, pharma, finance and management.

Contact us to see how you and your brand can grow with India's leading media house.



2nd Floor, Peninsula Spenta, Mathuradas Mill Compound,
N.M. Joshi Marg, Lower Parel, Mumbai - 400013.
Tel: 022 2481 1010 / 6734 1010
Email: ho@spentamultimedia.com
Website: www.spentamultimedia.com



Spenta Multimedia wins four awards at the 57th (ABC) Association of Business Communicators of India-Annual Awards 2017.

Young Consumers Driving Diamond Jewellery Demand: De Beers



Move aside Baby Boomers and Generation X. The Millennials and Gen Z now hold the power to shape the diamond industry's future. And the future looks bright with more than 60% of global diamond jewellery demand in 2017 coming from the younger generation (those aged 39 and below), according to De Beers' latest Diamond Insight Report.

The Millennial and Gen Z generations combined accounted for two-thirds of global diamond jewellery sales in 2017, as diamond jewellery demand reached a new record high of \$82 billion, according to the report.

Millennials, those people currently aged 21 to 39, represent 29% of the world's population and are the current largest group of diamond consumers. They accounted for almost 60% of diamond jewellery demand in the US in 2017 and nearly 80% in China.

Gen Z, those currently aged up to 20, is an even larger consumer generation – representing 35% of the world's population and will come of age as diamond consumers over the coming decades. Despite the generation

2017 DIAMOND JEWELLERY DEMAND

■ 2016 ■ 2017

INDIA (US\$BN)

-2.5%

INR (BN)

2016

192

2017

182

-5.5%



GLOBAL (US\$BN)

+2.2%



US (US\$BN)

+4.2%



JAPAN (US\$BN)

-2.9%

JPY (BN)

2016

597

2017

598

+0.1%



GULF (US\$BN)

-4.2%



REST OF WORLD (US\$BN)

+2.1%



CHINA (US\$BN)

+0.9%

RMB (BN)

2016

64

2017

66

+2.7%



The US was once again the fastest-growing region in terms of consumer demand. Demand increased in China, while growth in the other main markets declined.

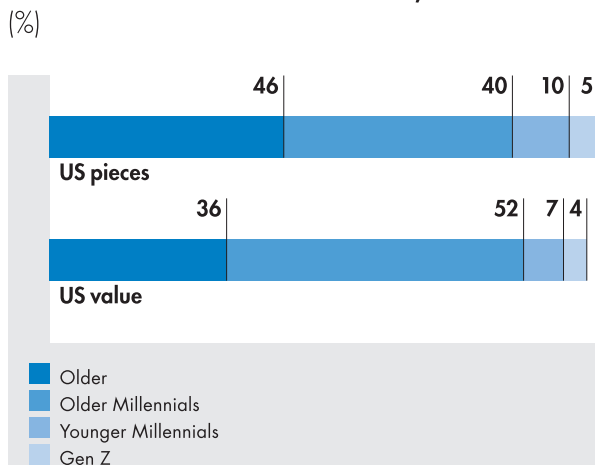
being a long way from financial maturity, Gen Z is already making its presence felt in the diamond market, with the oldest Gen Z consumers (those currently aged 18 to 20) acquiring 5% of all diamond jewellery pieces in the US last year.

The report highlights key similarities and differences between Millennials and Gen Z as a result of their life experiences that have particular implications for diamond brands and retailers. For example,

Millennials are in general more mistrusting, requiring brands to earn their trust before they can pursue growth, while Gen Z tend to be more individualistic and optimistic, desiring products that help build their own personal brand.

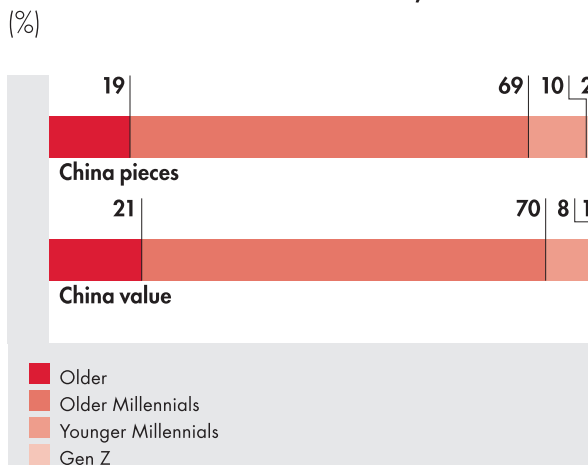
There are also a number of important similarities between the generations, especially with regard to valuing love, being digital natives, being engaged with social issues and desiring

MILLENNIALS AND GEN Z SHARE OF DIAMOND JEWELLERY DEMAND, US 2017 (%)



Source: De Beers Group-commissioned Diamond Acquisition Study, US, 2018 18–74-year-old women.

MILLENNIALS AND GEN Z SHARE OF DIAMOND JEWELLERY DEMAND, CHINA 2016 (%)



Source: De Beers Group-commissioned Diamond Acquisition Study, China, 2017, 18–54-year-old women in city Tiers 1–3.

authenticity and self-expression. Considering these similarities and differences, the 2018 Diamond Insight Report highlights three key areas of opportunity that the two younger generations present for the diamond industry.

Opportunity 1 - Meeting Millennial and Gen Z needs for love and commitment on their own terms

Romantic love remains the key driver globally for diamond jewellery sales, with both Millennials and Gen Z holding strong aspirations to be in committed relationships. However, their attitudes towards how they express and symbolise their love are evolving. When it comes to love and marriage, although many Millennials and Gen Z still want to follow tradition, there is an increasing focus on personalised products and relaxed experiences that reflect their individual values and preferences. The bridal

market continues to be of central importance, representing around 27% of diamond jewellery demand in the main diamond consuming countries, but diamonds given simply as a gift of love or romance (unrelated to marriage) are also a significant share of demand from younger consumers, representing a further 12% of total demand in 2017. Diamond brands and retailers must therefore complement traditional designs with more niche, customisable offerings to reflect the broader interpretation of love and commitment from young consumers.

Opportunity 2 – Tailoring communications, messages and media to the natural behaviour and preferences of Millennials and Gen Z

As digital communication natives, Millennials and Gen Z have an ‘always on’ attitude that means they live by a motto of ‘I Want What I Want When I

Want It'. Online shopping and social media are as significant to these generations as physical retail outlets when it comes to researching purchases. The majority (60%) of US Millennial and Gen Z women aged 18 to 39 search the internet prior to purchasing a diamond to learn about designs, quality, pricing and brands, with the younger Millennials and Gen Z being more likely than older Millennials to look on social media for inspiration prior to purchase. In China, nearly all (98%) Gen Z and Millennial consumers aged 19 to 29 research their purchase through one or more channels before buying. As Millennials and Gen Z experience this seamless 'phygital' coexistence in their everyday lives, they expect an equally seamless omni-channel experience when buying products. Omni-channel strategies that are organic, authentic, humorous and use out-of-the-box thinking resonate most with these consumers. However, retailers need to understand the different channels they favour. Gen Z's most popular social media platforms are Instagram and Snapchat, while Facebook, Twitter and Pinterest are considered older generations' media and of relatively less interest to Gen Z.

Opportunity 3 – Aligning company and brand purposes and social commitments to Millennial and Gen Z priorities

Millennials and Gen Z both display strong concern for social causes and responsibly sourced

products. This highlights the opportunity for diamond brands and retailers to be more proactive in communicating the good that diamonds do throughout the world, and the contribution their individual brands make to important social causes. Gen Z find corporate 'storytelling' insufficient to meet their expectations and expect brands to be able to back up their ethical claims, moving from 'tell me' to 'show me' when it comes to ethical sourcing, making technologies such as blockchain that can provide digital asset tracking more important.

Bruce Cleaver, CEO, De Beers Group, said: "The younger generations present wide-ranging opportunities for the diamond industry with the significant size and purchasing power of today's Millennials and tomorrow's Gen Z consumers. While both of these generations desire diamonds just as much as the generations that have come before them, there are undoubtedly new dynamics at play: those diamonds may now be in different product designs, used to symbolise new expressions of love, and researched and purchased in different ways to mark different moments in life.

"Diamond jewellery demand reached a record global high in 2017; however, with the younger consumers' desire for qualities that diamonds can perfectly embody – including love, connections, authenticity, uniqueness and positive social impact – the most exciting times for the diamond industry are still ahead of us if we can seize the opportunities."

Looking ahead

The global outlook for 2018 remains favourable in most countries, owing to strong economic prospects, positive consumer sentiment and continued marketing investment from the diamond industry. Protectionism poses a potential longer-term risk.

US market expectations remain positive, with growth likely to remain steady. Stable growth is expected in China, owing to continued economic strength and consumer confidence.

In India, rising inflation, higher interest rates and a weakening rupee may pose a challenge to consumer demand. Larger organised retailers are expected to continue to grow share of sales at the expense of smaller independents. ■

Indian Demand

Consumer demand continued to decline in 2017, but at a slower rate than in the previous year. This was due to the government's demonetisation initiative, the introduction of the Goods and Services Tax and the continuing anti-corruption and anti-money laundering regulations.

India's Q2 Gold Jewellery Demand Falls 8%

Global Q2 gold jewellery demand dipped 2% to 510.3 tonnes largely due to a weaker Indian market, according to the World Gold Council's (WGC's) latest Gold Demand Trends report. Challenging conditions in a few markets were the main reason for the year-on-year global decline in Q2 gold jewellery demand.

India and the Middle East were the main drivers of the decline, although weakness in those markets was partly offset by growth in China and the US. Comparing H1 2018 with H1 2017, demand was little changed:

1,031.2 tonnes compared with 1,035.8 tonnes, WGC said.

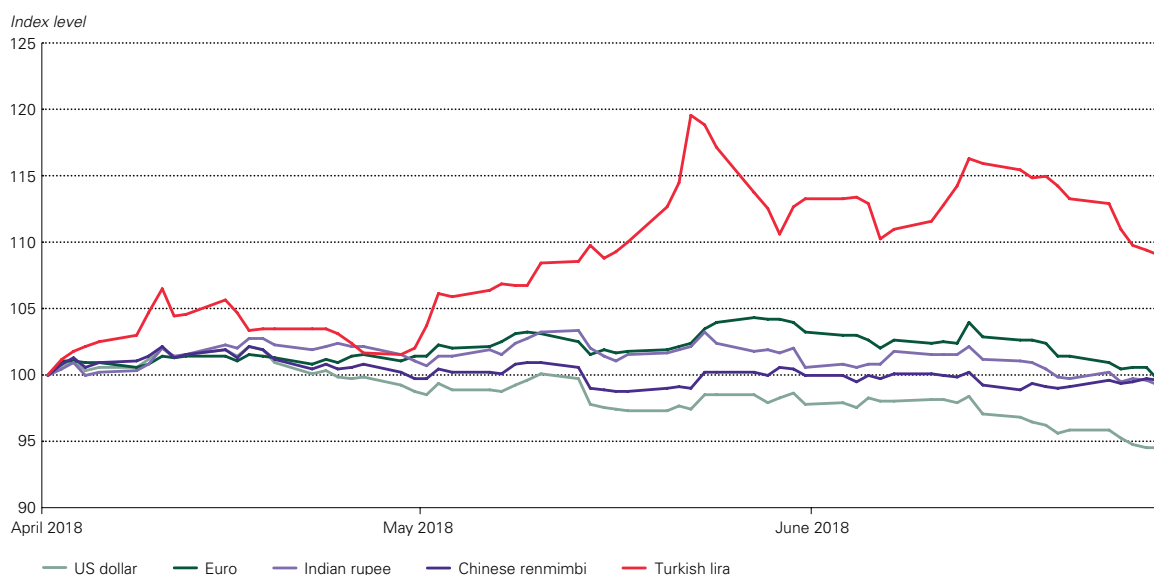
"It may seem surprising that gold jewellery demand failed to perk up in response to the relatively sharp decline in the US\$ gold price over the quarter. But currency weakness in many markets meant that local consumers did not benefit from similar gold price reductions; instead they were faced with steady – or even higher – prices," the report said.

WGC noted that Indian gold jewellery demand was down from a strong Q2 2017, falling 8% to 147.9 tonnes due to high

local prices and seasonal factors, but was in line with the long-term average. The year-on-year drop in demand was magnified by the jump in demand seen in Q2 last year when consumers rushed to make gold purchases before GST was implemented on July 1st. In a longer-term context, Indian jewellery demand was relatively healthy, just 1% below the five-year quarterly average of 149.1 tonnes and 3% higher than average Q2 demand over the preceding ten years (144.1 tonnes).

According to the report, Indian gold demand was boosted in April by Akshaya Tritiya and the

Stronger dollar drove the divergence between US\$ gold price and local currency prices



Note: Index 02/04/2018 = 100

Source: ICE Benchmark Administration; Datastream; World Gold Council

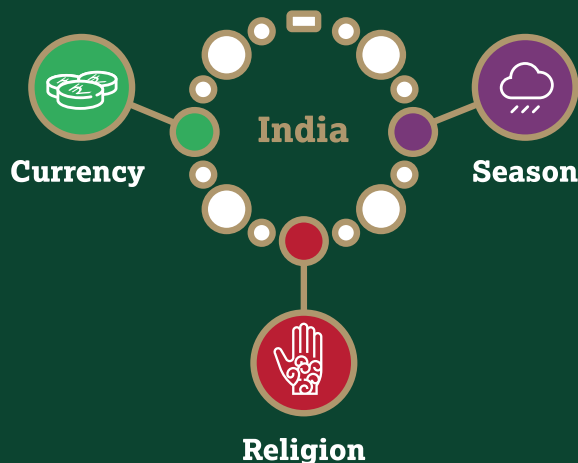
wedding season, before fizzling out. “India’s gold trade reported brisk demand during the festival, despite relatively high local gold prices at that time. And wedding-related purchases supported demand early in the quarter. This positive effect soon wore off however, as the rupee continued to weaken against the US\$, keeping the domestic gold price elevated,” it said.

Adhik Maas – an inauspicious time for Hindus – was also a contributing factor to the year-on-year decline. Adhik Maas is an additional month in the Hindu calendar, which occurs every 30-36 months in order to align the lunar and solar calendars. It is considered an inauspicious time for events such as weddings, so tends to have a dampening effect on gold jewellery demand. The start of Adhik Maas in mid-May coincided with the local gold price moving quite sharply into discount versus the US\$ price.

The imminent monsoon kept demand subdued towards the end of the quarter. Although the inauspicious Adhik Maas period ended on June 13th, it was rapidly followed by the onset of monsoon preparations among rural communities, aided by government attempts to boost farm incomes (such as loan waivers and raising Minimum Support Prices on certain crops). Farming communities were heavily involved in sowing crops ready for the monsoon – often a time during which gold is used as collateral for loans to buy seed rather than to purchase gold jewellery.

Similarly, economic factors and a new VAT regime in some

Indian jewellery: weak vs Q2 2017 but healthy from a longer term view



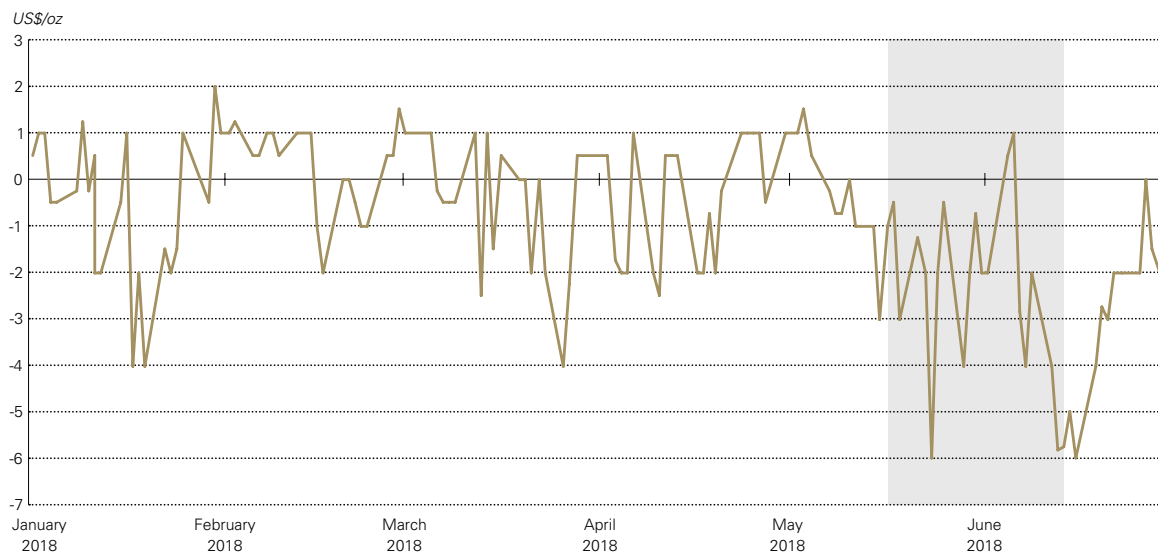
Demand dipped in Q2 as an inauspicious Hindu month coincided with a sharp rise in the local gold price and seasonal lull ahead of the monsoon.

markets hit Middle Eastern demand. Gold jewellery demand in the Middle East dropped 12% to 42 tonnes in Q2 versus a year earlier. On the other hand, Chinese gold jewellery demand extended its recent recovery, gaining 5% to 144.9 tonnes in Q2. Year-to-date demand reached a three-year high of 332.9 tonnes. Chinese consumers responded well to industry focus on innovation and branding, WGC noted. US jewellery demand, too, continued along its recent path of steady growth: demand grew 5% to a ten-year Q2 high of 28.3 tonnes.

Total gold demand

Global gold demand remained muted in Q2 2018 at 964 tonnes,

Steep discounts seen in India during inauspicious month of Adhik Maas



Source: NCDEX; World Gold Council

4% below the same period in 2017, according to the WGC. Global bar and coin investment was virtually unchanged at 248 tonnes. Stronger demand in China and Iran – fuelled by increasing geopolitical tensions with the US – were offset by falls in Turkey, India and Europe, where local prices remained elevated.

Central banks added 89t of gold to global official reserves in Q2 2018, down 7% compared with Q2 2017. Cumulative H1 2018 purchases of 193 tonnes were the highest since 2015. Alongside the familiar list of Russia, Turkey and Kazakhstan, the Reserve Bank of India returned to the market, albeit with only a very small purchase (+2.5 tonnes).

Alistair Hewitt, head of market intelligence at the WGC, commented: “It’s interesting how investors around the world have reacted to some of the risks stalking financial markets.

Weaker economic prospects and tumbling currencies off the back of heightened tensions with the US boosted Chinese and Iranian gold demand, while US investors shrugged off any geopolitical concerns. Demand from tech companies continued to grow, with H1 demand reaching a three-year high, while economic growth boosted jewellery demand in the US with Q2 demand hitting a ten-year high.”

The total supply of gold increased by 3% in Q2 2018 to 1,120 tonnes, supported by increased mine production and recycling growth. Mine production in Q2 saw a rise of 3% to 836 tonnes, the highest Q2 on record, as projects in Russia, Indonesia and Canada continued to ramp-up. Gold recycling also grew, as currency weakness in India, Turkey and Iran boosted local gold prices and encouraged consumers to lock in profits from their holdings. ■



KP: Global Rough Diamond Output Soars To 150.8 Mct

In 2017, worldwide, rough diamond production increased by nearly a fifth in volume terms owing to a surge in output from the top mining countries, especially Canada, data published by the Kimberley Process (KP) indicates.

Total global rough diamond production in 2017 grew 19.3% to 150.8 million carats, and leaped 29% in value terms to \$15.87 billion. The worldwide average diamond price last year went up 8% to \$105.2 per carat.

© Alice Nerr / Shutterstock.com

Annual Global Summary: 2017 Production, Imports, Exports and KPC Counts											
Summary Report											
Country Name	Production			Import			Export			KPC Counts	
	Volume, cts	Value, US\$	US\$ / cts	Volume, cts	Value, US\$	US\$ / cts	Volume, cts	Value, US\$	US\$ / cts	Import	Export
Angola	9,438,802.06	\$1,104,622,553.30	\$117.03	0.00	\$0.00	\$0.00	10,186,477.05	\$1,176,287,229.69	\$115.48	0	174
Armenia	0.00	\$0.00	\$0.00	305,215.07	\$53,716,728.11	\$176.00	142,994.59	\$16,616,813.69	\$116.21	138	55
Australia	17,134,730.00	\$199,695,128.00	\$11.65	26,370.39	\$4,983,373.32	\$188.98	16,212,893.29	\$199,699,508.67	\$12.32	37	91
Bangladesh	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0	0
Belarus	0.00	\$0.00	\$0.00	49,913.75	\$15,791,050.91	\$316.37	24,033.56	\$9,926,452.47	\$413.02	44	21
Botswana	22,961,298.25	\$3,329,388,246.00	\$145.00	10,705,530.75	\$1,983,215,696.13	\$185.25	33,319,406.98	\$5,548,388,885.24	\$166.52	303	2,578
Brazil	254,896.32	\$37,887,314.80	\$148.64	7,426.66	\$69,375.42	\$9.34	275,825.55	\$59,850,253.13	\$216.99	15	66
Cambodia	0.00	\$0.00	\$0.00	135,996.24	\$26,031,428.01	\$191.41	44,594.46	\$8,490,138.06	\$190.39	30	23
Cameroon	1,757.45	\$917,847.18	\$522.26	0.00	\$0.00	\$0.00	1,331.81	\$100,875.07	\$75.74	0	15
Canada	23,233,988.17	\$2,059,907,718.00	\$88.66	500,520.51	\$65,289,462.08	\$130.44	23,097,828.35	\$2,095,389,738.67	\$90.72	220	290
Central African Republic *	47,636.70	\$6,505,304.82	\$136.56	0.00	\$0.00	\$0.00	47,636.70	\$6,505,304.82	\$136.56	0	18
China, People's Republic of	230.00	\$92,000.00	\$400.00	14,703,781.11	\$1,960,339,347.69	\$133.32	11,794,007.71	\$2,835,170,692.80	\$240.39	2,377	5,641
Congo, Democratic Republic of	18,902,763.56	\$157,270,993.00	\$8.32	244.54	\$309,724.00	\$1,266.56	17,279,480.69	\$208,055,188.00	\$12.04	0	570
Congo, Republic of	46,757.86	\$1,159,662.45	\$24.80	0.00	\$0.00	\$0.00	34,292.85	\$1,046,502.65	\$30.52	0	6
Cote D'Ivoire	7,360.82	\$182,479.26	\$24.79	0.00	\$0.00	\$0.00	10,933.33	\$2,092,259.10	\$191.37	0	2
European Union	0.00	\$0.00	\$0.00	159,799,649.17	\$12,183,100,421.64	\$76.24	129,158,188.38	\$12,677,374,376.55	\$98.15	10,275	31,722
Ghana	82,233.16	\$2,771,918.40	\$33.71	0.00	\$0.00	\$0.00	86,924.87	\$2,859,055.54	\$32.89	0	25
Guinea	181,450.21	\$20,462,950.73	\$112.77	5,454.97	\$1,057,879.91	\$193.93	185,292.38	\$26,835,935.13	\$144.83	0	103
Guyana	52,161.06	\$10,295,036.41	\$197.37	0.00	\$0.00	\$0.00	79,913.58	\$13,612,661.94	\$170.34	0	44
India	41,701.70	\$7,354,349.01	\$176.36	195,003,865.65	\$18,977,184,885.40	\$97.32	45,609,092.14	\$2,087,696,618.04	\$45.77	40,468	2,800
Indonesia	0.00	\$0.00	\$0.00	12,000.03	\$79,132.55	\$6.59	0.00	\$0.00	\$0.00	7	0
Israel	0.00	\$0.00	\$0.00	10,064,799.18	\$3,657,857,609.29	\$363.43	8,730,862.89	\$3,011,301,926.29	\$344.90	6,282	4,060
Japan	0.00	\$0.00	\$0.00	202,628.05	\$68,091,362.41	\$336.04	70,305.99	\$26,468,224.80	\$376.47	293	153
Kazakhstan	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0	0
Korea, Republic of	0.00	\$0.00	\$0.00	23,806.28	\$4,603,354.86	\$193.37	1,073.42	\$98,057.00	\$91.35	119	8
Laos	0.00	\$0.00	\$0.00	99,054.75	\$15,871,931.63	\$160.23	10,418.21	\$770,089.73	\$73.92	33	28
Lebanon	0.00	\$0.00	\$0.00	141,525.40	\$15,885,833.85	\$112.25	136,217.38	\$13,873,787.47	\$101.85	14	24
Lesotho	1,126,408.72	\$342,657,690.30	\$304.20	288.51	\$1,124.53	\$0.00	1,001,622.12	\$294,336,960.67	\$293.86	1	31
Liberia	0.00	\$0.00	\$0.00	5.29	\$90,000.00	\$17,013.23	60,541.14	\$34,039,737.02	\$562.26	0	85
Malaysia	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0	0
Mali	2.37	\$132.00	\$0.00	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0	0
Mauritius	0.00	\$0.00	\$0.00	68,594.52	\$58,695,673.00	\$855.69	1,854.64	\$493,036.05	\$265.84	120	29
Mexico	0.00	\$0.00	\$0.00	10,028.82	\$301,478.44	\$30.06	60.20	\$2,212.55	\$36.75	51	1
Namibia	1,948,412.28	\$1,010,716,178.90	\$518.74	206,866.12	\$209,035,723.16	\$1,010.49	1,921,146.68	\$964,933,949.40	\$502.27	50	193
New Zealand	0.00	\$0.00	\$0.00	41.26	\$1,891.78	\$45.85	0.00	\$0.00	\$0.00	3	0
Norway	0.00	\$0.00	\$0.00	1.63	\$59.46	\$0.00	0.00	\$0.00	\$0.00	1	0
Panama	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0	0
Russian Federation	42,614,780.00	\$4,112,173,170.00	\$96.50	709,739.42	\$196,104,340.52	\$276.30	45,950,299.46	\$4,428,688,436.84	\$96.38	61	2,858
Sierra Leone	289,141.18	\$122,316,627.92	\$423.03	1,457.85	\$591,319.42	\$405.61	288,978.73	\$122,101,392.68	\$422.53	6	177
Singapore	0.00	\$0.00	\$0.00	3,874,900.09	\$874,836,615.91	\$225.77	3,769,702.64	\$878,177,032.35	\$232.96	100	1,028
South Africa	9,682,965.00	\$3,089,269,213.00	\$319.04	390,215.77	\$359,584,243.52	\$921.50	9,907,256.26	\$1,304,699,925.74	\$131.69	267	1,770
Sri Lanka	0.00	\$0.00	\$0.00	390,299.57	\$62,190,038.05	\$159.34	295,236.30	\$21,586,218.29	\$73.12	185	160
Swaziland	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0	0
Switzerland	0.00	\$0.00	\$0.00	2,334,829.50	\$721,039,448.65	\$308.82	2,118,955.40	\$922,909,216.88	\$435.55	378	402
Tanzania	298,126.99	\$79,416,709.46	\$266.39	0.00	\$0.00	\$0.00	298,126.99	\$79,416,709.46	\$266.39	0	57
Thailand	0.00	\$0.00	\$0.00	1,094,680.03	\$274,073,611.69	\$250.37	738,509.51	\$92,873,015.94	\$125.76	499	230
Togo	2.40	\$336.00	\$140.00	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0	0
Turkey	0.00	\$0.00	\$0.00	15,090.08	\$124,338.67	\$8.24	61.80	\$3,728.00	\$60.32	4	1
Ukraine	0.00	\$0.00	\$0.00	8,774.86	\$2,729,091.85	\$311.01	0.00	\$0.00	\$0.00	15	0
United Arab Emirates	0.00	\$0.00	\$0.00	86,903,572.79	\$6,925,285,198.92	\$79.69	88,379,211.19	\$9,756,636,768.78	\$110.40	6,240	13,521
United States of America	0.00	\$0.00	\$0.00	1,996,556.68	\$1,101,181,982.50	\$551.54	1,575,868.46	\$923,738,824.22	\$586.18	971	1,030
Venezuela	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0.00	\$0.00	\$0.00	0	0
Vietnam	0.00	\$0.00	\$0.00	75,324.88	\$17,982,040.76	\$238.73	22,862.16	\$4,469,654.69	\$195.50	46	9
Zimbabwe	2,507,604.31	\$175,379,664.09	\$69.94	0.00	\$0.00	\$0.00	743,996.92	\$76,150,903.67	\$102.35	0	26
Chinese Taipei**	0.00	\$0.00	\$0.00	46,531.95	\$10,084,451.55	\$216.72	1,842.93	\$9,174,740.66	\$4,978.34	62	11
Totals	150,855,210.57	\$15,870,443,223.03	\$105.20	489,915,582.12	\$49,847,411,269.59	\$101.75	453,616,159.69	\$49,942,943,038.44	\$110.10	69,715	70,136

* Consistent with the Administrative Decision on resumption of exports of rough diamonds from Central African Republic (July 2015)

**The rough diamond trading entity of Chinese Taipei has also met the minimum requirements of the KPCS

Source: Kimberley Process Certification Scheme

In 2017, Russia maintained its position as the world's top diamond producing nation. Russia's output grew 6% by volume to 42.6 million carats, and increased 15% in value to \$4.1 billion.

Canada outmined Botswana to become the number two volume-based diamond producer. Canada's 2017 diamond output rose 78% to 23.2 million carats, and jumped 47% to \$2.05 billion.

Botswana took second place in terms of value and third place in terms of volume; it produced 22.9 million carats (+12%) valued at \$3.32 billion (+17%).

South Africa, too, put up a strong performance in 2017, making it the third largest producer by value and sixth highest by volume. South Africa's diamond output rose 148% to \$3.08 billion and climbed 16% to 9.68 million carats. South

Imports in Carats		
Country Name	Volume, cts	Percent
India	195,003,865.65	39.80%
European Union	159,799,649.17	32.62%
United Arab Emirates	86,903,572.79	17.74%
China, People's Republic of	14,703,781.11	3.00%
Botswana	10,705,530.75	2.19%
Other	22,799,182.65	4.65%
Total	489,915,582.12	100.00%

Imports in Value US \$		
Country Name	Value US \$	Percent
India	\$18,977,184,885.40	38.07%
European Union	\$12,183,100,421.64	24.44%
United Arab Emirates	\$6,925,285,198.92	13.89%
Israel	\$3,657,857,609.29	7.34%
Botswana	\$1,983,215,696.13	3.98%
Other	\$6,120,767,458.21	12.28%
Total	\$49,847,411,269.59	100.00%

Exports in Carats		
Country Name	Volume, cts	Percent
European Union	129,158,188.38	28.47%
United Arab Emirates	88,379,211.19	19.48%
Russian Federation	45,950,299.46	10.13%
India	45,609,092.14	10.05%
Botswana	33,319,406.98	7.35%
Other	111,199,961.54	24.51%
Total	453,616,159.69	100.00%

Exports in Value US \$		
Country Name	Value US \$	Percent
European Union	\$12,677,374,376.55	25.38%
United Arab Emirates	\$9,756,636,768.78	19.54%
Botswana	\$5,548,388,885.24	11.11%
Russian Federation	\$4,428,688,436.84	8.87%
Israel	\$3,011,301,926.29	6.03%
Other	\$14,520,552,644.74	29.07%
Total	\$49,942,943,038.44	100.00%

Source: Kimberley Process Certification Scheme

Top 10 Diamond Producers By Volume

Country	Production		Average Price
	Volume, cts	Value, US\$	US\$/cts
Russian Federation	42,614,780.00	\$4,112,173,170.00	\$96.50
Canada	23,233,988.17	\$2,059,907,718.00	\$88.66
Botswana	22,961,298.25	\$3,329,388,246.00	\$145.00
Democratic Republic of Congo	18,902,763.56	\$157,270,993.00	\$8.32
Australia	17,134,730.00	\$199,695,128.00	\$11.65
South Africa	9,682,965.00	\$3,089,269,213.00	\$319.04
Angola	9,438,802.06	\$1,104,622,553.30	\$117.03
Zimbabwe	2,507,604.31	\$175,379,664.09	\$69.94
Namibia	1,948,412.28	\$1,010,716,178.90	\$518.74
Lesotho	1,126,408.72	\$342,657,690.30	\$304.20

Source: Kimberley Process

Top 10 Diamond Producers By Value

Country	Production		Average Price
	Volume, cts	Value, US\$	US\$/cts
Russian Federation	42,614,780.00	\$4,112,173,170.00	\$96.50
Botswana	22,961,298.25	\$3,329,388,246.00	\$145.00
South Africa	9,682,965.00	\$3,089,269,213.00	\$319.04
Canada	23,233,988.17	\$2,059,907,718.00	\$88.66
Angola	9,438,802.06	\$1,104,622,553.30	\$117.03
Namibia	1,948,412.28	\$1,010,716,178.90	\$518.74
Lesotho	1,126,408.72	\$342,657,690.30	\$304.20
Australia	17,134,730.00	\$199,695,128.00	\$11.65
Zimbabwe	2,507,604.31	\$175,379,664.09	\$69.94
Democratic Republic of Congo	18,902,763.56	\$157,270,993.00	\$8.32

Source: Kimberley Process

Africa's average diamond price in 2017 more than doubled to \$319.04 per carat, from \$150.26 a year earlier.

India was the sixteenth-biggest diamond producing nation by value and nineteenth-largest by volume; its annual diamond output of 41,701 carats was valued at \$7.35 million.

India continued its multi-year streak as the biggest rough diamond importer, accounting for nearly 40% of worldwide rough imports by value and volume. During the twelve-month period, India imported 195 million carats of rough (+31%) worth \$18.9 billion (+14%). The European Union (EU) topped the charts in terms of rough exports, registering outbound shipments of 129.1 million carats valued at \$12.6 billion. ■

Fashion Forward

Aisshpra Gems & Jewels, Gorakhpur, brings to you a modern collection crafted in 22-karat rose gold. The line-up of lightweight dangles, necklaces and cuffs bear curves, multiple textures and finishes, floral details and tiered motifs. A blend of craftsmanship and design, these jewels can be paired with prêt and party ensembles. Step out and create a flutter.



A Special Bond

The most adorable relationship is that between a daughter and a mother. Celebrate and cherish the moment by gifting your daughter jewellery crafted with platinum, a rare and precious metal. This Daughter's Day, choose from an array of designs including layered necklaces, pendants and bracelets. Inspired by global trends, these minimalistic designs are what the woman of today needs.



Red Passion

Varda Goenka – Fine Jewels by Diagold introduces the Eternal Love collection set with oval and drop-shaped rubies and diamonds. The artistic collection features a wide range of earrings, pendants and necklaces that reflect sophisticated elegance. Ruby, a favourite gemstone of royalty, signifies passion, prosperity and protection. The collection is an ideal gift to profess undying love to your beloved.

Sleek & Chic

Adawna by Sonal's Bijoux presents its astro-inspired sparkling collection that highlights superior finish and design. Set with Swarovski crystals and semi-precious stones, the collection features a range of bracelets, rings and earrings that have an edgy vibe. Sonal Sahrawat, creative director of the brand says, "I was always fascinated by the stars and other celestial bodies. Each jewellery piece makes it an ideal gift for your loved one." One-off, timeless and beautiful, just like the twinkling stars.



Floral Bounties

Celebrating its 11th anniversary in style, Reliance Jewels launched an exquisite designer jewellery collection Aabhar, To You With Gratitude inspired by nature, including sunrises and sunsets, trees, flowers and more. Expertly crafted by artists, the gold and diamond pendant sets and earrings are created for everyday and special moments. The delicate pieces are exclusively available at all Reliance Jewels showrooms across the country.



Golden Treasures

In the run-up to the wedding season, Nagpur-based Karan Kothari Jewellers unveils a collector's collection, Bridal Baubles, crafted in 22-karat yellow gold. The handcrafted jadau jewellery is set with precious gemstones and showcases intricate detailing of textures and dainty, nature-inspired motifs. The collection will appeal to the modern bride, who is rooted in tradition.



*An Expression
of Art...*

*Retro
Chic*

Visit us:

Jewellery Arabia, 20th - 24th Nov 2018, Hall 2, Booth # 1398

 **A'Star Jewellery**

www.asianstargroup.com

T: Mumbai: +91 22 6702 0564 | Chennai: +91 44 4549 5470 | Hyderabad: +91 40 2332 8593 | Ahmedabad: +91 79 2656 1744

 **Asian Star**
Sustainable Jewellery

 **SIGHTHOLDER**
OF THE DE BEERS GROUP OF COMPANIES

 **Dominion
Diamond Mines**

 **ALROSA**
ALLIANCE

 **Polo Time**
SELECT DIAMANTIERE

 **FOREVERMARK**
A DIAMOND IS FOREVER

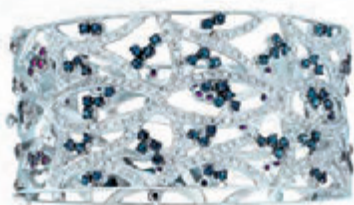
 **CANADA MARK**
Approved Authenticity

 **AUSTRALIAN
DIAMONDS**

A'Star Jewellery is a Division of Asian Star Co. Ltd. (India), a Sightholder of The De Beers Group of Companies. | SIGHTHOLDER™ is a trademark used under licence from The De Beers Group of Companies.
The trademarks owned by Dominion Diamond Corporation | The ALROSA ALLIANCE logo is a trademark used under licence from PJSC ALROSA | Select Diamantier is a trademark of Polo Time London Limited, used under licence.

Wristy Appeal

Celebrated gemmologist Shagun Gupta unveils her signature handcrafted bracelets that are studded with luminous gemstones such as diamonds, sapphires, emeralds and rubies in contemporary designs. Flaunt one of these eye-catching white gold bracelets, designed with organic floral or geometrical motifs, at weddings, cocktail parties or social gatherings.



Timeless Classics

Mumbai-based luxury jewellery brand Manubhai Jewellers introduces a wide range of temple jewellery handcrafted in 22-karat gold. The line-up consists of multi-row necklaces, earrings and more accented with rubies. Though most of the pieces bear deities, some draw design inspiration from the architecture of temples. Pair any of the pieces with a traditional or contemporary outfit to make a mark.

|| stylevati bhava ||

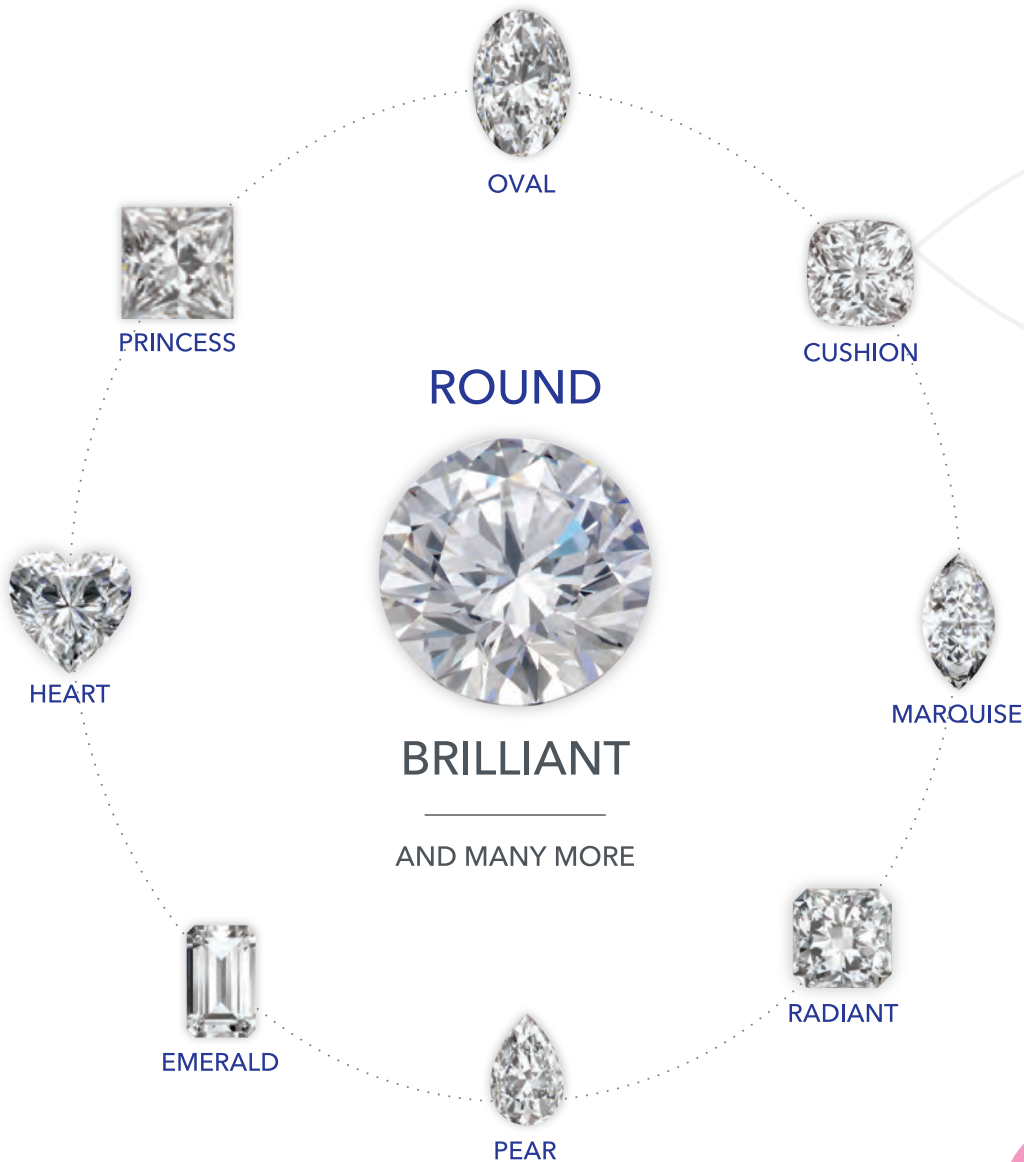


Designer Mangalsutra

Trident Corporation

12, Refinery Bldg., 2nd Flr., R. No.: 02, 2nd Agiary Lane, Dhanji Street, Mumbai - 02.
Tel.: 022 - 2347 2536 / 3352 7599 / 82911 65546. E-mail Id.: tridentcorpn@gmail.com

DO YOU HAVE ALL THE OPTIONS IN THE UNIVERSE?



over 9 shape diamonds
ranging from 0.18 - 50 carat
D to M colour in FL to I3 clarity
Certified - Non Certified

for more please visit hk.co



Hong Kong International Jewelry Manufacturers' Show

Date: 29 Nov. - 2 Dec. 2018

Booth#1EB30 (HKCEC)

