



Seminar for E-Commerce

By GJEPC, Mumbai.

22nd January, 2019

Key Highlights of the Seminar

The Gem & Jewellery Export Promotion Council in association with e-Bay & Alibaba.com Conducted Awareness Seminar on E-Commerce

Presentation done by: Mr. Nitin Indurkar from eBay & Mr.Sarang Patel from Alibaba.com

E-commerce has become one of the most popular methods of making money online and an attractive opportunity for investors. As the internet becomes ingrained in our daily lives and routines, acceptance of ecommerce continues to grow, and businesses are taking advantage of this.

Keeping this motto in mind GJEPC conducted an awareness seminar to educate jewellery exporters and manufacturers about B2C exports & B2B exports from India through e-commerce channels like eBay & Alibab.com specifically for the GJEPC jewellery members. GJEPC organised this Awareness seminar on "E-Commerce" on 22nd January, 2019 at Conventional Hall, Tower DC, Bharat Diamond Bourse, Bandra Kurla Complex, Bandra, Mumbai.

The seminar was chaired by Shri Ashokbhai Gajera (Regional Chairman-Western Region) and addressed by Shri Manish Jivani (MSME-Convener). However, facilitated by Dr. Jitarani Udgata.

Shri Manish Jivani (MSME-Convener) welcomed the members and briefly explained importance of E-Commerce & Digital marketing

Mr.Nitin Indurkar Regional Manager, eBay has done a presentation & shared details of B2C Ecommerce exports opportunity from India as well as Global markets, available through E-commerce, product display, promotion, documentation required for Customs clearance to sell globally & essential information required for e-marketing. Similarly, Mr. AL Nahiyon, Country Head & Mr.Sarang Patel (Alibaba.com) done presentation & shared details of B2B exports opportunity from India. They mentioned that Alibaba has its presence around 190 countries. They also share the necessary information about the benefits of e-commerce platform and its effectiveness.

GJEPC provided members two different platform of e-marketing, by which GJEPC put it's all effort to create an awareness and a step ahead to digitalize the G&J sector .

The seminar concluded with a Q&A session.



