

IIJS Signature Goa - Signs off successfully

IIJS Signature Goa, organised by the Gem & Jewellery Export Promotion Council of India culminated in a grand way by fulfilling its promise of mixing Business with Pleasure. The Council initiated - IIJS Signature, Goa to **promote India as the preferred source for Jewellery** and eventually Build Brand 'India'. Signature was conceptualized to showcase India's ability to produce quality jewellery that will match the lifestyle trends world over.

From the very entrance to the show, the Signature style and ambience expressed in a seaside context was real delight for the visitor. IIJS Signature was held in Panaji, Goa's capital city, located at the confluence of the Mandovi River and the Arabian Sea. The Kala Academy, the venue, has scenic surroundings and was easily accessible both by road and via its own riverside jetty.



IIJS Signature was inaugurated on 29th February 2008 amongst much fanfare and expression of pride. The formal inauguration ceremony was brimming with lot of optimism as **Shri Pratap Singh Rane, Speaker, Goa Legislative Assembly** and **Mr. Sanjay A. Kothari, Chairman, GJEPC**, **Mr. Vasant Mehta Vice Chairman GJEPC**, **Mr. Navin Jashnani, Convener IIJS Subcommittee** and **Mr. Sabyasachi Ray, Acting Executive Director, GJEPC** did the honors of lighting the lamp, while the audience too had their share of foreign and Indian dignitaries.



Speaking on the occasion **Shri Pratap Singh Rane, Speaker, Goa Legislative Assembly, said** “India is a Leader in diamonds and will definitely achieve leadership in manufacturing jewellery in coming times. IIJS Signature showcases the excellence achieved by the industry in India.” Shri Rane welcomed the trade fraternity to Goa and assured all the required support.

Chairman Mr. Sanjay Kothari commented, “I feel proud about the achievement of Indian Gem & Jewellery industry. We have ensured that *IIJS – Signature* serves as a platform to forge strong and enduring business relationships. The exhibitors were the most renowned companies of India and their manufacturing abilities are at par with international centers in terms of design quality and craftsmanship”.



This show is first of its kind for the Indian Gem and Jewellery Industry. It featured diverse jewellery collections and presented an exclusive blend of luxury & mass produced jewellery indicating India as a fast emerging & the most sought after sourcing hub for jewellery. India is well-known for its ability to competitively produce jewellery for the world. The country has now also developed the capability of supplying high-end jewellery for the most exclusive brands. This evolution is apparent in India's creativity and designs, in manufacturing and quality standards, as also in the conduct of business – all of which was showcased at this exclusive jewellery show.

The event was by invitation only, and showcased country's **top 98 manufacturers spread across 140 booths**. A glance through the exhibits displayed Indian gem & jewellery industry's strength in all jewellery product categories, be it daily wear, couture, or heritage jewellery.



The IIJS signature formed an ideal platform for companies to meet around **490 visitors. Out of these 259 were foreign individual buyers, delegates and guest.** The buyers were not just a typical mix of USA, Europe and Far East but were from other countries that provided more opportunities. They came from Afghanistan, Hong Kong, Nigeria, Saudi Arabia, Norway, Turkey, Australia, Kazakhstan, Ukraine, Azerbaijan, USA, UK and Thailand. **Top 165 retailers from India visited the show.**

Delegations that visited IIJS Signature

Countries
Russia
Pakistan
Iran
Japan
Poland
Syria
Libya
Uzbekistan
Hungary
Kurdistan

Delegates from all the countries had interactive meetings with the Council officials. Delegation from Syria, Libya, Iraq (Kurdish, autonomous province) and Uzbekistan were the first time visitors to Indian Fair. Kurdistan is an autonomous state on the north of Iraq and has tremendous potential for gold jewellery. Around 700 kg of Gold is imported by Kurdistan. The delegates were quite impressed with India's manufacturing and designing capabilities and have assured to take all possible efforts in building the trade between India and the respective countries.

Highlights

Russian Delegation

During the meeting with Russian delegation led by Mr. Alex Popov, President Moscow Diamond Bourse, an **MOU was signed between GJEPC and Moscow Diamond Bourse** wherein the Bourse will act as a representative of Indian Gem & Jewellery Industry in Russia. It was agreed that GJEPC will set up Marketing Office and showroom at Moscow Diamond Bourse and the bourse will promote Indian Jewellery in Russia through fairs, Campaigns, Managing Media relations etc

Pakistan Delegation

Under SAFTA there is a "Positive List" of 432 items that are allowed to be traded between Pakistan and India is finalized. Currently Gem & Jewellery is not included in this list. **As such the Council and the delegation members decided to persuade the respective Governments to include Gem & Jewellery in this list. India will explore possibility of sourcing rough Colour Gemstones directly from Pakistan.** Particular varieties of Rough Colour stones from Pakistan are being sourced currently through Afghanistan

Iran Delegation

In a discussion with Iran delegation, Council has planned a **"Buyer Seller meet "in Iran** tentatively scheduled this year. The BSM is exclusively planned for Indian Exhibitors and will provide a platform to Indian manufacturers and Iranian buyers to meet on one to one basis. Iran also proposed to help the Council in **setting up shops at recently opened free trade zone Queshm.** To explore the possibility of setting up these shops and organising Buyer seller meet, **Council has planned a delegation visit to Iran.**

Japan Delegation Highlights

8 members Delegation from Japan was led by Mr. Nobuhiro Imanishi, Chairman, Japan Jewellery Association. After visiting the retail outlets, educational institute and manufacturing units in SEEPZ Mumbai, the delegation visited Signature Goa. Impressed with the Indian Jewellery, JJA assured to create awareness of the Indian Jewellery in Japan and promote India as a important destination for sourcing jewellery apart from diamonds. Through such exchanges and visits, JJA to help the Indian Companies to manufacture the Jewellery in accordance with the demand and quality required

Delegations from Japan, Hungary and Poland have been visiting IIJS for couple years now and the coordinators appointed by Council have been instrumental in bringing these delegates. With the continuous efforts from both the countries, today business has been developed which was practically non existent 2 years ago.

Evenings at IIJS Signature

Exclusive evenings were planned enabling the buyers and exhibitors to unwind themselves from the hectic schedule and network amongst themselves.

Gala Dinner- Theme India was a night showcasing grandeurs of history and tradition, exotic confluence of diverse cultures, tempting food, and vibrant music of India. A rich legacy was brought alive by the artists presenting a fusion of the Indian culture blended with strings from the west.

Barefoot in Temptation Island

Audience at this evening experienced free spirited surroundings, was relaxed, and felt lively in Barefoot Temptation Island that was created specially with décor highlighting the island. A mood was set with irresistible visual presentation and an unbeatable vibe, a dance floor grooving to live DJ music, fire dancers and exotic foreign dancers.

Exhibitors expressed satisfaction about the show and responded positively about attending the show next year. The visitors on other hand have expressed that they would come to Signature next year to view the niche and innovative jewellery.



Says **Mr. Navin Jashnani, Convenor IIJS Sub Committee,**

“The IIJS Signature has sent a loud message to the gem & jewellery fraternity across the world that India has moved from being recognized merely for its labor intensive skills, to excellence in design and craftsmanship. The show provided India a platform to showcase our intrinsic talent in gem & jewellery design and manufacture. By organizing IIJS Signature in Goa we want to bring the state on the map of global gem & jewellery industry”

IIJS Signature, Goa 2008 Sponsors

The below mentioned companies helped us to make IIJS Signature, Goa 2008 a success;

Website - Crown 24K

Welcome Kit - BVC Logistics

Registration Area & Information Kiosks- International Gemmological Institute of (I) Pvt. Ltd.

Gala Dinner - ARY Group of Companies

Lanyards- Gitanjali gems Ltd

Onsite Cafeteria- Diamond Trading Company

Tunnel Signage- Platinum Guild India

Noah's Ark- Rio Tinto Diamonds