

GJEPC celebrates 25th edition of the IIJS

**~IIJS - A Rs. 3000 crore sourcing event~
~IIJS – Asia's 2nd largest and most popular gems & jewellery show~**

Mumbai July 29, 2008: The Gem & Jewellery Export Promotion Council (GJEPC) India, today proudly announced the 25th edition of the International Jewellery Show (IIJS) 2008. IIJS is the year's most significant event for India's gem and jewellery industry. It is staged at NSE Complex, Goregaon East which is one of the Mumbai's premium exhibition location. Show is being scheduled from August 7 to 11, 2008.

The **Rs. 3000 crore**, sourcing event which is in its 25th edition, is scaled to be bigger than ever before. This year the **IIJS** has over **19,000** pre-registered visitors, **790 exhibitors** and **over 1600 booths**. To accommodate 50% of waitlisted overseas and domestic exhibitors to participate in the 25th edition of the IIJS, a new jewellery hall has been added this year. The IIJS 2008 has **7** country pavilions which are more than ever before, including those from Italy, Belgium, Thailand, Japan, Dubai, Turkey and Israel, making this a truly global sourcing event. Delegations from Hungary, Uzbekistan, Pakistan, Bangladesh, Myanmar, Thailand, Israel and Iran will be visiting the show.

Over 30,000 trade visitors are expected at the five-day show, each of them eager to transact major business, whether it is sourcing inventory and new lines, identifying partners and collaborators, or tracking trends and developments

The IIJS 2008 is undoubtedly the Asia's **second largest** and most **popular** show.

'Innovation' is the central theme of IIJS 2008, the objective is to instill creative thinking not only in jewelry production but also in the field of business management.

The first IIJS was organized in **1985** on a small scale. With only **34 participants**, the number of participants has steadily grown over the last 25 years; to **nearly 800 participants** this year. From being hosted at the banquet rooms at the TAJ MAHAL hotel in Mumbai, IIJS has come a long way, today the entire exhibition space at the NSE grounds in Mumbai seems smaller. From merely a jewellery exhibition in 1985, today the IIJS is also a knowledge center with seminars that give an insight into the jewellery business. International pavilions, participation, visitors and buyers has increased tenfold and now IIJS acts as a platform to enter the high-growth Indian jewellery market and forge new alliances.

The IIJS presents a platform to understand the International market, the way modern Indian jewellery retailing industry is shaping up and the groundwork to prepare for the changing times ahead. IIJS is an occasion when wholesalers and retail jewelers from across the globe descend on Mumbai to plan their purchases, view the latest collections and develop new contacts and suppliers.

Says **Mr. Sanjay Kothari, Chairman GJEPC**, "This year we are planning a very special IIJS. It is the 25th edition of the show and to celebrate this significant milestone there will be some excellent events and outstanding displays. *Since its debut in 1985, IIJS is recognized as a trend setter event that is successful in addressing the business and the networking needs of the trade fraternity globally. It has grown to become a brand in itself on the lines of Basel and Las- Vegas shows. IIJS provides an opportunity to view the best India has to offer*". Adding further Mr. Kothari comments "India's Gem & Jewellery Industry exports have reached 20 bn in 2007-08 and IIJS is

a major contributor towards this growth. IIJS today attracts not only India's biggest players but has built an international stature with huge interest from overseas exhibitors and visitors."

According to **Mr. Navin Jashnani, Convener IIJS**, *"Today, IIJS is not only the most important date in the calendar for Indian jewellery industry; it is also the catalyst for its transformation into a modern and forward looking sector. Ever since IIJS became a 'trade-only' event ten years ago, it has been the platform for encouraging efficient purchase and inventory models and brought jewelers from around the country to network and collaborate for better business growth and profits."*

IIJS being a **multi faceted** show whose prime objective remains business, it endows with abundant networking opportunities and industry specific events to interest, entertain, and enlighten all who are participating in it. There will be design show cases and live fashion shows to showcase the latest creations of jewellery designers.

Gala fashion shows and soirees will bring the industry together for glamorous star studded evenings. **The Solitaire Awards** and **Fashion Shows** that will recognize the creativity and the craftsmanship of jewellery designers. The **Spectrum Seminars** offer **New Insights into the Jewellery Business**. The seminars will cover three important themes – **Modern Retailing Practices, Innovation in Business** and the **Luxury Market**. *The focus is to expose the jewellery retailers to modern concepts. The seminars aim to bring about transformation in the mindsets by presenting new developments and addressing issues concerning the industry.*