



Seminar: *Make Money on E-Commerce*

By GJEPC, at Ground floor Hall, Tower DC, Bharat Diamond Bourse,
Bandra (E), Mumbai 400 051

21st July, 2018

The Gem & Jewellery Export Promotion Council in association with Amazon Conducted seminar: Make Money on E-Commerce

Key Highlights of the Seminar

Presentation Done by : Parthiv Shah (Senior Business Development Manager) & Prateek Gupta (Business Development Manager) from Amazon

Considering the rapid rise in the number of internet users, culminating in increased buying and selling of goods and services from Business to Consumers (B2C), the online international trade is flourishing. There is a great demand for Indian products overseas and e-commerce exports provide a great channel for sellers to capitalize on this expand their business with minimal costs involved. This is something that MSMEs can benefit from directly. We want to increase exports presence of all the GJEPC jewellery units in US, Europe and other global markets through e-commerce channel. Keeping this motto in mind GJEPC conducted a seminar/workshop to educate jewellery exporters and manufacturers about B2C exports from India through e-commerce channels like Amazon specifically for the GJEPC jewellery members. GJEPC organised a seminar titled "Make Money on E-Commerce" to facilitate the functioning of this sector on 21st July, 2018 at Ground floor Hall, Tower DC, Bharat Diamond Bourse. Bandra (E), Mumbai 400 051.

The agenda points of the workshop:-

- *What is the B2C Ecommerce exports opportunity from India?*
- *How to sell with e-commerce channels in Global markets and information of all the markets available to sell?*
- *How to sell fine/precious jewelry in US market as number of exporters and manufacturers in GJEPC are exporting jewelry products?*
- *Documentation required to sell globally through e-commerce.*
- *Information of external service providers (logistics, compliance, imaging etc.) for any external help needed for initial set-up.*



Shri Colin Shah (Vice Chairman), Shri Ashokbhai Gajera (Regional Chairman- Western Region), Shri Bharat Kakadia (Sub-committee Member), Mr.Sabyasachi Ray (Executive Director), & Dr.Jitarani Udgata (Asst.Director) was present for the Seminar.

Mr.Sabyasachi Ray (Executive Director) welcomed the guests and participants. Shri Colin Shah (Vice Chairman) briefly outlined regarding E-Commerce and shared his experience regarding E-commerce.

Parthiv Shah (Senior Business Development Manager) & Prateek Gupta (Business Development Manager) done presentation on this concept. Parthiv Shah shared details of B2C Ecommerce exports opportunity from India, Global markets available for E-commerce, documentation required to sell globally & information of external service providers. Prateek Gupta elaborated on how to sell fine / precious jewellery in US Market.

The seminar concluded with a Q&A session.

Glimpses of the Seminar *Make Money on E-Commerce*



