

## Outstanding Participation from Indian Exhibitors at JCK – Las Vegas 2007

### **JCK Las Vegas, June 1-5, 2007:**

The Gem & Jewellery Export Promotion Council has organized India pavilion at World's Fair, Level 1, Sands Expo, Las Vegas. The pavilion will have **84 exhibitors'** acquiring **112 booths** spread across a total area of **1120 sq mtrs.**

India and USA enjoy a strong and friendly relationship with rising level of trade between the two countries and JCK forms a vital base for further extending this relationship in Gem & Jewellery trade. **With 32% of the total gem & Jewellery being exported to U.S,** it is an important export destination for India.

According to Mr. Sanjay A Kothari, Chairman, Gem & Jewellery Export Promotion Council, states *“JCK has been witnessing an increase in participation from the Indian companies showcasing a consistent growth every year. The exhibition is expected to bring results that would be beneficial for both the countries in the years to come. It provides a platform where the exhibitors not only get to showcase their highly intricate, innovative designer Jewellery, but also helps in setting up standards and trend for the coming year”.*

Every year Indian Exhibitors introduce new product lines at JCK Las Vegas. According to Mr. Vipul Shah, Proprietor, Bombay Jewellery Manufacturers, *“We are Introducing CENTURION Diamond this year in JCK Las Vegas 2007. The CENTURION diamond is an exclusive cut of a round brilliant diamond with exactly 100 facets. The strategic placement of the extra facets was developed by a panel of long experienced diamond cutting experts.”*

*“Participation in JCK has always been a great experience for us, comments, Mr. Romy Mehta, Proprietor, Bapalal Keshavlal. The show is been organized in a very proper manner and the crowd is always been managed well. It's one of the show in the world where quality people visit the location, all in all its worth a deal for us”.*

According to Mr. Kapil Nevatia, Sunjewels – *“Our Main focus this year will be Journey collection and variety in designs focusing on the Journey collection series, high emphasis on customizing products for each buyer & market. The product development is done very professionally keeping in mind customization factor. We are really happy with the show this time, the good location, space and looking forward to meet their customers and to do good business. We have dedicatedly done pre- appointments with our customers plus walk-ins are there for sure”.*

Council this year is arranging a breakfast meet on 3rd June to announce the first “Indo-US Jewelry Business Development Meet” For top North American Jewelry Retailers. The meet will be held at Mumbai from October 1st to 5th 2007. Over top 100 retailers from U.S will be invited for this meet.

### **Notes to the editor:**

The gem & jewellery export promotion council is an all India apex body representing 6500 gem and jewelry traders from India. Set up in 1966, it operates under the supervision of the ministry of commerce and industry, government of India and elected representatives of the industry. The council is a non-profit organization involved in promoting the exports of the gem & jewellery sector.

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