BASELWORLD – The Watch and Jewellery Show 30 March – 06 April 2006 Basel, Switzerland

BASELWORLD is the leading event for the watch and jewellery industry. An unique opportunity where 2,200 exhibitors - specialists in watches, jewellery, precious gems and related brands - showcased their latest products to those in the industry. All the halls were covering over 160,000 m² of exhibition area on several floors. Many world-famous names in the watch and jewellery industry choose to show their products exclusively at BASELWORLD 2006. Basel is only chance to see their very latest creations.

The selection of products showcased at BASELWORLD is unique. BASELWORLD is the only place where you can find such a broad cross-section of products from the entire industry all in one place. Products sectors are clearly segmented and divided between the six exhibition halls. Watch brands, jewellery brands and related brands have their own halls and there are also national pavilions. A show designed to give a complete market overview and provides with an ideal business platform.

Basel 2006 was visited by over 94,600 retailers and wholesalers from all over the world to view the presentation of the latest trends and creations offered by the watch and jewellery industry.

BASELWORLD acts as the ideal business and networking platform, for the world jewellery industry

INDIA PAVILION AT BASELWORLD 2006-HALL OF UNIVERSE:

Council organized India Pavilion at Basel World for the 8th Consecutive year at Basel- Switzerland, which is scheduled from 30 March - 6 April 2006.

This year the India Pavilion consisted of 36 exhibitors with 672 sqm in Hall of Universe (Hall No. 6) at Messe Basel, Switzerland.

Besides India, National Pavilions from Hong Kong, Spain, UK, Italy, Belgium, China, Greece, USA, UAE, Thailand, Israel, Japan, Singapore, Taiwan etc. formed a formidable part of Basel 2006

Majority of visitors were from Europe including UK, Germany, Italy, France etc. Others comprised of visitors from USA, Belgium, Hong Kong etc

Leading diamantaires and jewelers from all the over world interacts with each other during this BaselWorld, which is a gateway to Europe.

- To discover the latest innovations and developments in the world jewellery market,
- > To find out about current trends,
- > To network
- To make contact and do effective business.

GJEPC did vigorous promotion for the India Pavilion by adopting following strategies:

- 1. 5-6 Hoardings at various Halls in Messe Basel.
- 2. Advertisements in various International Trade Magazine.
- 3. Advertisement on Floor Plan
- 4. Pre Mailing invitation
- 5. On site distribution of the especially made show directory giving info about the Indian exhibitors
- 6. Information Counter with a Multilingual hostess, to give information on India Pavilion and to direct the interested visitors to India Pavilion

COUNCIL'S STALL

Council had a promotional stall of 12 sqm and wherein Fax, Printer and photocopier services were provided to the exhibitors. There was space for business meetings and refreshments to the exhibitors that included tea/coffee etc.,

At the Council's promotional info counter at the entrance of the Hall no.6,, List of India Pavilion's exhibitors were prominently displayed along with the Council's magazine, Solitaire International,

Exhibitors Brochures were displayed at this stand for free pick-ups by the visitors to the India Pavilion as well as to the show. Exhibitors too displayed their brochures at this stand.

Over all there was a mixed response from the exhibitors with regard to their participation. But the most of them was eager to participate under India Pavilion during BaselWorld 2007.

All exhibitors were very pleased with the promotion done by the Council for the promotion of the India Pavilion and lot of appreciation has been received from various corners including the international visitors visiting the India pavilion.

List of Indian Exhibitors at BaselWorld 2007

Sr. No.	Company name	Hall	Section	Stand
1	Amrit Impex	6.0	gamma	E20
2	Bapalal Keshavlal	6.0	gamma	E21
3	Bhagwan Dass Khanna Jewellers	6.0	gamma	C31
4	Bharat & Company	6.0	gamma	E14
5	Bombay Jewellery Manufacturers	6.0	gamma	D30
6	Core Jewellery Pvt Ltd.	6.0	gamma	G15
7	Dharm Jewels	6.0	gamma	F31
8	Diamant Overseas Pvt. Ltd.	6.0	gamma	F21
9	Eternity Jewels	6.0	gamma	F17
10	Fine Jewellery Manufacturing Ltd.	6.0	gamma	F10
11	Gitanjali Jewels Ltd.	6.0	gamma	F15
12	Goldstar Jewellery Ltd.	6.0	gamma	E11
13	H.K. Jewels	6.0	gamma	F32
14	Inter Gold (I) Pvt. Ltd.	6.0	gamma	D10
15	Inter Jewels International Pvt. Ltd.	6.0	gamma	G11
16	Intercarat Jewelry Pvt Ltd.	6.0	gamma	D20
17	Jas Jewellery Pvt. Ltd.	6.0	gamma	F30
18	Jewelex (India) Pvt. Ltd.	6.0	gamma	D11
19	KGK Jewellery PVT Ltd.	6.0	gamma	J10
20	Laxmi Jewel Ltd.	6.0	gamma	H21
21	Livingstones Jewellery PVT Ltd.	6.0	gamma	D31
22	Mohit Jewellery Pvt. Ltd.	6.0	gamma	E10
23	Ornamentations (I) Ltd.	6.0	gamma	E15
24	Patdiam	6.0	gamma	D21
25	Ravi Gem & Jewellery Exp Pvt Ltd.	6.0	gamma	G14
26	Sanghavi Jewellery MFG.Co.PVT Ltd.	6.0	gamma	H10
27	Shankar Jewels Ltd.	6.0	gamma	H14
28	Shantivijay Jewels Ltd.	6.0	gamma	E16
29	Shrenuj & Company Ltd.	6.0	gamma	F11
30	Shwet Ratan Impex	6.0	gamma	D14
31	Siddhi Impex	6.0	gamma	E31
32	Silvex Images	6.0	gamma	G20
33	Sunjewels India PVT. Ltd.	6.0	gamma	G10
34	Tara Ultimo Pvt. Ltd.	6.0	gamma	F20
35	The Gem & Jewellery Exp. Promot. Council	6.0	gamma	J14
36	Uni-Design Jewellery PVT. Ltd.	6.0	gamma	H11
37	Vishal Diamonds	6.0	gamma	G17