

REPORT ON INDIA PAVILION AT JA SUMMR SHOW 2011

VENUE: JACOB JAVITS CONVENTION CENTRE

Dates & Times:

Saturday, July 24, 2011 9:30am - 6:00pm
Sunday, July 25, 2011 9:30am - 6:00pm
Monday, July 26, 2011 9:30am - 5:00pm

Objective of Visit:

To Represent India Pavilion at JA summer Show

Representatives of the Council at the show:

Margaret Rodrigues, Manager, Exhibitions

ABOUT THE SHOW

The JA New York jewelry show is the premier international jewelry event that brings exhibitors and retailers from around the world together in the glamorous backdrop of New York City. There were total estimated 12,000 buyers and more than 1,000 of the world's finest jewelry and luxury gift suppliers at the show. Strategically set in what many consider the Jewelry Capital of the World.

ABOUT THE INDIA PAVILION

Council organised India Pavilion for the 12th consecutive year at JA Summer Show New York 2011 held from July 23-26, 2011 at Jacob Javits Convention Centre, New York, USA. The India Pavilion consisted of 7 booths occupied by 5 exhibitors and one booth was occupied by the Council

Name of the Company	Booth No
Amrapali Jewels Pvt. Ltd.	3505/3507
Gems of India	3509
GJEPC	3508
Pooja Diamonds Incorporation	3506
Silver Mountain	3510

Council's Information booth

Council had one promotional booth to attend to the queries of the visitors and to give important information on India Pavilion and to direct the interested visitors to India Pavilion

Following information was made available to all the visitors from the information booth:

- Information on the Exhibitors
- India Pavilion Show Directory
- Solitaire Magazines
- Sparkle of Success
- Information on how to visit IJS 2011
- Individual brochures of the Exhibitors

Promotional Activities undertaken

Following promotional measures were undertaken to promote India Pavilion at the show:

- On site distribution of directory of Indian Exhibitors participating under India Pavilion
- India Pavilion branding
- Exhibitors poster giving the details of the booth
- IJS Poster
- IJS 2011 brochures

Suggestions

As majority of the exhibitors who were participating under the India Pavilion, have opted to participate directly by taking the space from their offices based in USA and other countries, the Council should not organize the India Pavilion at the Show. Also the organisers are allotting the space to the interested exhibitors at the last minute for lesser rental i.e. if any exhibitor takes one booth the second booth is free of cost which is only to fill the space.