

**REPORT OF THE INDIA PAVILION AT JCK LAS VEGAS 2011**

DATES: JUNE 3-6, 2011

VENUE: MANDALYAS BAY, BAY SIDE LEVEL, WORLD'S JEWELLERY, LAS VEGAS, USA

**Dates & Times:**

Friday, June 3: 9:30am - 6:00pm  
Saturday, June 4: 9:30am - 6:00pm  
Sunday, June 5: 9:30am - 6:00pm  
Monday, June 6: 9:30am - 4:00pm

**Objective of Visit:**

To Represent India Pavilion at JCK Las Vegas 2011 and to promote India Gems & Jewellery and IIJS 2011

**Representatives of the Council at the show:**

Ruban Hobday, Regional Director, Southern Region  
Margaret Rodrigues, Manager, Exhibitions

**Details of the India Pavilion:**

Total Booths : 81  
Booths occupied by the Exhibitors: 78  
Booths occupied by the Council: 3  
Total No of Exhibitors: 53  
Total Area Occupied by the India Pavilion: 8040 sq. ft

As compared to last year, this year the area was increased from 6500 sq. ft to 8050 sq. ft.

**Details of the Exhibitors**

<b>Name of the Comapny</b>	<b>Booth No</b>
ACPL Products Pvt Ltd	B3572/B3570
Amrapali Jewels Pvt. Ltd.	B3772/B3770
Asian Star Jewels Pvt Ltd	B3765/B3763

BML Gems & Jewellery	B3868
Bhagwan Das Khanna Jewellers	B3464/B3462
Bombay Jewellery Manufacturers	B3883
Charishma Jewellery Pvt Ltd	B3467
Classic Diamonds India Limited	B3969
Cream Jewellery	B3565/B3563
D. G. Exports	B3887
Derewala Jewellery Industries Ltd.	B3666/B3664/B3662
Dharmanandan Diamonds Pvt Ltd	B3564/B3562
Diafini	B4072
Dwarka Gems Ltd	B3470/B3468
Euro Jewels India Pvt Ltd	B3877
Exquisite Color Kraft Pvt Ltd	B3471
Gemco	B3767
Gemco Designs	B3771/B3773
Gemcrafts India	B3672
Gems N Crafts( Export)	B3873/B3871
Gems of India	B3472
Gems Paradise	B3872
GJEPC	b3670/L149
Glorious Jewellery(I) Pvt. Ltd.	B3967
Haritsons Designs P Ltd	B3970
H.K.Jewellers	B3885
K. P. Jewellers	B3766
Karats & Carats	B3665/B3663/B3762
Kays Jewels Pvt. Ltd	B3667
Livingstones	B3473
Mamraj Musaddilal Jewellers & Pearls Dealer	B3673/B3671
Midas Gold	B3881
Natural Gems	B4070
Nitin Enterprises	B3879

Pooja Diamonds Incorporation	B3566
R.G.N. Impex Pvt. Ltd.	B3668
Ravi Gem & Jewellery Exports Pvt. Ltd.	B3862
Royal Classic Jewels Private Limited	B3764
Royal Gems & Arts	B3870
S. P. Gems Pvt Ltd	B3569
Sambhav Gems Limited	B3971
Sanchi Gems	B3769
Shwet Ratan Impex	B4068/B4066
Silver Mountain	B3973
Soni International Jewellery Mfg. Co.	B3866
Spectrum Jewelmart Pvt Ltd	B3889
Star Jewellery	B3466
Sterling Ornaments Pvt Ltd	B3573/B3571
Suashish Jewels	B3962/B3863/B3964/B3865/B3966/B3867
Supreme Gems	B3463/B3465
Vama Creations Pvt. Ltd	B4062/B3963/B4064/B3965
Vee Kay Exports	B3567

### **Promotional measures undertaken to promote the India Pavilion**

To promote the India pavilion, following promotional measures were undertaken by the Council:

- On-site publicity brochures
- Promotional bags
- Exclusive India Pavilion Branding with new look
- Mass emailing to the trade buyers in the major countries inviting them to visit the India Pavilion
- Sponsorship of Window Decal ( posters on the glass doors at the entrance of the venue)
- Double sided Banner above the escalator
- VIP Lounge sponsorship
- Advertisement in JCK Magazine, giving the details of the exhibitors with the products on display and the booth No.
- Exclusive brochure which will be kept in the VIP Lounge and will be distributed to all the visitors.

- Two hostesses to distribute the brochures to the visiting buyers
- Advertisement in Show Guide
- Press Kits
- Gifts to the buyers

### **Council's Promotional Booths**

Council had 3 booths 2 in the India Pavilion and another in the main Lobby. The booth in the India Pavilion was used as business centre for the exhibitors. And other booth was used for exclusively to promote the IIJS 2011 and was branded with IIJS 2011 posters.

### **At the Council's booth, exhibitors were able to avail the following facilities:**

- Fax Facilities ( Incoming and outgoing)
- Internet connection
- Photocopier
- Water cooler
- One multilingual hostess will be manning the booth
- First Aid Kit

**IIJS 2011: The main loby booth was branded with IIJS 2010 posters and the promotional material related to IIJS was displayed in this booth.**

Full promotional kit containing following material was handed over to all the visitors from this booth:

- Directory of India Pavilion Exhibitors
- Promotional bag
- Int'l brochure of IIJS 2011
- Solitaire magazine
- Sparkle of Success

### **Meetings during the show**

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Visit of a high level delegation from Ministry of Tourism, Govt. of India

A delegation from the Ministry of Tourism, Govt of India comprising of the following members visited Las Vegas and met the organizers.

1. Mrs. Rekha Sahay, Minister's spouse
2. Mr. Anand Kumar, Jt. Secretary, Dept of Tourism, Govt of India.
3. Ms. Minakshi Vashishth, Dept of Tourism, Govt. of India
4. Mr. N. P. Singh, Consul, Consulate General of India, San Francisco & His colleague from Consulate
5. Mrs. A. Arya, Director, India Tourism, Los Angeles
6. Mr. Mahesh Pandey, PA to Minister
7. Ms. Yashaswani Sahay, Minister's daughter
8. Mr. Tarun Sahay, family member

The main aim of the delegation visit was to know about the feasibility of organizing a joint promotion of tourism and jewellery during the JCK Show 2012 as per the MoU entered between the Council and the Dept of Tourism.

However the Minister was not able to visit due to some urgent work in India hence it was lead by his spouse and the Joint Secretary.

They were welcomed at the Hotel Mandalay Bay by the Council representative along with Mr. John Tierney, Show Director, JCK. They were taken around the show to observe the promotion opportunities. The delegates were delighted to view the "Incredible India" window decal which was at a prominent & appropriate place for greater visibility. Mr. John explained to them about the show and how well it is received by the US retailers for the past 21 years.

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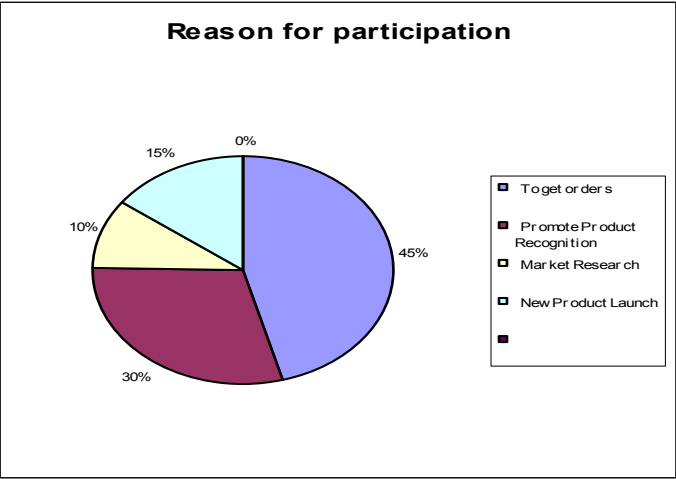
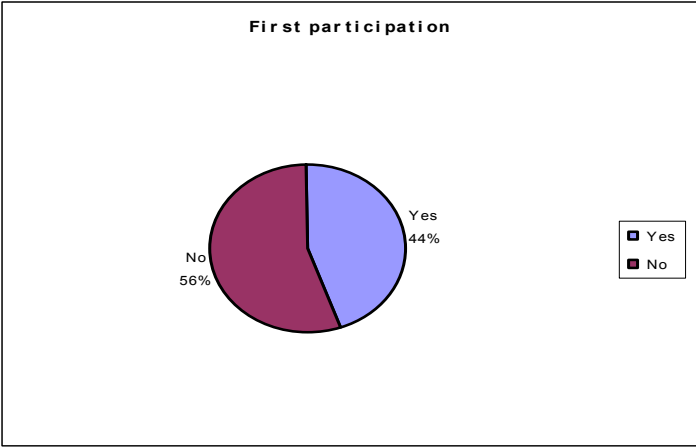
A lunch on meeting was organized for the delegation during which many suggestions and planning was done by them to participate in the 2012 show. The JS was very keen that bigger promotion to be done in 2012 JCK Show in joint association with Council.

#### **Meeting with JA Show Organisers**

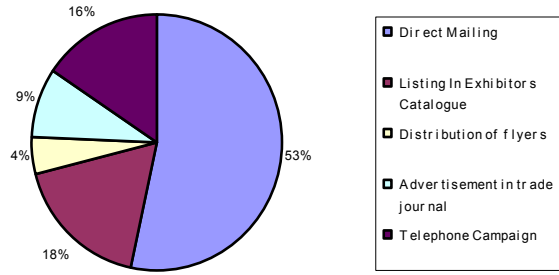
A meeting was organized on 4<sup>th</sup> June, 2011 at 2.00 PM with Mr Drew Lawskey, Group Show Director, JA New York Shows. Council's representatives informed him that as this year the India pavilion will be smaller compared to last year. So far Council is able to allot only 5 booths and one complimentary booth of the Council. It was informed to

me that to provide the Fascia to the India Pavilion booths as this was coming very expensive if given to the vendors.

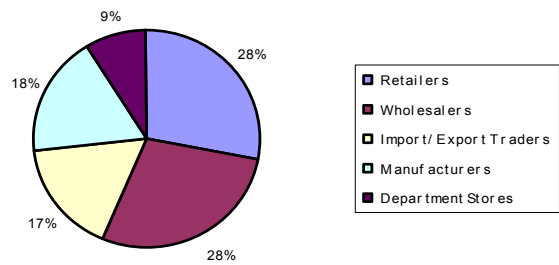
**Participant's Survey**



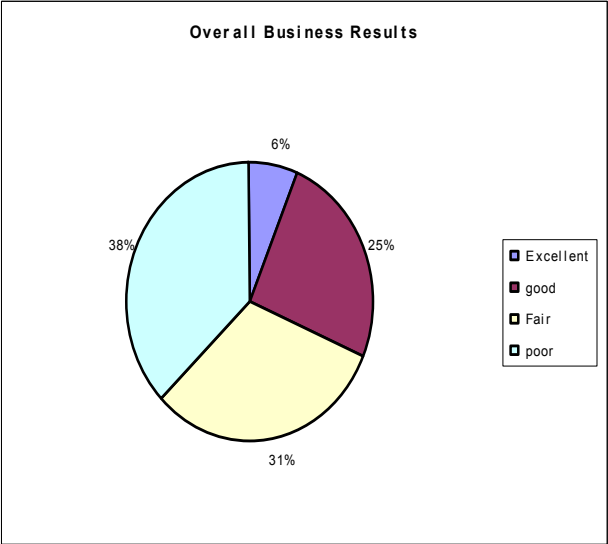
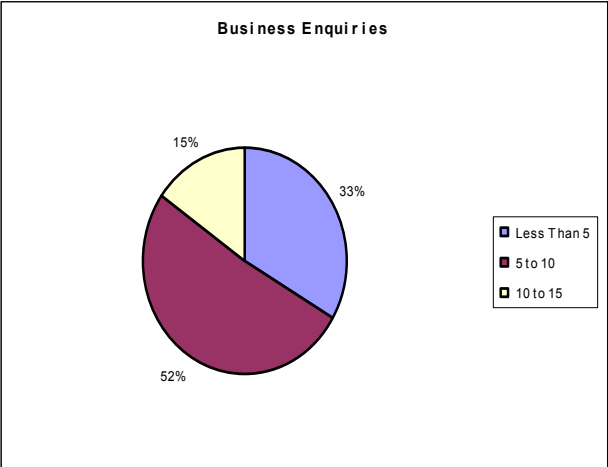
### Activities undertaken to promote the visitors



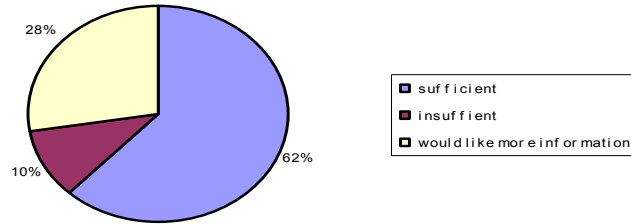
### Target Customers



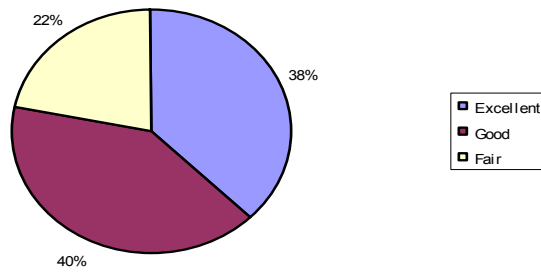




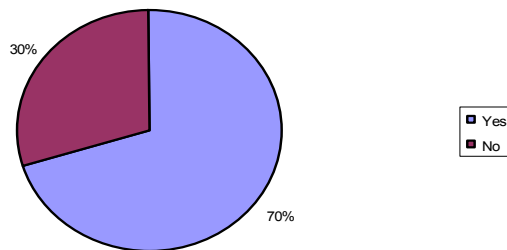
**Service provided by the Council's Secretariat**



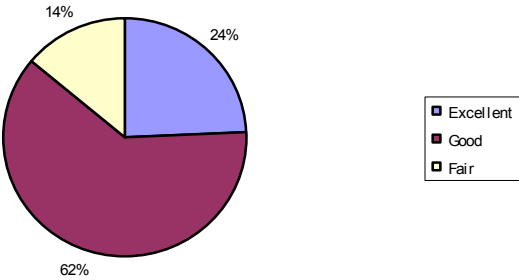
**Participant Directory**



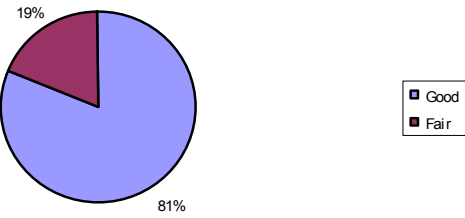
**Were all preordered facilities in place**



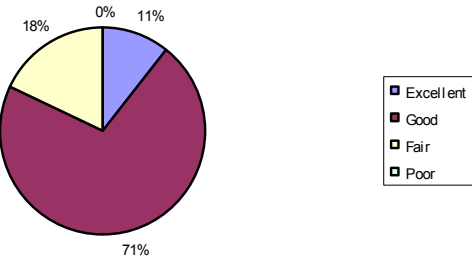
**Services provided by the Council at the Venue**

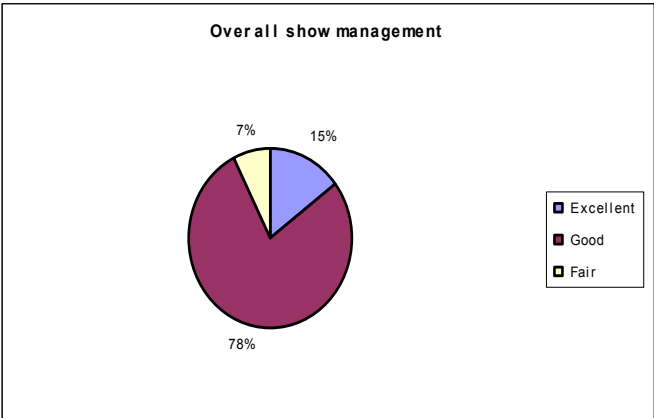
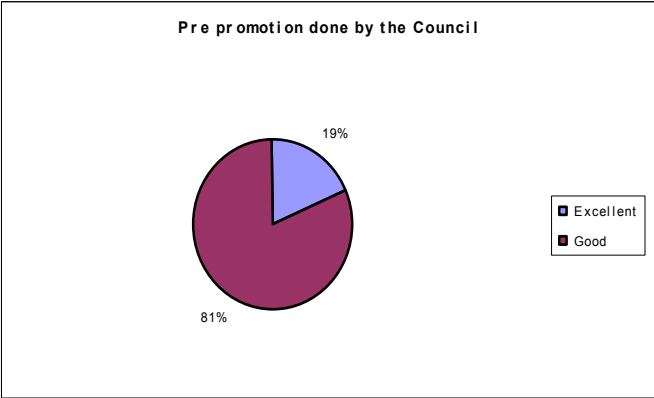
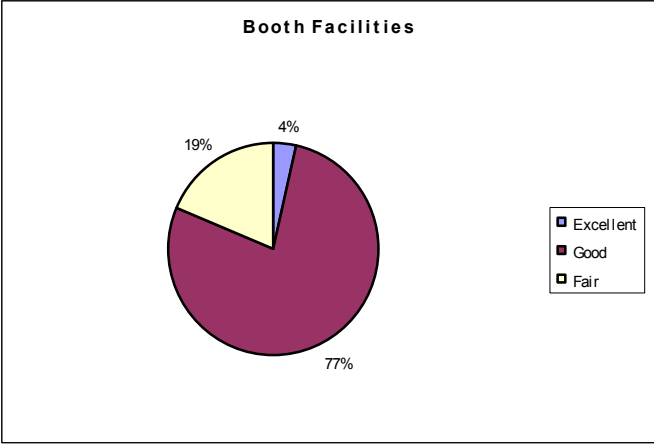


**Pre show promotion by Council**



**Hall Facilities**





**JCK 2011 – Recommendation/ Suggestions**

## **Promotions for 2012**

- VIP Lounge to be retained
- Window Display to be retained
- International Culture Model Parade – to be dropped
- Colors of the letters in the India Branding to be darker
- Branding to be more brighter and INDIA name should have a huge hoarding in front of the India Pavilion – all four corners should be targeted
- To retain the Hostess service to distribute catalogue
- Banner at AGTA to be dropped
- To consider mileage at the LOBBY level
- Additional Sponsorship -Exhibitors Pocket Catalogue to be attached with the JCK Daily as sponsorship
- Pocket Catalogue to be retained along with CD of the list if possible

## **On site**

- To retain same branding (color)
- Costing of additional accessories to be negotiated and to have the same branding for the additional accessories
- 3 Options of booth model to be provided including closed booth type
- To have separate branding for high end jewellery since they are losing out of buyers
- Council Promotion Booth to be in the front of the Pavilion and the Service Booth should be at the back of the pavilion. But it should be bigger next year it is being used extensively by the exhibitors for internet etc. Moreover we are looking at 100booths next year.