

**REPORT ON**  
**Jewellery Shanghai 2011**  
**China Int'l Gold Jewellery & Gem Fair, at Shanghai**  
**16<sup>th</sup> June – 19<sup>th</sup> June, 2011.**

**Show Report**

China is an emerging jewelry market. China is a big country for platinum consumption. In the year 2008, China ranked the first in the world platinum consumption, accounting for 48% of the world's total volume.

China is a big country of gold consumption also. In 2008, China gold jewelry production ranked first in the world, consumption came second.

China is a big country of diamond manufacturing and diamond jewelry consumption. From July 1, 2006, China has been adopting a new policy for imported diamonds. The rough stones imported by Shanghai Diamond Exchange are exempted from import VAT. The VAT on loose stones is cut down from 17% to 4%. Consequently, the trade statistics shows that in the year 2006, the import volume of diamonds grows 39.8% (by the regular way) and 208% (by Shanghai Diamond Exchange) respectively, compared with that of last year.

China is the world's largest supplier of clear-water pearls, accounting for 95% of the global output. China is the Asia's largest jade market and is poised for the world's jade consumer leader.

Shanghai has become a leading hub with exchange centres at the heart of the jewelry industry – offering trading in gold, platinum, diamond and silver. Shanghai is a China's largest distribution and consolidating centre for jewelry, well ahead of the rest of the country. With its robust economy, modern services and fast-maturing business environment, Shanghai is well placed for investment and trading.

Shanghai has a booming jewelry retail sector, representing 20% of China's total annual sales. The Shanghai is among the country.

Jewellery Shanghai 2011 is the largest annual trade fair among pearl and jewellery exhibitions in China. It is organized by Gems & Jewelry Trade Association of China, the Shanghai Diamond Exchange and other local jewelry organizations. The show was scheduled from 16<sup>th</sup> -19<sup>th</sup> June 2011 at Shanghai New International Expo Centre (SNIEC), China. Jewelry Shanghai is the only international trade event dedicated to fashion jewellery and accessories industry in China, which is a major manufacturing base of costume jewellery, as well as from Europe and the Americas, fashion capitals of the world to exhibit here.

The fair had gathered around 500 exhibitors from China and overseas countries and regions to showcase an extensive variety of jewellery, diamonds, pearls, palladium, platinum, silver, gold, jadeite,

precious stones, as well as packaging materials, manufacturing machinery, gemstone identification instruments, etc.

Some of the companies show only certificates rather than actual diamonds due to issues of security and bureaucracy related to bringing products into China and selling them there, as well as logistical problems with getting the products to Hong Kong in time for the upcoming show there.

The expo saw less traffic than expected. Some of the visitors were private buyers from northern China, Shanghai and its periphery, and from Hong Kong.

Next year's jewelry Shanghai show is scheduled to move to a new venue, the luxury expo center that was built in the city last year. The show is scheduled to take place from May 10-13, 2012.

### **Fair Dates**

16- 19 June 2011 (Thursday- Sunday)

### **Venue:**

SHANGHAI NEW INTERNATIONAL EXPO CENTRE

Address: No.2345, Longyang Road, Shanghai, China

Phone: +86 21 2890 6888; +86 21 2890 6666

Website: [www.sniec.net](http://www.sniec.net)

### **Opening Hours:**

16/06/2011	09:40 hrs – 10:00 hrs	Opening Ceremony
17/06/2011	10:00 hrs – 17:00 hrs	Show Dates
18/06/2011	09:30 hrs – 17:00 hrs	Show Dates
19/06/2011	09:30hrs – 14:00 hrs	Show Dates

### **ORGANIZERS**

- GEMS & JEWELRY TRADE ASSOCIATION OF CHINA
- NATIONAL GEMS & JEWELRY TECHNOLOGY ADMINISTRATIVE CENTER
- SHANGHAI GOLD EXCHANGE
- SHANGHAI DIAMOND EXCHANGE
- SHANGHAI GOLD & JEWELLERY TRADE ASSOCIATION
- SHENZHEN GOLD JEWELRY ASSOCIATION
- SHANGHAI GEM AND JADE TRADE ASSOCIATION

### **Report on Indian Pavilion:**

Number of Exhibitors: 04

Number of Booths: 05

India Pavilion was located in Hall 7 for loose diamonds. The Council Booth was also there in the Hall Number 7.

Mrs. Riva Ganguly Das the consul general of India in Shanghai, China was personally invited for the Indian Pavilion. She visited the India pavilion situated at Hall Number 7 on 16<sup>th</sup> June, 2011 with with consul (commercial & Political) Shri Ninad S. Deshpande. She personally met all the exhibitors and spent almost half an hour in India pavilion, her visit to the India pavilion & her encouraging words were very much appreciated by the Exhibitors.



### **Promotional Activities undertaken**

We organized the Indian Pavilion first time in the Jewellery Shanghai 2011 show. However, it was decided to distribute the promotional material from the Council's booth but due to custom department procedural delay the promotional material could not be released on time so we could not distribute the promotional material, solitaire, etc.

### **Observations & Recommendations:**

- Shanghai city is the commercial hub like Mumbai, there is much potential for loose colour stones and diamonds, we should work on policy to make the China market compatible for the Indian Gems & Jewellery Trade, like Shrilankans are very earnestly focusing on the emerging market China as informed by the Indian consul general.
- Next time, the promotional material should reach there in Shanghai before one week at the office of Indian Consulate instead of exhibition venue so that material can be delivered in time at the venue.

- There is need to have buyer seller meet with 1% import duty on sales like in the case of buyer seller meet on diamond.
- Looking at the potential we may include colour gemstones exporters in the buyer seller meet in China which is being held for diamond or we may hold exclusive colour stones buyer seller meet.
- Colour gem stone exhibitors also should be accommodated in the Indian Pavilion.
- Over all business of Indian Pavilion was good and all the exhibitors were satisfied.

**Meetings conducted:**

- A. Meeting with Mrs. Riva Ganguly Das, Consul General of India in Shanghai, China
- b. Meeting with Organiser, Gems & Jewelry Trade Association of China

Annexure:

**A. Meeting with the consul general of India Smt. Riva Ganguly Das**

- Meeting was attended by Mr. Ajay Purohit.
- Smt. Riva Ganguly discussed about Gem & Jewellery industry.
- In the meeting she informed that from the colour gem stones and loose diamonds point of view China has a very high potential, Ministry of Commerce and Council should take initiatives to promote the Indian Colour stones in Shanghai and other parts of the China. She also informed that Shri Lanka is already organizing many buyer sellers meets on colour gem stones.

**b. Meeting with Gems & Jewelry Trade Association of China (Organiser)**

- Meeting was attended by following:-

**GJEPC** – Mr. Ajay Purohit (Manager-Exhibition RO- Jaipur)  
Ms. Becky Chinese Coordinator.

**Organiser** - Mr. Guangming Wei, Deputy Secretary – General  
Mr. Long Men Hee, Deputy Director – International Relations

- Organiser appreciated GJEPC for organizing the Indian Pavilion in the Jewellery Shanghai Show.
- GJEPC, invited GAC dignitaries in IIJS & IIJS Signature, they accepted invitation and for the IIJS Signature 2011 will send the note on the same.
- Organiser requested to GJEPC to organize Indian Pavilion in other exhibitions of GAC, Bijjing etc.

- GJEPC representative asked to organizer to write the letter to Chinese Government for reducing the duties so that business can increase between the two countries India & China.

**Ajay Purohit** Manager Exhibitions, Regional office Jaipur and Ms. Becky, Chinese Coordinator represented the Council in the show.