

**Report on “INDIA SHOW” Dhaka, Bangladesh  
3<sup>rd</sup> -5<sup>th</sup> December , 2012 at BICC,Dhaka.**

GJEPC in collaboration with Ministry of Commerce & Industry, Government of India ” & FICCI organized the Gem & Jewellery pavilion at the “India Show” Dhaka from December 3-5, 2012 at the Carnival Hall of Bangabandhu International Convention Centre, Dhaka, Bangladesh.

There were 18 exhibitors who participated under the India Pavilion and occupied 25 booths. All the exhibitors were informed of the enormous documentation procedures involved, the existing tariffs prevalent in Bangladesh that ranged from 60- 150 % depending on ITC HS classification, procedures for sale of goods, the customs formalities, requirements for opening of current accounts with local bank for remittance of sales proceeds, payment of duty in Bangladesh treasury through Sonali Bank, Dhaka, and such things specifics of the show that facilitated the exhibitors. After having seen the elaborate procedures, almost all the exhibitors, after landing at Dhaka, decided not to sale the product as that would bind them in observing the humongous formalities. The declaration made by the exhibitors in their invoice collectively figured valuable worth around Rs. 130 crores and the import valuation done by the customs at Dhaka was around Taka 500 crores. On seeing the value, the entire administration sat up and immediately started policing at every stage of the movement of the valuables. Although the High Commission of India had given undertaking towards duty free import under bond, but the administration was rather overzealous in protecting the interest of their country. Moreover, the custom officials on duty were very nervous in a sense that they thought any untoward incident might cost them their job dearly. The appraisalment at the Airport took long hours as the officials were not seasoned to appraise such valuable products which ordinarily otherwise enter Bangladesh through separate routes outside the ambit of customs. However, the customs officials extended considerable assistance wherever they could but within their limits.

Some of the programmes of the Ministry were called off because of the state mourning due to passing away of Shri. I.K.Gujral, former Prime Minister of India. Subsequently, the cultural programme of ICCR and FICCI was called off and ministry advised that the exhibition be held and the Fashion Show , being a trade sponsored show , may be held as per schedule.

As part of the promotional campaign, advertisements were released in the local print media like Prathom Alo, Daily Star and Daily Azadi , the three most respected and largely circulated dailies in Bangladesh, on all the three days that gripped the local attention and drew large crowd to the show.

The India Show, Dhaka was inaugurated on **3rd December 2012** by Mr. Ghulam Mohammed Quader, Commerce Minister of Bangladesh at Bangabandhu International Convention Centre (BICC) Dhaka. In presence were Shri Pankaj Saran, High Commissioner of India, Dhaka, Dr. S.R.Rao, Commerce Secretary , MOC, GOI, Shri Arvind Mehta, JS, MOC, GOI, Shri. R.V.Kanoria, President- FICCI , Shri Pankaj Parekh, Vice Chairman, GJEPC and many other dignitaries and government officials from both countries.

Although the show was a multi product, but the special feature of the India Show was the exhibition of Indian Gem & Jewellery, organized by GJEPC. The jewellery section drew huge

crowd and mesmerized the public with its creations and designs. Such was the rush that it formed queue meandering the entire show till the point of entry. After the inauguration, the dignitaries visited the jewellery stalls guided by Shri. Pankaj Parekh, Vice Chairman , GJEPC, explaining them about the product and the art involved in the manufacture process. The customs officials were present round the clock and closely observed the sales if any. The strong room was managed efficiently and the entire pavilion was under the surveillance of CCTV throughout the day. The exhibitors who submitted the invoice and packing list and underwent the customs procedure did not encounter any problem except Gitanjali who brought in jewellery through a franchise that did not have any invoice or packing list. The details of the franchisee agreement between the partners were also not in place. Their franchisee brought jewellery in soft packets, and customs officials on duty quickly took note of that and did not allow the jewellery to leave the bonded premise by the end of the day. Hence, upon request from franchisee and customs, strong room facility was provided by GJEPC till the end of the show. Later, an undertaking from the Franchisee was taken by customs stating the details of the jewellery and the possible value it entailed which they treated separately.

At the end of the day, all the exhibitors were invited to the Gala Dinner organized by FICCI and all of them enjoyed the sumptuous food of Bangladesh.

**On 4<sup>th</sup> December, 2012**, the second day of the show, witnessed a general strike by one of the opposition party considered historically to create social disturbance and hence all the exhibitors were taken to the venue with full police protection. As the disturbances were restricted to some pockets in the city, hence the overall show, particularly with respect to flow of crowd, was not affected and footfalls gradually increased as the day progressed. Dr. Dipu Moni, Minister for External Affairs visited the G&J pavilion. Shri. Pankaj Parekh, V.C., GJEPC greeted her with a flower bouquet. Then she went around to each and every stall appreciating the craftsmanship of the jewellery on display.

During the day, a little effort had to be made convincing the customs officials to allow the jewellery selected for the Fashion Show, to leave for Pan Pacific SonarGaon as the jewellery according to them were within the bonded premises and was released with the condition of bringing it back the same night after having provided an undertaking with the specification of goods.

The Fashion Show was magnificent and was appreciated by one and all , that captured the imagination of the entire crowd comprising not only the Ministry officials but the entire executive body of the Bangladesh Jewellery Samity and the captains of the jewellery industry of Bangladesh.

An MOU was signed between Sri Ganesh Jewellery House Limited and Rocks Creation Limited of Dhaka, Bangladesh on 4th December, 2012 during the Fashion Show at Hotel Pan Pacific Sonargaon, Dhaka , in presence of Dr. Dipu Moni, Minister for External Affairs, Bangladesh , Shri Pankaj Saran ,High Commissioner of India, Dhaka , Dr. S.R.Rao, Commerce Secretary , MOC, GOI, Shri Arvind Mehta, JS, MOC, GOI, Shri. R.V.Kanoria, President- FICCI and many other dignitaries and government officials from both countries.

**On 5<sup>th</sup> December 2012**, the last day of the show witnessed a situation of stampede, which somehow was averted because of the quick action on the part of the secretariat in conjunction

with the deployed security. The jewellers were busy showing their craft to the Bangladesh visitors throughout the day but could not sale any, inspite of huge on spot general demand, due mainly to the draconian import policy and procedures in place in Bangladesh. However, the exhibitors were happy in a way that they could get trade leads of whole sale buyers , booked orders in crores delivery ex-India , and most of them exchanged fruitful business contacts as informed by the exhibitors. The exhibitors admitted that there exists huge scope in Bangladesh for jewellery, provided that the import formalities and tariffs are relaxed that would make sense to do normal business. Today the import tariff for Plain Gold is to the tune of 60% and that of Diamond studded jewellery is around 150% .Apart from Shree Ganesh Jewellery House, who entered into JV with Bangladesh counter parts, there are some others who expressed interest in entering into similar arrangements in future.

Looking into the waiting period at the airport by the exhibitors, a meeting was held with customs officials and thereafter a special joint appraisal exercise of valuables by customs officials of both airport and of venue was organized at the venue which gave considerable relief to the exhibitors. The valuables were then sealed late evening on 5<sup>th</sup> December,2012 and escorted to customs vault at the airport for the jewellers to hand carry smoothly the following day as per their flight schedules and with almost no waiting period. All the exhibitors were very appreciative of this step and complimented GJEPC.

There was no respite, and firefighting continued till the end of the show, when the customs informed that NOC from Bank is required ,before they allow any jeweler to leave the country. This was impossible to get as the offices at Dhaka had closed by then. With lot of convincing and counter convincing, finally the HCI had to give an undertaking stating that the NOC will be produced before 12<sup>th</sup> December, 2012 based on which the customs allowed exhibitors leave the country.

The following jewellers participated in the India Show under GJEPC pavilion:-

<b>Names of Exhibitors who Participated in the India Show</b>
ARHAM JEWELLERS, KOLKATA
ASIAN STAR CO. LTD., MUMBAI
DIAGOLD JEWELS PVT LTD.KOLKATA
H.K. JEWELLERS; KOLKATA
HAZORILAL & SONS JEWELLERS PVT. LTD , DELHI
LAXMI JEWELLERY EXPORT (P) LTD, AHMEDABAD.
PRIORITY JEWELS PVT. LTD., MUMBAI
SAWANSUKHA JEWELLERS PVT.LTD. KOLKATA
SHREE GANESH JEWELLERY HOUSE LTD, KOLKATA
T.J. IMPEX , MUMBAI
SENCO GOLD IMPEX PVT. LTD. KOLKATA
S.P.KULTHIA JEWELLERS PVT. LTD, KOLKATA
SHYAM SUNDAR CO. JEWELLERS PVT, KOLKATA
N. D. DIAMONDS; KOLKATA
PANNA GEMS & JEWELLERY; KOLKATA
MAHABIR DANWAR JEWELLERS; KOLKATA
YUNYSHA JEWELS; MUMBAI
GITANJALI LIFESTYLE LTD., MUMBAI

The observations made while participating in the India Show are as under.

- The exhibitors decided not to sale looking into the cumbersome customs and bank procedures but booked substantial orders delivery ex India. All the exhibitors were happy with their presence in terms of visibility and developed good contacts. The leading jewellers of Bangladesh Jewellery Samity were seen sitting with most of the exhibitors.
- The exhibitors have high expectation about GJEPC which emanates from their participation in IJS and other council organized shows. This show, being multi product and organized mainly by FICCI, did not meet the comfort level and the desired feel factor necessary in terms of ambience and crowd segregation which in the long run might reduce exhibitors unquestioned dependability on GJEPC.
- Permissions from countries having high import tariffs and severe procedural restrictions should come from the organizers well in advance in order to avoid fire fighting situations and uncertainty.
- Companies who participate through franchisee should be asked to submit Franchisee agreement and /or undertake to assign the franchisee in writing on company letter head declaring to undertake all liabilities associated thereof. (Council may explore legal provisions of participation of franchisee).
- Although , apparently it looked to be a B2C Show, the documentation and NOC requirements reduced the show into a B2B show.
- The Joint Venture between M/s Shree Ganesh and M/s Rocks Creation was a real harbinger in the entire show and holds lot of promise for future trade.
- Finally, the show ended well amidst all kinds of uncertainties and the great support that we received from HCI and from all quarters including the exhibitors.

The council nominated Mr.Shantanu Rajguru , Director, E.R , Mr Vishal Thakker, Sr. Manager, Mrs Margaret Rodrigues, Manager under the guidance of Mr Pankaj Parekh, Vice Chairman, GJEPC for the India Show at Dhaka, Bangladesh.