

Report on JA Show New York 2012 **(July 29-31, 2012)**

The JA Summer Show was organized by Nielsen Business Media at Javits Convention Centre spanning three days from July 29-31, 2012. It is considered to be one of the major fashion jewellery and accessories trade show in USA. Numerous attractive, trendy and high quality jewellery brands are showcased at this event. Qualified buyers, importers/exporters and representatives from leading departmental stores and jewellery outlets visit the show. There were grand array of bridal jewellery, bracelets, necklaces, earrings, pendants, enamel jewellery, watches, figurines, pearls, beads and related accessories on display. There were participants from countries like Hongkong, India, Italy, China, Thailand, Turkey, USA, Israel , Japan, Korea etc..

This edition had 810 exhibitors from across the world with around 9000 visitors comprising mostly of jewellery manufacturers , distributors, wholesalers, retailers, mass merchandisers, designers, clock makers, departmental store representatives etc.

The JA Show closed on Tuesday with mixed response so far as diamond jewellery demand is concerned. The independent jewellery designers reported impressive demand for one-of a collection. Price pressures continued to play significant role even in these new designs given the fierce retail trading market in USA.

Council had organized India Pavilion at the show consisting of 9 stalls occupied by 6 exhibitors and one stall occupied by council to promote and impart information to visitors of India Pavilion as well as to invite them for the forthcoming IJS & Signature show in August and February respectively.



Following information were made available to all visitors from information booth:-

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

Promotional measures undertaken to promote Indian Pavilion were as follows:-

- On site distribution of directory of Indian Exhibitors participating under India Pavilion
- India Pavilion branding
- Exhibitors posters giving the details of the booth
- IIJS 2012 posters
- IIJS brochures
- Emailers to all the Council's data base



Meetings held during the show:-

- Meeting with Mr. Drew Lawsky, Group Show Director, was held at council booth and discussed at length the gradual slowdown of the show and number of visitors having decreased. He pointed out that it is true that the visitors had reduced by 4% than last year and ascribed it more to do with slowdown of the USA economy in general which is taking its own toll but was very positive about the show in the future.
- Meeting held with Mr.Satoshi Watanabe, International Sales Director, Reed Exhibitions Japan Ltd, followed by a brief presentation of how Japan has turned around post natural calamities, and how its economy once again is showing signs of doing well, and the future of IJT Show and how GJEPC would benefit in participation at IJT January 23rd - 26th , 2013. He was given a patient hearing with few challenging questions and was intimated that it would be conveyed to GJEPC management to consider in future.
- Ms. Sudha Ravi and Ms. Sonal Narang from the Consulate General of India visited the India Pavilion and met the exhibitors at the show.



The general feedback received from the exhibitors of India Pavilion in terms of generating quality business buyers was rather feeble and found the show to be extremely slow. Most of them reported to have attracted on an average 4-5 significant new buyers during the show apart from the known ones. Although their target customers were retailers and wholesalers of USA, but the overall business result as reported was below expectation. Few of them indicated that the business result was slightly better in the previous year. They observe the decline primarily to the economic slowdown in USA market coupled with similar overtures in advanced economies where buyers emphasized more on controlled spending. The exhibitors felt that the business might have witnessed a little uptrend amidst the current economic situation had the council organized India Show as was done in JCK Las Vegas, which would be nearly impossible given the number of participants in the India Pavilion. However, they have rated the services provided by the secretariat, on the average, as good against the backdrop of lackluster business. Mr. Shantanu Rajguru, Director, Eastern Region represented the council in this show.