

BRIEF REPORT ON INDIA SHOW AT JCK LAS VEGAS 2012 (JUNE 1-4, 2012)

This year Council's participation under JCK Las Vegas 2012 held from June 1-4, 2012 was given the status of INDIA SHOW. In order to achieve this objective and create a grand "India Show" Impact at Vegas, various branding opportunities were signed up by Council in key communication to the buyers.

This year, the show saw a 21% increase in attendance over two years. The Show featured over 2,500 exhibitors and welcomed retailers and media from around the globe. By the last day of the show, exhibitors across the board reported an atmosphere of robust buying.

The shifting of the show to Mandalay Bay in 2011 proved successful in the key areas of attendance and product. International Pavilions from 22 countries like India, Hong Kong, Thailand, Brazil, Mexico, Italy, Germany etc participated at the show. In addition, international buyer attendance increased with delegations attending from Australia, Brazil, China, India, Malaysia, Mexico and Russia as JCK Las Vegas continued to solidify its position as a global brand.

Show Inauguration, 1 June 2012

In view of India Show, H. E. Smt. Nirupama Rao, Ambassador of India to USA was the Chief Guest at the Inauguration ceremony. In her opening address she reinstated India's position as global jewellery hub and made special mention about the exemplary works done by the country's top designers and brands a few of which were being showcased at the show under India Gallery. She further mentioned that "Given that India's export of diamond and diamond jewellery to the USA touched US\$ 8 billion in 2011, the Government of India had termed the country's participation at JCK Las Vegas 2012 as 'India Show'.



"India has emerged as the world's largest manufacturing centre of cut and polished diamonds. We contribute about 85 per cent of the world's supply in volume of such diamonds. 11 out of every 12 diamonds set in jewellery world-wide are processed in India," Rao said in her inaugural address.

"We are also the third largest consumer of polished diamonds. With strong efforts of the Government of India and other stakeholders, the Indian gems and jewellery sector that currently pegs at around USD 46 billion, is poised to record a compound annual growth of approximately 13 percent," she said. The show will open a new growth path for stronger commercial links between Indian suppliers of diamond and gold jewellery, and US and other international buyers," Rao added.



India Gallery

At the popular 'Shark Reef' venue in Mandalay Bay, an 'India Gallery' was set up wherein 10 display showcases were offered to country's select leading jewellery makers known for their exquisite range of craftsmanship in India and abroad.



The Indian Ambassador along with GJEPC brand ambassador and popular bollywood movie actress & style diva Ms. Sonam Kapoor also inaugurated the India Gallery which featured the country's manufacturing strengths & capabilities in manufacturing top of the line jewellery pieces be it Mass produced, Couture, Designer, Gold, Silver etc. They together along with Chairman-GJEPC also took rounds of India Pavilion to interact with Indian exporters. The presence of the popular

Bollywood star and international brand ambassador of the Indian Gem and Jewellery industry added glamour to the morning event.

Through India Gallery, Council was immensely successful in showcasing works that incorporate a seamless blend of the best international quality and workmanship with Indian talent and design in jewellery making. The jewellery displayed inside the specific product showcases were further categorized as mass produced, couture, designer, and further that of Gold and Silver. The jewellery pieces were keenly handpicked by the Council based on the overall objective of this endeavor and the selection criteria only included the pieces crafted by India's finest and leading manufacturers.



The location, overall branding presentation and window merchandising of showcases which was organized through a professional agency were greatly appreciated by all the visitors who had to pass across the India Gallery to go to the exhibition halls each day.

India Evening

As part of 'India Show, the Council had organized a spectacular 'India Evening' on June 1st at the Mandalay Bay Hotel. A 'by invitation only' event, this programme was a compilation of 'The Best of India', which showcased the diversity, versatility of INDIA. The evening witnessed host of Indian cultural performance by Chitresh Das Troupe and a Gujarati folk dance followed by a pulsating fashion show. The evening was well attended by over 190 buyers from all over the world and included a sizeable no. of Media/Journalists.



“The Gujarati cultural acts through troupe sponsored by ICCR, Indian Cuisines presented through Taj Group, Branding Promotions undertaken by Ministry of Tourism and GJEPC was the highlight of the overall effort to build an aura of India and establish Identity for Brand India, which is the most sought after destination today” said GJEPC Chairman Rajiv Jain.

Involvement of Indian Tea Board/Coffee Board

The Tea Board of India had joined hands with the Council at the show and all the visitors were made to experience/taste the various flavors of India Tea throughout the show days. Council had specially created a visitors lounge of 150 sq ft within the India Pavilion where the tea sampling was undertaken through a dedicated hostess in addition to branding opportunity for Tea Board of India.

India Pavilion



As many as 65 leading Indian exporters had participated this year at the show and the India Pavilion covered a wide array of fine jewellery products such as designer jewellery, antique and estate, bridal and high-end gift-ware. It featured a variety of regionally inspired and product specific booths which were well attended by the buyers.

This year the India Pavilion comprised of 96 booths occupied by 62 exhibitors. Total area occupied by the Council under the India Pavilion was 9660 sq. ft. wherein Council had earmarked 2 booths one within the India Pavilion for business center facilities and the other in the main isle for Promotional purpose. The business centre facilities for the exhibitors included:

- Telephone/Fax facility
- Internet connection
- Photocopier
- Drinking Water
- One sublingual hostess
- First Aid Kit

The promotional booth was exclusively used for distribution of the promotional material which included the Exhibitors directory, international brochure on IIS 2012, Solitaire Magazine, Sparkle of Success and handouts of daily cultural performances & fashion shows hosted by Council at the show.



The India Pavilion witnessed a good turnout of visitors and majority of the exhibitors were satisfied with the business results at the show.

Overall Show Report

There were no doubts that the US retailers' still faced considerable challenges, including a frustratingly slow recovery and stiff competition from online sellers. And while the prices of gold and diamonds had leveled after making huge gains in 2011, they still remain at historically high levels in a time when consumers are pinching pennies.

But as attendees navigated the still-unfamiliar environs of Mandalay Bay and steeled -themselves for the annual endurance test that is show season, there was the feeling that the worst of the industry's problems were in the rear-view mirror. Halls were crowded, people were greeting old friends, and manufacturers and retailers were ready to do business. Though the current business environment did not seem as easy as it used to be few years back but there was definitely a good mood amongst the attendees and mainly Retailers were buying show specials since the business scenario was quite descent even though the trade in general had some bad months some time back but business was found to be satisfactory.