

REPORT OF THE INDIA PAVILION AT JEWELLERY ARABIA 2012

DATES: October 16-20, 2012

VENUE BAHRAIN INTERNATIONAL EXHIBITION
CENTRE, MANAMA, BAHRAIN:

ORGANISORS ARABIAN EXHIBITION MANAGEMENT, BAHRAIN

Dates & Times:

Opening times for the exhibition are:

Tuesday 22 nd to 19 October	1600 to 2200 hr
Saturday 20 th October	10:00 to 13:00 hrs and 16:00 to 22:00 hrs

Representatives of the Council at the show:

Margaret Rodrigues, Manager, Exhibitions
Pranbes Hazra, Manager, Exhibitions

Objective of Visit:

- To represent India Pavilion at Jewellery Arabia
- Facilitate the exhibitors at the show.
- Promoting the Councils activities
- Promotion of Signature IJS 2013 amongst the visitors and getting buyers
- Arranging meetings with different agencies
- Meeting the organisers and plan for next years show

Brief of the show

Jewellery Arabia is the largest and most prestigious jewellery exhibition in the Middle East. Since its inception in 1992, it has provided international jewellery houses with unrivalled direct

access to trade buyers and private collectors from throughout this important economic sector. This is a B2C show and the visitor include wholesalers, retailers and end customers. Since sales is permitted during the show, the end users visiting the show and buy jewellery on spot and consistently attracts over 600 exhibitors from 30 nations; whose exhibits range from incredible finished jewellery to luxury time pieces, to precious stones of every size, shape and cut.

INDIA PAVILION AT JEWELLERY ARABIA 2012-

The Council organized joint participation for the 10th consecutive year at Jewellery Arabia 2012. The India Pavilion was spread at two locations one at Hall No 2 and Hall 1 with 718 sq. mtrs occupied by 54 exhibitors who displayed precious metal Jewellery both plain and studded (ii) loose gemstones including diamonds, precious and semi-precious colored stones and one exhibitor with two stalls at Hall No 1, a premier location.

Council had one promotional booth at Hall No 2 to facilitate and extend services to the exhibitors and simultaneously used the facility to distribute promotional materials to the visitors thereby promoting IJS Signature 2012.

Majority of the exhibitors were found to have made good business. They shared their view of continuous presence at the Jewellery Arabia show and considered it very important. Most of the visitors were found to have crowded the India Pavilion and Hong Kong pavilion and it is reported that most of the Indian jewelers had brisk business in the first day and last day of the show. The visitors were looking for mid segment and low end products. The exhibitors were satisfied with the arrangements made by GJEPC. The 5 exhibitors who were away from the main India Pavilion were not satisfied with the location as the foot falls were very less in that location.

Activities undertaken to promote the India Pavilion

Following promotional measures were undertaken to promote the India Pavilion at Jewellery Arabia 2012:

- Banner above the India Pavilion
- For onsite distribution an exclusive Exhibitor directory of the India Pavilion exhibitors participating at India Pavilion is printed
- Promotional bags
- Press Kits
- Advertisements will be released in the following:
 - Gulf Daily News
 - Asraq Al Awast
 - Al Riyadh
 - Al Ayam

Council's promotional booth

Council had one booth 1548(A) which was used to facilitate the exhibitors and the promotional materials were distributed from this booth.

MEETINGS HELD DURING THE SHOW

Meeting with the officials of the Indian Embassy

Mr Pramod Sharma, Second Secretary(Economic and Commercial) and Mr Gaurav Gandhi (Second Secretary/HOC) from the Embassy of India, Bahrain visited the India Pavilion and were happy to note about the increase in exhibitors as well as the total booths. Mr Haresh Zaveri received them and thereafter had a brief meeting wherein apart from the other matters the situation in Bahrain was also discussed.

According to them the situation in Bahrain is improving and there is no concern of any disturbance.

Meeting with the organisers

A meeting was organized with the organizers on 17th October, 2012.

Following were present:

AEM

Mr Stephen Key
Mr Fawzi

OEM

Ms. Lee Susan

GJEPC

Haresh Zaveri
Margaret Rodrigues
Pranbes Hazra

Mr Haresh Zaveri thanked the organisers for their support and assistance in organizing the show. He then informed the organisers about the breach of agreement from the organizers side with regards to direct signing of companies (GJEPC members) from India for Jewellery Arabia which was happening for last 6-7 years and such instances have been repeatedly occurring through OES/AEM and has seriously affected our equation with other exhibitors who participate under India pavilion.

Mr Fawzi and Mr Stephen Key apologized for the breach of Contract and informed that the exhibitor was signed up at the Sharjah show by AEM back in March thinking that they were coming in through a Dubai based operation and they had

provided the Dubai Address and while countersigning the contract they had not noticed the India Address. They also informed that henceforth when they sign the contract for the Indian Exhibitors who are based in other countries, first they will send the details to the Council and once the Council gives go ahead, then only they will sign the contract which was accepted by the Council.

Extra space to the India Pavilion

Mr Zaveri also informed the organisers about the extra space to be allotted to the Council, they should inform the same well in advance so that the allotment can be done in one go and last minute space availability makes it difficult to the Council to allot the space to the interested exhibitors and also to coordinate with the contractor.

It was informed to the organisers that the beginning of the India Pavilion booth Non 1323 of 36 sq. mtr space has been allotted to one of the International exhibitor M/s. V&P Jewellery by which the Indian exhibitors participating in the isle are not getting more mileage, hence that space may be included in the India Pavilion. The organisers informed that as this company is participating last few years will not accept the change in the location. They will consider allotting more space to the India Pavilion after discussing with the other pavilions at the end of the show.

It was also informed to the Council by the organisers that they can allot more space to the Council at Hall No 1 which was not the island booths but in the periphery. Mr Haresh Zaveri informed them that the Council will not be interested to take the periphery and if any island space is available, the Council can consider after consulting the exhibitor.

Signing of the space contract as well as releasing the 50% space rental

It was brought to the notice of the GJEPC secretariat by the organisers that as per the practice, 50% of the space rental to be released after signing of the space contract which was delayed this year and they got the 100% space rental just one week before the show could start. As they are taking 50% space rental by signing the contract from all the pavilions as well as the individual exhibitors, without which the space is not confirmed. Mr Haresh Zaveri assured them that this year 25% of the space rental will be released once the contract is signed.

Meeting with Phil McKean of Montgomery

A meeting was arranged with Mr Phil McKean of Montgomery on 19th October at 5 PM. He informed the Council that the exhibition which they organized in Saudi had some problem with the Saudi Sponsor hence they will not be organizing the show in Saudi Arabia this year.

He mentioned that if Council needs any assistance in organizing the shows or stand alone exhibitors in different countries, they can assist in organizing the same.

Margaret Rodrigues
Manager, Exhibitions