

## **Report on 16<sup>th</sup> India Pavilion at BaselWorld 2014**

The Gem & Jewellery Export Promotion Council (GJEPC) organised India Pavilion for the 16<sup>th</sup> consecutive year at the world's most popular watch & jewellery show 'Basel World 2014 from March 27 to April 3 2014. This high profile luxurious show attracts more than 1,50,000 visitors/buyers every year where the world's most renowned brands display their collections exclusively and GJEPC hosted 23 of the top Indian exhibitors at this global platform.

**Basel, March 27 to April 3, 2014:** INDIA presented yet another contingent of magnificent showcase of its finest in Gems and Jewellery in Hall No. 2 & 3 at Basel World 2014. In its 16<sup>th</sup> edition at Basel World 2014, India Pavilion boasts of crème de la crème of select 23 Indian Export Houses catering to the European market. The Basel World Watch and Jewellery Show held annually ,over the last decade has developed into an event of superlatives and the terms “show” is barely adequate to describe this international industry event. With over 100,000 visitors/buyers from across the globe expected to attend, 23 top Indian manufacturers will participate in the most coveted luxury show in the world and share space with globally renowned luxury brands.

### **Aim & Objective:**

With participation of India Pavilion at Basel World, the Council aimed at increasing the trade intensity towards India and enhancing the leadership position in the design arena. This year the exhibits that were showcased were to portray high standards of craftsmanship along with unmatched creativity and promote India as being the Ultimate Design Destination.

With whooping rise in export figures every year, Europe is undoubtedly a significant trade partner for India. With Jewellers from all over India from Delhi to Jaipur and Mumbai displayed their fine pieces, Basel World 2014 was an utmost delight. Basel World is where business begins & trends are created. This is the optimum platform for India to create awareness for BRAND India and interact with the key international players from across the globe.

This year India Pavilion was spread across 300 sq. meters area, with 23 exhibitors who showcased the best of Indian innovation promoting India as a "design destination" internationally.

<b>Loose Diamonds at Hall no.3.0</b>	<b>Booth</b>
ADITYA GEMS	D36
ARIHANT STAR	D33
EVEREST ENTERPRISE	D34
HARI DARSHAN EXPORTS	D30
M. TARUN DIAMONDS PVT. LTD	D37
RATNAKALA EXPORTS PVT. LTD.	D29
ROYAL IMPEX	D39
SEJAL EXPORTS (INDIA)	D32
THUMAR GEMS	D41
DIASQUA INDIA PRIVATE LIMITED	B33
<b>Gemstones &amp; Jewellery Section at Hall no.2.2</b>	<b>Booth</b>
EMERALD WORLD	C50 & C52
GEMCO DESIGNS	A45
GEMPORIUM	C42
H.K. DESIGNS (INDIA)	A57
KARATS & CARATS	A53
LIVINGSTONES	A43
MARUDHAR CORPORATION	C32
NIHALCHAND GIRDHARILAL JAVERI	C44
NOOR SONS INTERNATIONAL PVT. L	A59
RAVI GEM & JEWELLERY EXPORTS P	C48
SABIR JEWELLERS	C36

SHWET RATAN IMPEX	A41
UNI DESIGN JEWELLERY PVT. LTD	A51

New products coupled with trends and innovations were showcased in unparalleled perfection by the Indian contingent. It is estimated that 80% of global sales of jewellery and watches are generated at Basel World and GJEPC along with its India Pavilion expected to open doors for the Indian gem and jewelry manufacturers. An added attraction this year was 'India Palace' at Hall 2.1 which showcased the most exquisite and coveted jewellery by Indian participants.

**PRESS DAY / PRESS CONFERENCE ON WEDNESDAY, APRIL 26, 2014:**

**BASELWORLD 2014**

On the occasion of Press Day at BASELWORLD - The World Watch and Jewellery Show, the show management organised the official press conference at Room Montreal at 11 am on Wednesday, April 26, 2014.

**INDIA PALACE AT BASELWORLD 2014**

Looking at the success rate of India Palace/ India Product Gallery all over Intl major exhibitions viz., JCK Las Vegas, Sept Hong Kong shows, the GJEPC continued to organise India Palace for the 4<sup>th</sup> year at BaselWorld 2014, at Hall no.2.1, which was an ideal location to promote & increase the visibility of India Pavilion.

**Objective:**

To offer visitors a Preview to the Exhibitor's merchandise participating under India Pavilion at Hall no.2.2 & Hall no.3.0 and showcase India's strength in diamond, gems and jewellery.

India's expertise were showcased at the **INDIA PALACE**, Booth F90 at Hall 2.1 which was spread over 100 square meters, in addition to India Pavilion at Hall 2.2 & Hall no. 3.0. Different regions of India boast of jewellery making techniques unique to them, offering the world an unimaginable variety of styles. At Basel World 2014, GJEPC worked towards strengthening the trade relations amongst key international players & India exhibitors.

**Enhanced Appearance of India Palace:**

This year India Palace was given enhanced look, by hiring the services of a professional window merchandiser to make the showcases visually attractive and given uniform India Pavilion identity to the showcases.

**Information Counter of India at Hall no.2.1**

**Following information was made available to all the visitors at India Palace:**

- Information on the Exhibitors
- India Pavilion Show Directory in  
French, Russian, Italian, English
- Solitaire Magazines
- Sparkle of Success
- IIJS 2014

**Baselworld 2014** concluded having once again succeeded in bringing together around 150,000 visitors (including representative from exhibiting companies, buyers, journalists and other visitors) from every continent, underlining its position as the most important market place and trend setting event for the world's watch and jewellery industry. The eight outstanding show days were comprehensively covered by extensive global media presence. With enthusiastic feedback from all players, Baselworld 2014 ended on a high note, having met and exceeded expectations in terms of business, quality, media presence and exposure. At the same time, the industry is awaiting the next BASELWORLD with great anticipation.

At the end of the 42<sup>nd</sup> World Watch and Jewellery Show, the exhibitors declared themselves to be particularly pleased with the level of sales they had achieved.

**MEETINGS DURING BASELWORLD 2014**

- Meeting with Ambassador of Indian Embassy on 27<sup>th</sup> March 2014
- Meeting with Organizers of Vicenza Fairs on 28<sup>th</sup> March 2014
- Meeting with Organizers of BaselWorld 2014 on 30<sup>th</sup> March 2014
- Meeting with Mr. Terry Wong from Outsmart HK Pvt Ltd on 30<sup>th</sup> March 2014