

## POST EVENT REPORT

### INDIA PAVILION AT JEWELLERY ARABIA 2017



The 26<sup>th</sup> edition of Jewellery Arabia 2017 established in 1992 the largest and most prestigious Jewellery and watch exhibition in the Middle East inaugurated under the visionary patronage of the Prime Minister of the Kingdom of Bahrain His Royal Highness Prince Khalifa bin Salman Al Khalifa on 21st November, 2017 at 10.30 AM. Promising the most impressive assembly of jewellery, watches, gems and luxury accessories the region has ever seen, Jewellery Arabia 2017 were showcased tens of thousands of exquisite pieces to discerning private buyers, as well as wholesalers, manufacturers, traders and retailers.

The exhibition was opened free of charge to members of the public. Show organizers UBM AEM anticipate over 49,000 visitors was descend on the 21,000 square meter treasure trove over the course of 5 days.

The Prime Minister censored the ribbons, and officially declared the exhibition open. He then toured the pavilions of eminent national and international Jewellery houses, and expressed admiration of the displayed precious gems, finished Jewellery and luxury watches, as well as the latest innovations in gold and silver handicrafts

As it celebrates more than two successful decades, Jewellery Arabia 2017 welcomed over 600 exhibitors from 30 countries, were participated in the Bahrain International Exhibition Centre with large national group from Country pavilions – from Hong Kong, India, Singapore and Thailand – were among the highlights of the show, besides prominent individual jewellers from countries

such as Australia, Austria, Bahrain, Belgium, Brazil, China, France, and Germany was exhibits range from incredible finished Jewellery to luxury time pieces, to precious stones of every size, shape and cut.

In his address, the Premier was reported to have said that the government was committed to providing complete support to the gold and Jewellery industry, which he described as “a genuine Bahraini heritage”, adding that the government was “proud of the reputation of Bahraini gold Jewellery in the region and neighboring countries.”

Industry, Commerce and Tourism Minister, Zayed bin Rashid Al Zayani, was also reported as saying that the Jewellery sector has been given top priority in Economic Vision 2030 prepared by his ministry.

**Fair Dates:** Jewellery Arabia 2017, 21nd Nov – 25th Nov 2017

**Venue:** Bahrain International Exhibition & Convention Centre Manama, Kingdom of Bahrain.

**Organizers:** UBM AEM, Manama, Kingdom of Bahrain

**Exhibition Statistics:** Total Gross Area 21,000 sq. meters

### **INDIA PAVILION AT JEWELLERY ARABIA 2017**



His Excellency Mr. Alok Kumar Sinha, The Ambassador of India, Bahrain, was present in inaugural ceremony. Mr. Anurag Kumar and Mr. Pranabes Hazra received his Excellency and thereafter had a brief meeting wherein apart from other matters, the present business in Bahrain was discussed.

H.E Ambassador came and took a round to whole India. His Excellency interacted personally with the Indian exhibitors about the business conversions; visitor footfall, business projections, market trends etc. He was very happy to learn that such a large contingent of Indian Exhibitors have come to Bahrain to show case their creativity, he was very happy to see a large variety & designs of Gems & The Council is organizing joint participation for the 15<sup>th</sup> consecutive year at Jewellery Arabia 2017. The India Pavilion organized in two locations at Hall No 2 with 764 sq. mtrs, 52 exhibitors who were displayed precious metal Jewellery both plain and studded (ii) loose gemstones including diamonds, precious and semi-precious colored stones.

India pavilion were featured high-end diamond jewellers, gold and platinum jewellers, fine jewellers, loose diamonds, studded gold jewellers, designer handmade jewellers, bridal Jewellery and exclusive pieces. Catering to the tastes of the Middle East market, Indian participants was focused on Jewellery with color stones, sapphires, emeralds, rubies and solitaire diamonds. Diamond Jewellery in palladium and platinum and in different settings will also be showcased.

GJEPC was provided with promotional booth “stall - 1031” at Jewellery Arabia 2017. The promotional booth was used to provide information about GJEPC and also for distributing Exclusive Flyer of India Pavilion, Solitaire magazine, Sparkle of Success, Promotional bags to the visitors of the show.

Major Promotional banners were placed at a strategic location to promote India Pavilion.

Following promotional measures have been planned to promote the India Pavilion at Jewellery Arabia 2017:

- Exclusive Design for India Pavilion.
- Mass e-mailing to the trade buyers in UAE inviting to visit the India Pavilion.
- Sponsorship of India Banner above the India pavilion
- SMS Campaign - SMS was sent to all the visitors in Saudi Arabia, Qatar, Kuwait and Bahrain (in Arabic) which will loudly speak about the mega scale of the Pavilion and the jewellery displayed.
- Exhibitors' directory giving details of the exhibitors of India Pavilion
- Promotional Bags
- Promotional Posters incorporating the Exhibitors name and the Booth Nos.
- One Hostess/interpreter
- Press Kits



The second day of the show started at 4.00 PM. The number of visitors were more than the first day and the composition of the visitors were mostly locals from Bahrain. Most of the visitors crowded the India Pavilion and Hong Kong pavilion and it is reported that most of the Indian jewelers had brisk business. Some of the jewelers were informed that 30% business was down this year due to backdrop of political situation, Qataris buyers not entered into Bahrain.

Although it was a weekend and number of footfalls were expected to be more, but it was observed that number of visitors were moderate and there were business in the Indian pavilion as reported. The exhibitors were busy throughout except that few of them said that there were enquiries no doubt but actual conversions were little less.

On 25th November, 2017, the show started at 12.00 PM and was scheduled to be for women till 2.00 PM. It was observed that there were good number of visitors in the morning session that too mostly in the India and Hongkong pavilions. It was expected that due to anticipated unrest, the majority of buyers from Saudi Arabia and Qatar would be moderate. Though the show was to commence again at 4 pm onwards, It was observed that the visitors continued to do business during the day which peaked after 6.00 pm. Exhibitors were delighted to see the swelling in number of visitors and were found to be engaged throughout the day and had good business.

During the Exhibitions, the numbers of visitors were reported to be less than that of last year but all were mostly locals. The exhibitors who were little apprehensive initially regained confidence seeing the turnout and were pretty hopeful to do more business as most of the stalls were found to be busy. On the other hand, the exhibitors were found to be quite satisfied with the arrangements made by GJEPC and were found to be quite happy to come and participate at the Jewellery Arabia 2017.

## **Meetings held during the Show**

Mr Anil Sankhwal , Regional Chairman, Delhi Region was approached to Mr. Fawzi, Director of Sales & Marketing, UBM, that few of Exhibitors from India came to Bahrain show directly through UBM Allworld should be count in India Pavilion Exhibitors. Mr. Sankhwal explained that they are took permission from GJEPC and appraised one invoice from Indian Custom and participated two pavilions. Mr. Fawzi informed he will look into this.

Mrs. Susan Lee, Project Director, UBM Allworld, explained, as a result of direct customer feedback, a new pricing model has been designed to offer all exhibitors the opportunity to choose a stand that generates the most value from their participation at the event. They introduced three key colour zone in all halls, Red colour Represents Very High visitor's profile, Green colour represents High visitors footfall, and Blue colour represents Standard visitor's footfall. The pricing of above colour are difference, as per india pavilion concern whole India pavilion in Hall no 2 falls in Red and Green colour. Also she explained if we sign contact in venue we will get early benefit of 20% discount. Mr. Sankhwal loomed Mrs. Susan lee to make a contact and we are agree to sign contract in venue for next year. Mr Anurag Kumar and Mr. Pranabes Hazra was present in the meeting and collected 2018 Sales Guide browsers price list and Floorplan.

Mr. Anurag Kumar Asst. Director and Mr Pranabes Hazra, Manager Exhibitions and were collected the feedback form from the exhibitors and majority of them expressed interest to participate in the next year show with few inputs on possible improvements.

The show ended on a good note.

### **Representatives:**

Shri. Anurag Kumar, Asst Director Intl Exhibitions

Shri. Pranabes Hazra, Manager, Exhibitions

### **Exhibitors Feedback:**

#### **Observations & Recommendations based on Exhibitor's**

94% of the exhibitors have exhibited more than once

24% of the exhibitors have achieved their objectives

42% of the exhibitors were looking for International buyers

40% of the exhibitors undertook direct mailing to attract visitors to their booths

42% of the exhibitors were targeting Retailers

69% of the exhibitors were happy with the footfalls and type of visitors

5% of the exhibitors rated “Excellent” on the overall business and 12% rated “Good”.  
83% of the exhibitors rated “Excellent” on their participation related activities by GJEPC  
26% Exhibitors rated “Good” and 44% of the exhibitors rated “Excellent” on the services provided by GJEPC



