

JCK Las Vegas 2016

3-6 June 2016

REPORT OF THE INDIA PAVILION **JCK 2016, LAS VEGAS**

Brief of the show

JCK Las Vegas is the leading jewelry event in North America open to all jewelry professionals. Each year, the industry gathers where the latest awe-inspiring domestic and international designers and most sought after trends are showcased in a secure environment.

The industry event combines a plethora of networking events and complimentary education sessions with the industry's broadest selection of finished jewelry, gems and timepieces.

The show had covered an absolute wide array of fine jewellery products ranging from platinum to gold, diamonds, watches, designer jewellery, antique and estate, bridal jewellery, coloured gemstones, loose diamonds, jewellery services, very high end giftware, pearls, etc.

Representatives of the Council at the show:

Sridhar Iyengar, Director, International Events

Margaret Rodrigues, Manager, Exhibitions

Daphne D 'Costa, Assistant Manager, International Events

India Pavilion

Under the India Pavilion there were 81 booths spread over 8100 sq. ft. area occupied by 50 exhibitors.

The India Pavilion was located at 2 locations: Passport and Diamond Plaza. Passport comprised of 40 exhibitors occupying 64 booths and Diamond Plaza comprised of 10 exhibitors occupying 12 booths.

Exhibitor Lounge/ GJEPC Meeting Room

An exhibitor lounge was organized within the India pavilion at passport section to facilitate the exhibitors and the meeting room.



At the Exhibitor Lounge the exhibitors were able to avail the following facilities:

- ✓ WiFi
- ✓ Photocopier
- ✓ Water cooler
- ✓ First Aid Kit
- ✓ Refreshments including tea/coffee/light snacks etc.

Lobby Booth

There was also one complimentary booth allocated by the organisers at the Lobby Level.



Full promotional kit containing following material was handed over to all the visitors from this booth:

- ✓ Directory of India Pavilion Exhibitors
- ✓ Solitaire magazine
- ✓ Sparkle of Success
- ✓ JCK Flyer

The Council undertook the following promotional activities to promote the India Pavilion at the show:

- VIP Lounge/Ambassador Lounge



Council was the exclusive sponsor of the VIP Lounge. In the VIP Lounge, the following was incorporated:

- 1) Standee incorporating the India Pavilion exhibitor list
- 2) Tabletop signage/tent cards were placed on the tables in the lounge.
- 3) The Exhibitors flyers were placed in the VIP Welcome kit.
- 4) Screen Saver on (2) Internet Terminals located in the Lounge for VIP use.
- 5) Breakfast/tea/coffee and refreshments were provided to the buyers
- 6) The exhibitors directories were placed in the tables in the lounge as well
- 7) The organisers had promoted the India pavilion as a sponsor where the VIP Lounge was promoted.

Brands of India Product Gallery



At the entrance of the Passport Location, an 'INDIA GALLERY' was set-up with 10 showcases wherein the interested exhibitor's exquisite range of Products were displayed which included mass produced /couture/Designer /Platinum/ gold/silver jewellery.

Banner from Hotel and Casino side



- Pocket planner – 2 page center spread
- Video Wall

Show signage – framed graphic – This signage was located at the lobby



Banner smart Panel – This banner was located in between the walkway from Hotel to the Convention Centre



Exclusive overhead branding with entire new look



- On-site publicity brochures
- Promotional bags
- Mass emailing to the trade buyers in the major countries inviting them to visit the India Pavilion
- Exclusive brochures which were kept in the VIP Lounge and were distributed to all the visitors.
- Sponsorship of Hostess handouts

June 3, 2016

Delegation from China visiting India Pavilion



GJEPC welcomed a delegation from China headed by Chief Executive Officer of World Mart E Company Ltd. The delegation was from the Panyu Jewelry Industry. The Council's representative accompanied the delegation to visit the India Pavilion exhibitors.

Meetings held during JCK - June 5, 2016

Meeting with the Official Stand Contractor –M/S. SYMA SYSTEMS



A meeting was organized with the stand contractor viz. M/s. Syma Systems. Following were present:

Sridhar Iyengar
Margaret Rodrigues
Daphne D' Costa
Stanley Hymes
Diane Sartini
David

Mr Sridhar appreciated Mr. Stanley and Diane for their assistance in creating the India Pavilion and also the smooth functioning of the India Pavilion.

June 5, 2016

Meeting with Philip Van



Mr Philip Van visited the India Pavilion and met the secretariat, he was mentioning about the progress of the forthcoming Indo Europe BSM.

June 5, 2016

Meeting with Diamond Dealers Club

A meeting was organized with the Diamond Dealers Club. Following were present:

Mr Koffman, President, DDC,
David Lasher
Ajesh Mehta

Sridhar Iyengar
Margaret Rodrigues
Daphne D'Costa

After the brief discussion, the dates for the 5th edition of India Diamond Week at DDC was finalized as August 22 - 25, 2016 (Mon – Thurs)

Following points were also discussed:

1) **Show Promotions** – The show can be promoted vigorously amongst the DDC member base as well as amongst other trade buyers (within New York) so that the Council gets a good visitor turnout at the show. It was also informed to David that the Council shall shortly be sending across the show artworks which can be circulated amongst their buyer database as well as amongst other trade members.

2) **Buyer Mobilization** – It was also informed to them to assist the Council in inviting 8 to 10 quality buyers from the other cities like West coast, Chicago, etc. The expenses pertaining to their hosting viz. airfare and hotel will be borne by the Council.

3) Mr. Ajesh Mehta informed David and Mr Koffman to advise the Council on the feasibility of organizing a similar diamond week at Chicago, West cost or any other cities either by partnering with some local association together with DDC.

4) India International Diamond Week

It was informed to Mr Koffman that Council is intending of organizing India International Diamond Week in Mumbai during the 50 years celebration of GJEPC wherein all the buyers, would be invited from all over the world. Mr Koffman confirmed that he will lead a delegation from New York for the Event.

5) **Freight forwarder** – It was also informed to them that as per our practice in the last 2 editions, Malca Amit and BVC Logistics will be considered as the official freight forwarder.



Glimpse of the India Pavilion at JCK 2016





Diamond Empowerment Fund held on June 2, 2016 at 6:30pm



Diamond Producers Association Presentation held on June 3, 8:30am





Meeting with ALROSA held on June 4, 9:00am



The Rapaport Breakfast held on June 5, 8:00am



Representatives of the Council at the show:

Sridhar Iyengar, Director, International Exhibitions
Margaret Rodrigues, Manager, Exhibitions
Daphne D'Costa, Assistant Manager, Exhibitions

