

## 5<sup>th</sup> India - China Diamond Buyer Seller Meet 28 - 30 November 2011

Name of the show:	India-China Diamond BSM 2011
Exhibition Area:	1050 sqm with 34 booths
Frequency:	Annual
Date of exhibition	Nov 28 - 30, 2011
Exhibit Profile:	Loose Diamonds
Organizers:	The Gem & Jewellery Export Promotion Council
Supported By:	Shanghai Diamond Exchange
Venue:	Conference Room A & B, China World Hotel, Beijing

### Visitors details

Jewellery manufacturers, importers, traders, wholesalers and retailers from & outside Shanghai, Members of SDE, GAC & Other Trade members

### Background of 5<sup>th</sup> Edition of India-China BSM

<u>LIST OF REPRESENTATIVE</u>	
Mr. RAJIV JAIN	Chairman, GJEPC
Mr. VASANT MEHTA	Former Chairman & Honorary Advisor To Chinese Diamond Industry
Mr. RUBAN HOBDAY	Director - Southern Region
Mr. RAJESH SHARMA	Sr. Manager - Exhibitions

28 participants were allotted 9sqm booth. Each participant was assigned one interpreter.

A pre-exhibition meeting with all the participants was called by Mr. Vasant Mehta on 27<sup>th</sup> Nov 2011 at the pre-function area of the Conference Room. All the exhibitors were allotted their interpreters for the BSM. Mr. Mehta urged all the participants to not to involve into any unlawful business transactions during the BSM. All the participants interacted with their interpreters & explained them the terminologies related to the Diamond industry.

## Day 1: Nov 28, 2011

Opening Ceremony for the 5<sup>th</sup> India-China Diamond BSM commenced on 28<sup>th</sup> Nov 2011 at Conference Room A of China World Hotel, Beijing.



As the Ambassador of India in Beijing, H.E. Dr. Jaishankar was travelling during the show dates, Madam Ambassador graced the occasion along with Mr. Nagaraj Naidu, Counsellor (Trade & Commerce, Embassy of India) & Mr. Abhishek Shukla, Second Secretary Trade & Commerce (Embassy of India in Beijing).

Mr. Lin Qiang, President Shanghai Diamond Exchange (SDE) & Ms. Caroline Yuan Vice President Shanghai Diamond Exchange (SDE) were also present at the opening ceremony along with Mr. Rajiv Jain, Chairman, GJEPC & Mr. Vasant Mehta, Former Chairman-GJEPC & Honorary Advisor to the Chinese Diamond Industry. A formal ribbon cutting ceremony was held.



Mr. Rajiv Jain in his speech welcomed Madam Ambassador & wished all the exhibitors a successful BSM

Mr. Vasant Mehta in his speech thanked all the participants for making the BSM a huge success. He also thanked Madam Ambassador, Mr. Nagaraj Naidu & Mr. Abhishek Shukla for extending all their support for the BSM. He also thanked Mr. Lin Qiang & Ms. Caroline Yuan & officials of Shanghai Customs for extending their support in clearing of the goods.





Madam Ambassador, on behalf of H.E. Dr. Jaishankar, welcomed all the exhibitors to Beijing. She also mentioned that India & China together can become the leaders of the Gems & Jewellery Industry across the globe. Madam Ambassador visited all the booths after the opening ceremony along with Mr. Rajiv Jain & Mr. Vasant Mehta

Day 1 of the show had a lukewarm response as there were very few trade buyers visiting the show. Only 35 visitors from 28 companies attended the BSM on Day 1.



### Cultural Evening: 28<sup>th</sup> Nov 2011

Council had arranged for IJJS Signature Road show & a cultural evening on the 1<sup>st</sup> day of the show at Summit Ballroom C of China World Summit Wing. The show was attended by 120 people comprising of participants at BSM & the invited trade buyers. Mr. Rahul Chhabra, Dy. Chief of Mission in China, Mr. Nagaraj Naidu & Mr. Abhishek Shukla attended the Cultural Evening. Mr. Lin Qiang President - SDE, Ms. Caroline Yuan Vice President - SDE & the officials from the Shanghai Customs were also present at the show.



Mr. Rajiv Jain welcomed all the exhibitors & buyers at the show. In his speech he mentioned that India & China are "natural partners" & should work in collaboration with our competencies & not as competitors

Mr. Vasant Mehta made a presentation on Indian Gem & Jewellery industry & on the upcoming show IIJS Signature 2012 scheduled from 6<sup>th</sup> - 9<sup>th</sup> Jan 2012.



Mr. Rahul Chhabra, Dy. Chief of Mission also gave a presentation focusing on the synergy that India & China can create for over all development & stronger relations between both the countries. He mentioned that China and India are among the major rising powers and economies in the world today & the combined share of the two countries in the global diamond jewellery market is expected to grow from the current 15% to 20% per cent by 2013

Mr. Lin Qiang, President - SDE was also invited to give a short speech. In his speech he mentioned that the trade relations between both the countries stronger and that more of similar shows should be arranged to bring together the companies & buyers on the same platform for development of bi-lateral trade between the countries.



Mr. Vasant Mehta gave vote of thanks along with the mementoes to Mr. Lin Qiang, Ms. Caroline Yuan, Mr. Rahul Chhabra, Mr. Nagaraj Naidu, Mr. Abhishek Shukla, Ms. Zhang Rong, Director-Shanghai Customs

The presentation was followed by an Indian cultural dance program & networking cocktails & dinner.



### **Day 2: 29<sup>th</sup> Nov 2011**

Day 2 saw a lesser no of footfalls at the show. A total of 42 Trade Buyers from 37 companies visited the BSM.

### **Day 3: 30<sup>th</sup> Nov 2011**

A total of 12 trade buyers from 8 companies visited the BSM. The BSM was closed at 4:00 pm. Post the show, few exhibitors visited Wante Jewellery Mall (venue where 3<sup>rd</sup> India China BSM was held) to meet the retailers at the Mall.

The Council representatives interacted with the exhibitors to understand their suggestions & probable reasons for low turnout. One of the major reasons for the low turn-out at the BSM was increase in diamond prices & volatile market situations. Also, the buyers have stocked the goods & are waiting for the prices of diamonds to go down so as to place new orders.

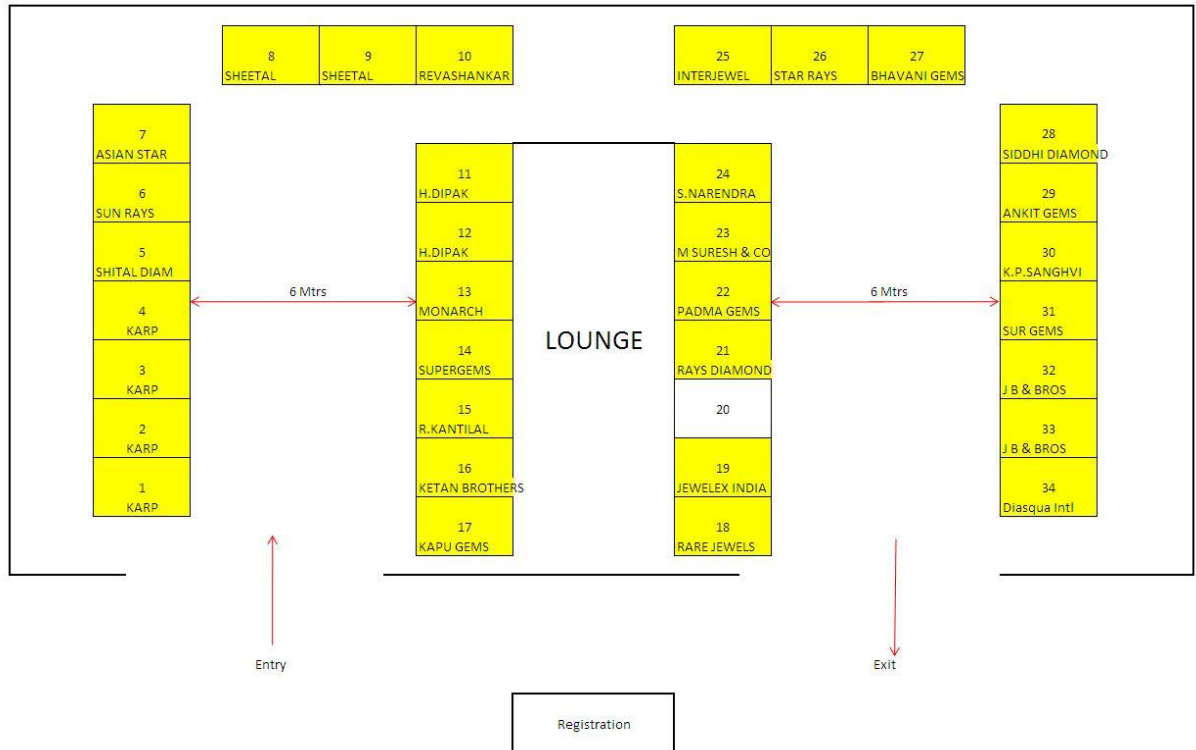
The other reason for low turnout was the BSM dates were immediately after the China Jewellery Show organized by GAC from 23<sup>rd</sup> - 27<sup>th</sup> Nov 2011. Most of the key clients had visited their show on the first two days (23<sup>rd</sup> & 24<sup>th</sup> Nov) of the show & had returned back to their respective cities. It was not possible for them to attend the BSM within short span of time.

Since, GAC was organizing China Jewellery Show from 23<sup>rd</sup> - 27<sup>th</sup> Nov 2011 in Beijing & another show was being organized by UBM in Shanghai from 2<sup>nd</sup> - 5<sup>th</sup> Dec 2011, it was proposed to organize the BSM prior to GAC show. However, doing so would have strained Council's relationship with GAC. Hence, it was decided, in consultation with SDE; that the BSM show dates to be 28<sup>th</sup> - 30<sup>th</sup> Nov 2011

## Exhibitor List

Sr. No.	Company Name	Sr. No.	Company Name
1	Ankit Gems	15	Monarch Gems
2	Asian Star Company Ltd	16	Padma Gems
3	Bhavani Gems	17	R Kantilal & Co
4	Diasqua India Pvt. Ltd	18	Rays Diamond
5	H Dipak & Co	19	Rare Jewels
6	Interjewel Pvt Ltd	20	Revashanker Gems Ltd.
7	J.B. and Brothers Pvt. Ltd	21	S Narendra
8	Jewelex India Pvt. Ltd	22	Sheetal Mfg Co
9	K P Sanghvi & Sons	23	Shital Diam
10	Kama-Schachter Jewellery Pvt. Ltd	24	Siddhi Diamonds
11	Kapu Gems	25	Star Rays
12	Karp Impex Ltd	26	Sun Rays
13	Ketan Brothers Diamondz Exports	27	Supergems (India) Pvt. Ltd
14	M Suresh Co Ltd	28	Sur Gems

## BSM Floor Plan



## Promotions done for BSM by GJEPC

Following activities were carried out to promote the BSM:

- Inserts in the China Jewellery News Asia magazine
- Advertisement in Shenzhen Magazine & Modern Jewellery magazine
- E-mailers to the Retailers, Wholesalers, Manufactures in Shanghai, Shenzhen, Beijing
- E-mailers to members of Trade Associations in Shanghai, Shenzhen, Beijing
- Personal invitations to members of Shanghai Diamond Exchange (SDE)
- E-mailers to the attendees of earlier India - China BSM's
- Support from SDE
- Exhibitor Directory in English & Chinese will be printed & circulated amongst the visitors / buyers at the show
- Flier distribution amongst the visitors at the Beijing Show organized by GAC from 23rd - 27th Nov 2011
- To important Trade Organizations in China mentioned below:

<b>Trade Association</b>	<b>City</b>
Gem & Jewellery Trade Associations of China	Beijing
Shenzhen Gold Jewellery Association	Shenzhen
China Diamond Manufacturers Association	Qingdao
China Gold Association	Beijing
China National Pearl Diamond Gem & Jewellery Import & Export Corp	Beijing
Shanghai Diamond Exchange	Shanghai
Shanghai Gold & Jewellery Trade Association	Shanghai
China Council for the promotion of International Trade Panyu Branch	Panyu, Guangzhou
Foreign Trade and Economic Cooperation	Panyu, Guangzhou

## Observations / Suggestions for arranging the 6<sup>th</sup> Edition of BSM

1. Pre-promotion of BSM: The BSM needs to be promoted aggressively prior to the show. The promotion for the BSM should begin at least 4-5 months prior to the BSM to have high visitor turnout at the show. This can be done by having a promotional booth at an exhibition in China or Hong Kong which may be before the decided date of the BSM.
2. Association with GAC: It is also suggested that we associate with Gems & Jewellery Trade Association of China (GAC) like participating at their events to promote BSM's & any other shows that is organized by GJEPC. Since, they are backed & supported by the government; they have strong influence on the trade members. GAC has around 1800 + companies as their members. They also organize exhibitions in Shanghai & Beijing.
3. We should target the right buyers from other Cities and provide 1 night stay at the same venue or to & fro flight tickets so that we have confirmed buyers for the BSM. This need to be done with the help of GAC/SDE and Becky (Coordinator). For example if the BSM is fixed at Shenzhen we can provide one night stay for the buyers from Beijing, Shanghai and other parts of China to visit BSM. Should be recommended by GAC/SDE. The buyers that have attended previous edition of BSM can be given preference for providing stay at hotel / flight tickets
4. Once we have the list of confirmed buyers we can fix up meeting with the "seller" making it more worthwhile for the sellers and buyers. A premium can be charged for that slot with buyers.
5. Road shows: Looking at the low turnout of trade buyers at the Road show at 4<sup>th</sup> & 5<sup>th</sup> edition of BSM, it is suggested that we should not merge the IIJS Signature Road show with the BSM. The funds for the same can be channelize towards other promotions likes providing "lunch" to the buyers (Exhibitors can offer the same to their buyers) or even if budget permits can provide 1 night room stay for the buyers to ensure more foot falls at the BSM.
6. To have separate color badge for the Buyers this will identify them as buyers
7. To have road shows in other important cities one month before the BSM which will bring more buyers



8. Floor plan should not be disturbed with VIP Lounge since it stops the flow in the floor plan.
9. Previous visitors of BSM should be given special preference in providing hotel or air fare (whichever cheaper) or some subsidy which will encourage them to visit BSM again. They can be given “preferred buyer’s” badge
10. It is directed by the Embassy of India in Beijing that we should use the term “India-China” not Indo-China (Unlike Indo-US, Indo-Pak, etc.) since Indo-China refers to the geographical regions representing South-East Asia (Cambodia, Laos, Vietnam, etc)
11. It is also suggested that the next diamond BSM to be organized simultaneously with GAC’s event, at another venue, so that the visitors at their show can also visit the BSM

## Suggestions sent by Becky Jia for the next edition of India-China BSM

1. The 6<sup>th</sup> edition of BSM to be held in Shenzhen. The same has also been suggested by the exhibitors in their response to the Feedback form
2. Associate with Local Jewellery Associations like GAC & to have confirmed trade buyers from them.
3. Best time for sourcing in China is March - May & August - October. The next BSM date has to be announced well in advance. If the BSM is planned between March - May then it should be held in Shanghai. If it is planned between August - October then it should be in Shenzhen.
4. BSM can also be arranged before IIJS to mobilize Delegation from China for IIJS. Alternatively it can be arranged after IIJS but before Christmas & New Year
5. The BSM should be promoted at Hong Kong Show in March & June & the Shanghai Show in April to mobilize buyers to visit BSM & IIJS
6. All the exhibitors should have goods at the BSM. Many companies participate with just certificates which becomes difficult for the buyers to place orders. Chinese buyers prefer to check the actual goods before placing orders. 6 out of 28 companies had participated with only certificates few of which are first time participants. The reason the companies participated at the show with only certificates is few companies were first time participants & wanted to safeguard their goods.

## Shipment of Goods, Overnight Vaulting Facility & Business Transactions at BSM

1. **Shipment of goods & overnight Vaulting:** It was suggested to the participants to use services of Brinks Arya (I) Ltd. as they had successfully provided services in earlier BSM's. Also, Brinks China had provided overnight vaulting facility to all the participants. They collected the goods from all the participants in the evening after the show for storage at their vaults & delivered the goods in the morning before opening of the show.
2. **Business Transactions at the BSM:** On suggestion of Shanghai Diamond Exchange, Shanghai General Diamond Co Ltd, Member of SDE, has been appointed to facilitate in clearing of goods of the participants from the customs & facilitating their business transactions, if any, at the BSM. They are a division of Shanghai Arts & Crafts Co Ltd, who had successfully provided their services in the 3rd & 4th Indo-China Diamond BSM.

## Record notes of meeting with Gems & Jewellery Trade Association of China (GAC)

Date: 26th Nov 2011

Venue: Beijing International Exhibition Center

Members Present:

- Mr. Longman Hee, Dy. Director - Intl Liaison Dept, GAC
- Mr. Ruban Hobday, Regional Director - Southern Region, GJEPC
- Mr. Rajesh Sharma, Sr. Manager - Exhibitions, GJEPC
- Ms. Becky Jia, GJEPC Coordinator - China

Agenda of the meeting:

1. GAC's support for India-China Diamond BSM
2. Association between GAC & GJEPC
3. India-China Jewellery BSM

The above mentioned GJEPC officials visited China International Jewellery Show organized by GAC from 23<sup>rd</sup> - 27<sup>th</sup> Nov 2011.

1. Council discussed with GAC on the possible support for the BSM. GAC official mentioned that they will promote the event amongst their invited buyers & the jewellery exhibitors who can source diamonds from the participants at the BSM. However, they informed that most of the key clients had visited their show on the first two days (23<sup>rd</sup> & 24<sup>th</sup> Nov) of the show & have returned back to their respective cities. It will be difficult for them to attend the BSM within short span of time.
2. GJEPC also discussed on how GJEPC & GAC can associate together to strengthen the tie-up for mutual benefits of the Gems & Jewellery Industry. GAC suggested that GJEPC should participate at the shows organized by GAC in Shanghai & Beijing. GAC official mentioned that the bookings for the November 2012 show will begin from March - April 2012 after which they will arrange to send the details of the show to GJEPC. GAC also enquired about having India pavilion at the Jewellery Shanghai Show 2012 in May 2012, the details of the show along with the costs details will be sent to us post the Beijing show in November 2011
3. We also informed that GJEPC is planning to organize a BSM for the Jewellery companies, on lines of the Diamond BSM & wished to have their support. We also informed that bringing the goods will be difficult due to high custom duty. GAC suggested that the goods can be brought under ATA Carnet & exhibitors can pay duty in case they sell any

goods. GAC official also informed us that they are planning to have a niche event wherein the participants will be high-end jewellery manufacturers. GJEPC can arrange the Jewellery BSM along with their event. We have asked them to send the details for the show for us to consider.

GJEPC officials also visited the China International Jewellery Fair show. A brief about the show is as under:

No of Exhibitors: 600  
Exhibitor & Visitor Profile: Manufacturers, Wholesalers, Retailers, Distributors, Chains/League Companies, Agents

The show had minimal footfall. It was later informed by the GAC that the key retailers had visited the show on 23<sup>rd</sup> & 24<sup>th</sup> Nov 2011. The visitor profile also included end users or jewellery. It is suggested that the next diamond BSM to be organized simultaneously with their event, at another venue, so that the visitors at their show can also visit the BSM



## Feed Back Form Analysis

Few comments & suggestions provided by the exhibitors for the BSM

1. More efforts like advertisement, promotions & publicity needed to invite more buyers at the show
2. It should be held in the beginning of the year
3. Details of the confirmed buyers to be shared with the participants
4. BSM should not clash with other trade fairs in China & should be held near the trade area

The feedback from the exhibitors at the BSM is as under:

