

**POST EVENT REPORT ON INDIA PAVILION
AT VOD DUBAI INTERNATIONAL JEWELLERY SHOW
15-18 NOVEMBER 2017 – DWTC, Dubai, UAE**

The Gem & Jewellery Export Promotion Council organized India Pavilion at VOD Dubai International Jewellery Show 2017 for the 3rd consecutive year at one of the most coveted jewellery shows from Middle East, VOD Dubai International Jewellery Show, scheduled from 15th – 18th November 2017. GJEPC is also an Associate partner to the show.

Objective of Visit:

- **To Represent India Pavilion at VICENZA ORO 2017 :**

This is the 3rd consecutive years wherein GJEPC is organizing India Pavilion at VOD Dubai Intl Jewellery Show 2017. It may be noted that are total 86 companies participating under both the section of India Pavilion and India product gallery.

- **Location of India Pavilion:** India Pavilion is set in the 3 section i.e., Retail Section in Zabeel Hall no.4 , Trade Section in Zabeel Hall no.6 & India Product Gallery – Zabeel Hall no.6

Section	Zabeel Halls	No. of Exhibitors	No. of booths	Sqm
Trade	Hall no.6	34	50	450
Retail	Hall no.4	37	77	693
Global Brands	Hall no.5	1	4	36
Diamonds & Gemstones	Hall no.5	2	2	24
India Product Gallery	Hall no.6	12	12	90
GJEPC Exhibitors Lounge in Retail Section	Hall no.4	1	2	18
GJEPC Exhibitors Lounge in Trade Section	Hall no.6	1	4	36
Total		88	151	1347

The VOD Dubai International Jewellery Show 2017 was inaugurated by Her Excellency Dr. Maitha bint Salem Al Shamsi, Minister of State and UAE Cabinet Member; Ambassador Liborio Stellino, Italian Embassy, Abu Dhabi; Valentina Setta, Consulate General for the Italian Consulate in Dubai; Gianpaolo Bruno, Italian Trade Commissioner; Mansoor-Al-Thani, Chairman of DV Global Link, Chairman Mr. Corrado Facco, Vice Chairman DV Global Link and Managng Director of Italian Exhibition Group; Trixie Loh Mirmand, Senior Vice President, Exhibitions & Events Management, DWTC; Tamjid Abdullah, Deputy Director of Jawahara; Ahmed Bin Sulayem, Executive Chairman of Dubai Multi Commodities Centre (DMCC); Franco Bosoni, Director of Commodities, DMCC; Jacob Abrian, Founder and CEO of Arab Fashion Council (AFC), as well as Rubel Antonio, Chairman & CFO of AFC and Cav. Mario Boselli, Honorary President of Camera Nazionale della Moda (National Chamber of Italian Fashion).

Brief : VOD Dubai International Jewellery Show was organised by DV Global Link, a joint venture company between Italian Exhibition Group (IEG) and Dubai World Trade Centre (DWTC). VOD DIJWS featured the entire cross-section of jewellery industry players, from international trade organisations and chambers of commerce, to wholesalers, manufacturers, traders, retailers and end consumers. A regional first, the exhibition catered to both the trade and consumer sectors via a format which positioned exclusive collections and brand-new product launches into four easily identifiable communities – Global Brands, Fine Jewellery, Gemstones & Diamonds and Packaging & Technology – across more than 200,000 square feet of indoor exhibition space at DWTC. The show's November scheduling also proved critical, aligning with the Gulf market's high season for sales.

The GJEPC Chairman **Mr. Praveenshankar Pandya** said, "The Middle East has emerged as a key market for the Indian gem & Jewellery industry. India's exports to Middle East accounted for US\$ 13.85 billion in 2016. Indian manufacturers are well-versed with the requirements of Middle East customers, and more over the jewellery preferences and design sensibilities of the region are very similar to that of India which is an advantage for the Indian manufacturers. As our trade relations are becoming increasingly significant our partnership with VOD Dubai International Jewellery Show is a great platform for our Indian manufacturers and retailers to get access to surrounding markets including, Russia, Africa, Central and South-East Asia."

Dubai having close proximity with the largest consuming markets, serves as a jewellery transshipment point. With its strategic location in the trade network connecting Asia with the Mediterranean and North Africa, Dubai has thrived in its role as a regional trade hub. Presence of numerous Indian jewellers, ease of reach, minimal government regulations make Dubai an ideal choice for holding an international jewellery exhibition. Moreover, Dubai is known as the 'city of gold' and 'jewellery destination of the world' that offers a perfect platform for jewellers to meet their potential partners from Asia, Middle East and North Africa", added Mr. Pandya.

PROMOTIONAL MEASURES

GJEPC has undertaken various Pre Fair and Onsite Promotional Activities to promote the India Pavilion during the Show

Pre Fair Activities

- ✓ Direct mailing to the Intl targeted database of the Council

On site Activities

- ✓ Video Wall near the Entrance of the Hall
- ✓ Bilingual Hostesses at the Council's Promotional booths & at Exhibitors lounge
- ✓ India Product Gallery
- ✓ Promotional Bags containing information on India pavilion
- ✓ Posters with List of Exhibitors at the Exhibitors & Visitors lounge of India Pavilion
- ✓ Press Release on India Pavilion at the Press Centre of Vicenza Oro Dubai 2018
- ✓ On site distribution of exclusive Flyers of Indian Exhibitors participating under India Pavilion
- ✓ India Pavilion Exhibitors Lounge at both the Section
- ✓ India Pavilion Exhibitors Lounge with following facilities:
 - Tea, Coffee, water facilities
 - Printer
 - Photocopier

GJEPC Promotional

Council had a promotional booth cum Exhibitor lounge of 36 sqm at the venue, It was utilized as a meeting venue with various Intl organizations.

From the GJEPC's promotional booths, promotional kit containing following material were handed over to all the visitors at both the venue:

- Flyers of India Pavilion
- Solitaire magazine
- Sparkle of Success
- Promotional bags
- Promotional CD

India Pavilion Exhibitors Lounge in Trade Section : B134 Exhibitor Lounge in Retail Section : E 223 / 225 of 18 sqm

This exhibitor's lounge was created within India Pavilion for exhibitors services wherein tea/coffee/refreshments/wifi printer etc., would be provided to the exhibitors & visitors. This lounge was also used by the exhibitors for meetings with buyers etc.,

Other Activities

A Presentation cum Meet' for India Gold Jewellery Summit at VOD Dubai International Jewellery Show was held on 15th November between 5:30 pm to 6:30 pm at Trade Lounge at Zabeel Hall no.6 in Trade Section.

- Speakers:
 - Mr. K. Srinivasan – Convener – Gold Panel Committee
 - Mr. Ramesh Vora– Bafleh
 - Mr. Shailesh Sangani

More than 100 attendees were present during the India Gold Jewellery Summit

Over 20,000 visitors and buyers visited during the four-day event, with half of the visitors coming from 84 countries outside of the UAE, mainly from the Middle East, India, South Asia and Russian-speaking countries, all contributing to an abundance of transactions and attending a variety of networking events and product showcases.

Mr. Corrado Facco, Managing Director of IEG and Vice Chairman of DV Global Link stated that the trade and consumer audiences have responded overwhelmingly favourably to the segmentation, timing and associated events – three of the key elements of their launch concept. Mr.Facco also mentioned that the part of their success must be credited to Dubai, as a strategic gateway linking Europe, the Middle East, Africa, India, the CSI countries and Central and Southern Asia, the emirate's global standing as one of the world's major luxury goods capitals has been pivotal. In the coming years VOD Dubai International Jewellery Show has successfully become an official business community appointment in the worldwide jewellery agenda and created a globally-respected jewellery sourcing platform in Dubai. We are committed to enhancing and growing the event even further in 2018 with more exhibitors, buyers, features and visitors."

VOD 2017 had not only exhibited fine jewellery and gems, but it had many interactive events and seminars. Daily jewellery catwalk shows were organized by the organisers. Further there were informative fashion talks, interactive session with Dubai's most stylish socialites, featuring top names including Aishwarya Ajit, Nina Zandnia, Nina Ali and Nisa Tiwani.

Elsewhere, the progressive VOD Dubai International Jewellery Show presented the latest industry trends in Dubai via it's TRENDVISION Jewellery + Forecast industry think tanks. Renowned Italian luxury trends forecaster Paola De Luca hosted two TRENDVISION seminars focusing on key trends for 2018-2019, as well as emerging phenomena set to shake up the industry. The sessions proved to be indispensable tools for luxury lovers, jewellery magpies and retailers, traders and buyers alike.

Another important initiative was the 'New Jeweller Heritage Jewellery Design Competition and Awards' presented by Jawhara Jewellery Group which took place on the closing day of the show. The awards celebrated and paid tribute to the region's young jewellery designers' heritage designs which blended modernity.

FEW GLIMPSES INDIA PAVILION DURING VOD 2017

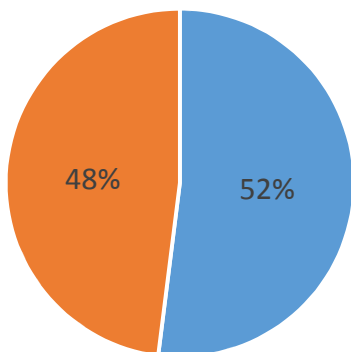


FEW GLIMPSES OF INDIA PAVILION AT VOD 2017



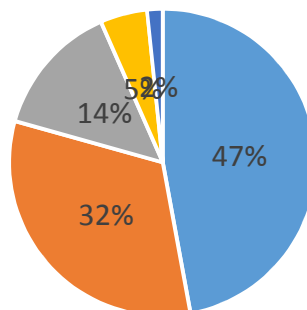
FEEDBACK FROM EXHIBITORS

First Participation at VOD DIJS 2017



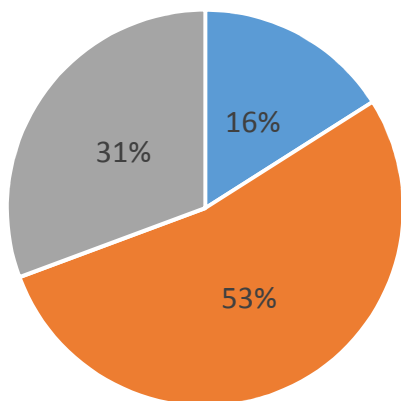
■ Yes ■ No

The main reason for participation at VOD DIJS Show 2017?



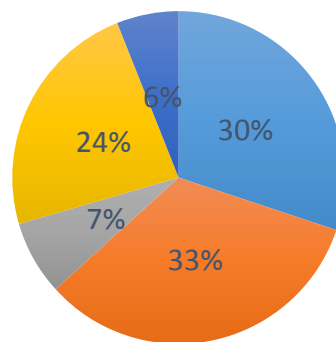
■ To get order from Intl. buyers ■ Promote Product/Company Recognition
 ■ Market Research ■ New Product Launch
 ■ Any other

Have you achieved your objectives



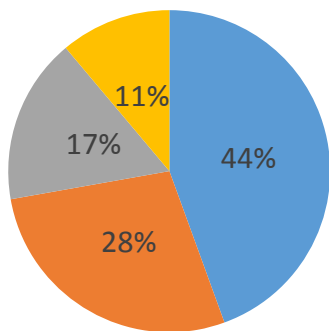
■ Yes ■ No ■ May be

Who are your target customers?



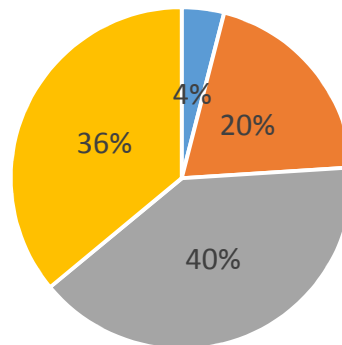
■ Jewellery Retail chains ■ Jewellery Retail- Independents
 ■ Department Stores ■ Wholesalers
 ■ Manufacturers

How many useful business enquiries/contacts Did you receive during the fair?



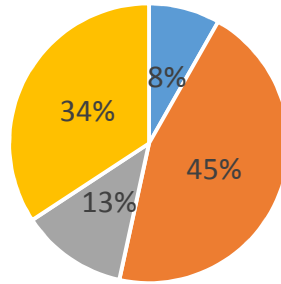
■ Less than 5 ■ 5 To 10 ■ 10 To 15 ■ More Than 15

How do you rate your overall business result at the show?



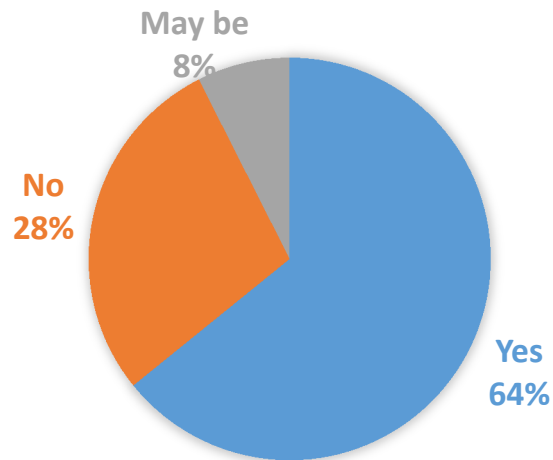
■ Excellent ■ Good ■ Fair ■ Poor

Were results better than those achieved at previous show?



■ Yes ■ No ■ Same ■ First time exhibited

Are you interested in participating in VOD DIJS 2018 organised by the council



LIST OF EXHIBITORS

Retail Section Zabeel Hall no.6		
Name of the Company	Booth No	Sq.Mtr
AMORE JEWELS PVT.LTD.	E221	9
B.N.A. ENTERPRISES PVT.LTD.	D211	24
B.SETHIA & SONS (JEWELLERS)	A219	9
BAHETI GEMS & JEWELS PVT. LTD.	E213,211	18
BISHAN SINGH JASBIR SINGH	A222,220,B223,221	36
DIAGEMS EXPORTS PVT.LTD	B224	24
DIALMAZ	C210	24
G.M. PRODUCTS PVT. LTD.	D217	9
GDK JEWELS PVT.LTD	A218,216,B219,217	36
GEMS & JEWELS PALACE	A223/A225	18
GIE GOLD CREATIONS PVT. LTD.	C216	9
HAZORILAL & SONS JEWELLERS PVT.LTD	A214,212,210,B215,213,211	54
HAZORILAL JEWELLERS PVT. LTD.	A226,224,B227,225	36
HIA EXPORTS	C227	12
JAWALA PARSHAD JEWELLERS	D227	12
JEWEL CO.	C226	12
K.P.INTERNATIONAL	C224	24
MANGATRAI JEWELS	D226,224	18
MOTI IMPEX	A231	9
MOTILAL JEWELLERS	A217	12
NAHAR EXPORTS	C218	12
NAHAR GEMS	D219	12
ORIENTAL GEMCO PVT. LTD.	D214	24
PARMESHWAR EXPORTS	E219,217	18
PARSHVA IMPEX (JEWELOHOLIC)	A221	9
PEARL EXPORT COMPANY	D216	9
RAJWARAH JEWELLERS PVT. LTD.	A215	12
SAWHNEY DIAMOND PASSION	B212,210,C213,211	36
SHRIANS JEWELS	D218	12
SHWET RATAN IMPEX	E227	9
SITAL DASS SON	B214	9

SPECTRUM JEWELMART PVT. LTD	D225	24
SUMTIDASS & CO. (SDJJ ENTERPRISES LLP)	B226	12
SUSHILA KOMAL LODHA	A211	12
UNIALMAZ	B218,216,C219,217	36
VIJENDRA SURENDRA EXPORTS PVT.	C225	24
ZEL JEWELLERS LTD.	D222,220	18
GJEPC EXHIBITOR LOUNGE	E225	18
Total Sqmt		711

Trade Section Zabeel Hall no.4		
Name of the Company	Booth No	Sq.Mtr
AADITYA DIAMGOLD PVT.LTD.	G127	9
AB JEWELS PRIVATE LIMITED	F136	9
ANMOL JEWELLERS	F122	9
BHAGWAT SHANTI JEWELLERS LLP	G125	9
CHAIN EXPERTS AND JEWELLERS PVT.LTD	E134	9
CHOKSHI VACHHRAJ MAKANJI & CO	F130,132	18
C.S. JEWELS	G135	9
DHANISHTA GOLD	E122,F121,123	27
GEETA SHYAM JEWELLERS	E120	9
GHATIWALA JEWELLERS	E136	9
I.P. JEWELLERS P.LTD	F134	9
JEWEL GOLDI (INDIA)	F137	9
L GOPAL & SONS (JEWELLERS)	G133	9
LAXMI JEWELLERY EXPORT	D135,137	18
MANUBHAI ZAVERI ORNAMENTS PVT. LTD.	E124,126	18
MEENAKSHI JEWELLERS	G131	9
MODERN JEWELLERS	D130,132	18
MOMAI JEWELLERS	E135,137	18
MRK GOLD LLP	F135	9
NOOR JEWELLERY EXIM	A135	18
P. MANGATRAM JEWELLERS PVT LTD	G123	9
R.K.SILVER	G121	9
R.P. LIFESTYLES	F127	9
RADHEY SHYAM & CO. JEWELLERS	E131,133	18

RATHOD JEWELLERY MFG	D131,133	18
RBZ JEWELLERS PVT. LTD.	F131,133	18
ROYAL CHAINS PVT. LTD.	D134,136	18
SANGAM JEWELS N GOLD LLP	C130,132	18
JEWELLERY TREND BOOK	F125	9
SUNITA JEWELS	F120	9
UNIQUE CHAINS PVT. LTD.	E130,132	18
VIJAY EXPORTS	C134,136	18
V J JEWELS	G137	9
ZAR JEWELS PVT LTD	F124,126	18
GJEPC EXHIBITOR LOUNGE	B135,137	36
Total Sqmt		486

Loose Stones Zabeel Hall no.5		
Name of the Company	Booth No	Sq.Mtr
P HIRANI	H150	12
STAR RAYS	G142	12
		24

Product Gallery Zabeel Hall no.6		
Name of the Company	Booth No	sqm
AMIDIAM	G126	7.5
KISHORE MOTIWALA	G116	7.5
K.L.TAMBI & COMPANY	G114	7.5
IQBAL GEMS	G124	7.5
ORCHID GEMS	G120	7.5
RCK ENTERPRISE PVT. LTD	G122	7.5
DUSAD & COMPANY	G106	7.5
MINE OF DESIGN	G110	7.5
TAMBI INTERNATIONAL	G112	7.5
INDIGO PRINTS PVT. LTD.	G108	7.5
D.S.EXPORTS	G104	7.5
S S BROTHERS	G118	7.5
Total Sqmt		90

Global Brand Jewellery Zabeel Hall no.4

Name of the Company	Booth No	Sq.Mtr
SANTOSH JEWELLERS	B156	36