



Report on the First Edition of International Gold Buyer-Seller Meet at Chennai from 2nd October 2013 through 4th October 2013, Chennai at Hotel Hyatt Regency, Chennai

In its endeavour to promote exports to emerging markets, Council adopted new business initiative of focused Buyer/Seller Meet at Chennai for the first time. In view of the current business need of Gold Jewellery industry to develop new export markets, GJEPC – Southern Region organized the first-ever International Gold Jewellery Buyer Seller Meet (BSM) from 02nd to 4th October, 2013 at Chennai.

The main focus of this BSM was to promote “Gold Jewellery” from India especially Southern Region enabling export from this region. Based on this a circular was sent all the members of the Council for their participation. After receiving 16 sellers mostly from the Southern Region, the Regional Office promoted the BSM at Singapore, Malaysia and Dubai through the High Commission, Jewellery Associations and Database from Road Show done earlier and other contacts to get buyers. The Council received 7 buyer’s confirmation from Malaysia, 5 from Singapore and 4 from Malaysia. An e-catalogue was sent to all the confirmed providing them prior information about the products and the sellers details.

However the sellers were short listed based on the below criteria.

- Preference to Southern Region Members who are manufacturing Plain Gold Jewellery & South Indian style Jewellery as their product profile.
- Only first 20 member companies having appropriate capabilities in manufacturing South Indian Gold Jewellery (Plain & Studded) and who are in this business at least for the last 3 years would be eligible to participate at the said BSM.
- The selection of the companies for this BSM would solely remain on the Committee of GJEPC.
- Fair representation would be given to different groups i.e., Large/Medium/Small Enterprise.

The BSM started on the 2nd October 2013 evening which was inaugurated by Honourable Chitra Devi Ramiah, Consulate General of Malaysia, Chennai along with Shri. Pankaj Parekh, Vice Chairman, GJEPC and Shri. Princeson Jose, Regional Chairman – South, GJEPC. The inauguration saw the introduction of all the “buyers and sellers” to establish a good platform for business time to follow the next day. This was followed by culture programs and networking allowing the buyers and sellers to get to know each other better setting the tone for business.

The BSM was organized keeping in mind that all the 16 sellers to meet all the 16 buyers vice versa for both of them to know about each other and their products. The schedule was planned in a way that each buyer spent 35minutes with each seller in the “meeting room” which was provided to the sellers including a glass table, tall showcase and lights for their display at the Hotel. This allowed the buyer to meet 8 sellers in a day with break for lunch and tea/coffee.



A grand gala evening was organized on the second day of the BSM mainly to have more networking and also to meet the local industry at Chennai. Mr. Sanjay Kumar Agarwal, Commissioner of Customs, Air, Chennai presided over the program as the Chief Guest and presented the mementos. The top retailers from Chennai and association's heads from South were invited for this event. Nine association heads were facilitated for their support to Council and to the industry along with awarding a memento to all the buyers and sellers as a token of remembrance of the BSM at Chennai. The BSM continued for two days on 3rd and 4th October 2013.

The feedback was very encouraging and positive from both the buyers and sellers. With all the sellers wanting to retain their participation and literally all the buyers have also expressed their keenness to return next year to Chennai for the same. A total business of approximately 250-300kgs of gold was transacted during this BSM.

New avenues, new market, new season and new promises have been started at this new landmark event at Chennai.

The Second Edition of the International Gold Jewellery Buyer Seller Meet will be held from 14th to 16th October 2014 at Chennai.