

Post Event Report for Basel World 2017

Show Dates: 23rd to 30th March 2017

Venue: Basel, Switzerland

Council represented by: Mr Nitin Khandelwal, Assistant Director, Jaipur

Agenda to be pursued

1. To promote various shows of GJEPC like IIJS, Carat +, VOD, India SAARC BSM etc.
2. To disseminate flyers, brochures, Press Kits etc to the visitors from the GJEPC booth.
3. To meet the organisers to discuss about the Table space concept (India Product Gallery) at the show besides pushing them to hold the Indian Pavilion next year at the same location i.e. hall 3.1.
4. To facilitate the exhibitors participating in the India Pavillion organised by the Council.
5. To manage the Press & Media Stand.
6. To coordinate with the Indian Embassy officials visiting the India Pavilion at the show.
7. To find out possibilities for new opportunities for export of Indian gems & jewellery products in Switzerland, other European Countries.

The show has always been revered as one of the most important show in Europe wherein the crème-de-la-crème buyers visit the show for their sourcing needs to look for exquisite piece of jewellery, Diamonds, gemstones and watches.

The Show organisers has again created a "Table Space" concept for the members of the Council which was named as "India Product Gallery" giving them a low cost option in place of full booth set up for testing the market and take a feel of the show which has always attracted best of the buyers from across the world. The Indian Exhibitors who were participating at the show in Hall 3.1 under India Pavillion through Council were as below:

Exhibitors under Booth Set-up

1. M/s Aditya Gems
2. M/s Arihant Star
3. M/s Sejal Exports
4. M/s P. Hirani
5. M/s Panim Exports
6. M/s J.B and Brothers
7. M/s M. Tarun Diamonds Pvt. Ltd.
8. M/s R. K. Gems

Exhibitors under Table Space Set-up (India Product Gallery)

1. M/s Marudhar Exports
2. M/s K.L. Tambi & Co.
3. M/s Satyam Gems
4. M/s Pihu Gems
5. M/s Sheru Gems
6. M/s Lakhi Gems
7. M/s Singhal Exports

Exhibitors Feedback

The feedback of the exhibitors participating under India Pavilion is as below:

- a. A general feedback received from almost all the Exhibitors was that the buyers are there but it seems that most of them lack buying mindset rather they are in check out mode.
- b. The Exhibitors who have participated at the show under “India Product Gallery” concept had generated some business queries for them to work upon besides generating instant business or orders for few of them.
- c. Some of the Exhibitors exhibiting loose diamonds were happy from the outcome of the show as they have got good instant business or orders.

Exhibitors Suggestions

- a. The Exhibitors have requested for organising India pavilion at the same location next year as it being a nice location capturing decent footfall due to the fact that it is well connected with Hall 1 wherefrom most of the buyers take an entry to the show. Whereas some of the exhibitors have suggested to make the area more lively by installing some lights in the passage connecting the India Pavillion to rest of the Hall 3.1. They also suggested to install signage at the entry of Hall 3.0 wherefrom the escalators directly climb to India Pavillion in Hall 3.1 as that will increase the visitor footfall.
- b. The Exhibitors participating in the “India Product Gallery” have requested the Council to create set up similar to what was done during Basel world 2016 show as it was more spacious.
- c. The Exhibitors suggested putting up extra lighting at the door area connecting rest of the Hall 3.1 with the India Pavilion as was done last year wherein an India Pavilion Branding was also installed thereat.
- d. The Exhibitors objected on the booth location of M/s Porsche Design where last year the booth of M/s Aditya Gems was placed. Also, the black wall of the said booth is creating a dull Aisle in front of India Product Gallery and if they have to just create a closed meeting room then there is no need to put them in front hence needs to be shifted back of the booths of M/s J.B. Brothers or M/s P. Hirani .

Important Meetings at the Show and their point of discussion

A. Visit of Indian Ambassador along with other Embassy Officials

Ms. Smita Purshottam, Ambassador, Embassy of India, Bern, Switzerland along with Mr Prasanna Kamble, Marketing Officer and Ms Usha visited the show on 29th March 2017 and

met Indian exhibitors to understand their expectations & their fulfilment from the market and the show. They offered all kind of support to the Council and its members in furthering their business objectives.

As Switzerland is a major manufacturing centre for high quality luxury watch brands wherein there is huge demand for loose diamonds, we have made a request to the Ambassador for helping Council to identify good buyers looking to purchase diamonds so that a Buyer-Seller Meet can be organised in India or Switzerland. The Ambassador has assured to support Council and has directed the marketing officer to take the concept forward with the support of GJEPC.

B. Meeting with the organisers of Basel World

Meeting on 28th March 2017 with Ms Orietta Morandini, Sales Manager, MCH Swiss Exhibition (Basel) Ltd. to pursue them for holding the same location in Hall 3.1 for organising India Pavilion next year in 2018, retaining the “India Product Gallery” Concept. An assurance was given on the above issues. The suggestions and the feedback of the exhibitors were also shared with the organiser on which a assurance was given to look on it for resolving any issue or problem.