BASELWORLD : NEW ERA FROM 2013

The world's biggest and most important event in the watch and jewellery sector is being held in Basel, Switzerland, from April 25 to May 02, 2013.

The Opening Ceremony was conducted by Federal Councillor Eveline Widmer-Schlupf. She was accompanied by Eva Herzog (a member of the Cantonal Government of Basel-Stadt), Jacques J. Duchene (President of Exhibitor’s Committee) and Rene Kamm ( CEO of MCH Group).

FACTS & FIGURES

- 122,000 visitors from 100 countries
- 1450 exhibitors from 40 countries
- 3610 journalists from 70 countries
- 141,000 m² exhibition surface
NEW ERA OF BASELWORLD FROM 2013: THE NEW REDESIGNED BASELWORLD

The redesigned BASELWORLD Watch and Jewellery Show concluded after eight highly successful days. The world's most important event for the watch and jewellery industry was able to set a new record with 122,000 visitors (+17% / 2012). The exhibitors expressed their great satisfaction with the new quality of BASELWORLD and the course of business. In terms of the media presence too, with more than 3,610 accredited journalists (+9% / 2012).

Each spring, some 1450 companies from the watch, jewellery and precious-stone industries, together with related sectors, showcase their latest developments and innovations in Basel. The world's most renowned brands display their collections exclusively at BASELWORLD.

About 120,000 visitors from the specialist retail and wholesale trade make their way to Basel from all over the world to discover the current trends and view the latest creations from the watch and jewellery sectors. The presentation staged at BASELWORLD is truly unique, providing an opportunity to experience brand worlds at the topmost level.
NEW BUILDING FOR SPECTACULAR STAND STRUCTURES REACHING THE HIGHEST LEVEL:

The Hall complex, designed by Basel architects Herzog & de Meuron and completed in time for this year’s BASELWORLD, combines functionally with aesthetics. It makes it possible for the exhibitors to showcase their brand and products even more impressively. For this purpose, some 1000 exhibition stands are going to be used for the first time ever at BASELWORLD 2013. With their spectacular stand structures, the exhibitors are giving the show an even greater radiance than ever before, unrivalled anywhere in the world.

The show management has developed a new show layout in close cooperation with the exhibitors, reflecting the trend towards the growing significance of the brand worlds in the watch and jewellery industry as well as the increasing overlap between the various sectors.
**The 15th India Pavilion at BaselWorld 2013**

INDIA PAVILION’ showcased at the prestigious Hall No. 2,

Basel World 2013 for the 1st time

After a successful 14 years of showcasing the finest from the country, the Gem & Jewellery Export Promotion Council (GJEPC) with the India Pavilion. This year GJEPC organised India Pavilion with, 35 **exhibitors** who showcased the best of Indian innovation promoting India as a "design destination" internationally at Basel World 2013.

BaselWorld is the world’s biggest watch and jewellery show that offers a unique and perfect platform for Indian manufacturers and traders, in Europe which is one of the most important export markets for India. With Indian jewellers participating from all over India this event offers one the most ideal networking platforms for India to interact with key players across the globe.
Mr. Vipul Shah, Chairman, GJEPC says, “India’s gems & jewellery sector has over the years not only grown to a mammoth $38 billion dollar industry, but has gained tremendous repute and goodwill amongst industry peers internationally. This year, the India Pavilion will be present at a new location in Hall no. 2 which is of significant importance as it is a clear acknowledgement of the Indian industry’s position as a leading global jewellery hub. With the new location, our exhibitors will have the opportunity to be present among the best exhibitors from all across the world as together they will showcase some of their best workmanship which will in turn promote better growth prospects for the gems & jewellery sector in India.”

The ‘India Pavilion’ at the Basel World this year focused on providing buyers complete product offering with exhibitors comprising of leading exporters and manufacturers of loose diamonds, gemstones and jewellery. With the focus on greater and better quality, the
exhibitors will be presenting the best of their collections that are on par or leading in terms of international standards for gems and jewellery.

The Basel World Fair is one of the finest and leading international fairs and this year the fair has gone through a restructuring process, to create a more compact, yet a forceful and more focused format. It is indeed a matter of great pride for the Indian contingent which has now had a long association with the event, to be a significant part of the show, where only the finest and brands of tremendous international repute participate. The Indian exhibitors over the years have received great visibility and have earned much recognition through their continued endeavours, and has look forward to further strengthening this partnership in years ahead.

This year, the list of participants includes some of the best names in the industry such as KGK Entice, Sun Jewels International, Unidesign, Dharmanandan, M. Tarun, Gemco Design, Nihalchand Girdharilal among various others.
## List of India Pavilion at Basel World 2013

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**Onsite Promotion of India Pavilion during the show:** Following promotional measures have been undertaken to promote India Pavilion at Basel World 2013:

- Pre Event Emailer
- On site distribution of exclusive directory of Indian Exhibitors participating under India Pavilion, Solitaire Magazine, Sparkle of Success, IIJS Promotional CDs etc.,
- Promotional Bags containing information on India pavilion
- Multi Lingual Hostess at India Pavilion
- Complete Press Kit on India Pavilion, will be kept at the Press Centre of Basel World 2013
- India Information Counter at Hall no.2,1
PRESS DAY / PRESS CONFERENCE ON WEDNESDAY, APRIL 24, 2013:

BASELWORLD 2013

On the occasion of Press Day at BASELWORLD - The World Watch and Jewellery Show, the show management organised the official press conference at Room Montreal at 11 am on Wednesday, April 24, 2013.

René Kamm, CEO of MCH Group, Sylvie Ritter, Show Manager of BASELWORLD, Jacques J. Duchêne, President of the Exhibitors’ Committee and François Thiebaud, President of the Swiss Exhibitors’ Commitee addressed & providing information for media representatives. GJEPC’s secretariat were present at the press conference as a representative of the exhibitors from India.
An integrative presentation with specific information, key figures and trends about the individual countries and exhibitor groups were shown during the press conference.

A summary of the latest information and statistics on India’s watch and jewellery industry was screened during the press conference.

During the Press Day, India was also given an information desk along-with other Country representatives, wherein especially Press Kit was presented to the media representatives.
IMPORTANT MEETING DURING BASELWORLD 2013

Meeting held on 26th April 2013 with Messe Basel, the Organisers of Basel World 2013

Messe Basel World

- Ms. Slyvie Ritter – Managing Director
- Mr. Martin Fergusson – Sales Director

GJEPC

- Mr. Shailesh Sanghani – Member – Exhibition Committee/Basel Coordinator
- Mr. Sohil Kothari – Convener – Intl Exhibition Sub Committee
- Mr. Vikrant Pradhan – Asst. Director – Exhibitions
- Ms. Naheed Sunke – Sr. Manager – Exhibitions

Agenda of the Meeting was to discuss the location and area for the participation of India Pavilion at Basel World 2013 as well for Baselworld 2014

Mr. Shailesh Sangani initiated the meeting by thanking Baselworld for once again giving opportunity to India Pavilion to participate under Baselworld. Mr. Sangani took up the following shortcomings in planning the layout of India Pavilion during Baselworld 2013:

- Aisles of booth no. A41 & A 51/C21 were undersized, due to which exhibitors were feeling very uncomfortable while doing business with their clients as the exhibitors on the opposite side could hear their conversation/dealings etc.,
- Contractors of India Pavilion were not abiding by their duties, due to which valuable time of exhibitors was wasted in waiting for the contractor complete their job. Contractors had put their hands up at the last moment stating reason that they do have enough man-power to run around. However after intervenes of Mr. Fergusson, all the work got completed.
- No prior information was given on the pillars inside the booths under A41/A51/C21/C29. Suggested to offer discount to the exhibitors on space rental.
- It was also suggested that during Baselworld 2014, requested to put all the components of India Pavilion under one location instead of 4 different locations.
- India pavilion would have booth/s. admeasuring min.16-20 sqm with inbuilt windows, doors and facing the main aisle, during Baselworld 2014

After patiently hearing all the issues Mr. Fergusson and Ms. Ritter suggested following solutions:

- To have booths as per the German & French Pavilions, which has 9 sq. booths with 2 showcases, one table four chairs each exhibitors get showcase in Vitrines.
The above suggestion was turned down by the GJEPC members stating reasons that there is vast difference between their products and India products as Indian exhibitors would require more showcases/lights in their booth.

- Contractor would be replaced by Ms. Johanna - the contractor who was working for India pavilion since last 8 years.
- It would not be possible for them to offer discount on the pillars as their bills are already closed, however they suggested that during Baselworld 2014 they would consider it.
- India Pavilion layout would be redesigned and would preferably bring all the location under one roof for better presentation of the Country Pavilion.
- Further they also offered location at Swissotel which is now occupied by China Pavilion, for which Mr. Sangani rejected, as it’s too less for India pavilion.

On 29th April 2013:

A courtesy Meeting was organised between Mr. Pankaj Parekh–Vice Chairman and Mr. Martin Fergusson & Ms. Sylvie Ritter. Mr. Parekh thanked them for giving opportunity to India Pavilion at Baselworld 2013 and offered GJEPC’s mementos to Ms. Sylvie Ritter.

Meeting with Fiera Di Vicenza on 27th April 2013

Following Officials from Fiera Di Vicenza were Present in the meeting

- Mr. Emanele Guido – Business Development Manager
- Ms. Paolo Daddelli - Sales Manager - Jewellery

Following officials from GJEPC were present during the Meeting:

- Mr. Sohil Kothari – Convener – Intl Exhibition sub- Committee
- Mr. Shailesh Sangani - Member Exhibition Committee
- Mr. Vikrant Pradhan – Asst. Director -Exhibitions
- Ms. Naheed Sunke - Sr.Manager-Exhibitions

Agenda Points:

- Presence of Fiera Di Vicenza during IIJS 2013
- India Pavilion in Vicenza Fairs 2014 onwards

Presence of Feira Di Vicenza at IIJS 2013: During IIJS 2013 they would like to have only info Counter, as well if possible they will do their brandings on the booths of all exhibitors from Italy. They are also waiting for the response from GJEPC with regard to the MOU sent by them.
**Vicenza Shows from 2014 onwards:** It was informed that Fiera Di Vicenza is building new scenarios, VicenzaOro is becoming The Boutique Show. The concept is to match between the offer and the demand bringing the creation of homogeneous Communities in terms of values, market positioning, organising systems, production process and brand image. In the new concept the companies will benefit from being able to promote their distinctive features in a coordinated structure. It’s based on a format that leads buyers, retailers distribution chains and concept stores in their buying trails. As per their plan they have already intimated to all the exhibitors about their future plan in month of Feb and would like to have the request for space by 1st week of June 2013, so that they can plan their layout accordingly.

Further it was also informed that from 2014 there would only 2 shows i.e., in Jan and Sept, During Vicenza Spring show –May 2013, Fiera Di Vicenza would present the entire layout to the exhibitors.

GJEPC Officials requested that they should give more space to the India Pavilion, for which they said that requirement for space should reach them before 1st week of June 2013.

GJEPC members suggested to call for a meeting next week- i.e., combined meeting of National and International Committee, to discuss and get the approval on the above agenda points.

Since Council has to inform Fiera di Vicenza about the space requirement by 1st week of June, Members suggested that Council should immediately get Expression of interest from all the GJEPC members before 10th May 2013. Members also suggested that one of the Council’s representative should visit May show for understanding the orientation of the fair.

**Meeting held with UBM Asia on 28th April 2013**

**UBM Asia**

- Ms. Celine Lau – Director – UBM Asia
- Ms. Letitia Chow – Business Development Director
- Ms. Kranti Nagvekar – Group Director – UBM India
- Mr. Sam Wan – Manager-UBM Asia

**GJEPC**

- Mr. Vikrant Pradhan – Asst. Director - Exhibitions
- Ms. Naheed Sunke – Sr. Manager – Exhibitions
UBM Asia team came to the Council’s booth to know how again we can again cooperate with each other for their Sept Show as well as for Freiburg- Germany.

We informed UBM Asia that Council would be interested to do the all the above shows, only if all the responsibilities of organising India Pavilion lies with GJEPC. GJEPC would not be interested only to be the face of India pavilion or sponsoring events etc., during their show/s.

Further it was also simplified in stating that now UBM Asia have to get back to Council on how both the organisation can collaborate once again for the above shows.

UBM Asia team said that they would revert to GJEPC after once again brainstorming with their team and management about this development

**Meeting with Ms. Philip McKean - Managing Director – Montgomery Star on 2nd May 2013**

**Agenda of the meeting was to discuss India Pavilion at Saudi Arabia & Kuwait Exhibitions during 2014**

**Saudi Arabia** : Mr. Philip McKean informed that Montgomery Star has stopped their operation in Saudi Arabia due stringent law of Saudi Govt. They would reconsider their decision in organising the show in Saudi, only if the Saudi govt. permits the other country exhibitors to participate in the shows.

**Kuwait** : Mr. McKeen added that in Kuwait there is an already existing jewellery exhibition, where Indian exhibitors participate thru their India’s local agent M/s Global Expo Links. In the exhibition only low-end and mid-end jewellery are displayed. In this regard, Montgomery is planning to organise the show in Kuwait on the same dates & adjacent to the venue wherein only high end jewellery would be displayed. This hall would be named as Prestigious Jewellery Hall and selection of the exhibitors would be done as per their product profile.

**Month : Oct 2014**

Further, Mr. McKeen also said that if Montgomery managed to get licence to organise the show, then they are also planning to organise the exhibition during October 2014. However, Mr. McKeen added that the Kuwait Govt. provides license for a particular period only. Not less than 18kt jewellery would be allowed to display in the exhibitions. Selection of the exhibitors as per their profile

**Exhibition Details:**

- Space : 2000 sq.mts
- Booth 120 /130
- Raw space : US$500/-
- Built up cost: TBD
- Duty : 5%
- Sales Across the Counter permitted
MEETING WITH Mr. Stephen Key & Mr. Fawzi from Overseas Exhibition Services Ltd

Agenda of the meeting Indian Fashion Show during Jewellery Arabia 2013

Mr. Stephen Key & Mr. Fawzi came with a proposal that GJEPC should organise Indian Fashion Show during Jewellery Arabia 2013. Overseas Exhibitions Services Ltd., would offer following items for the fashion show on a complimentary basis:

- Publicity & Promotions for the show
- Venue
- Stage for the ramp walk

Further, Mr. Key offered extra 13 booth/s., wherein only Silver Jewellery companies can exhibits in this section. (floor plan earmarking the area is with us)

Feed Back from the Exhibitors

The main reason for participation at Baselworld 2013
How many useful business enquiries/contacts

Overall Business result at the show

Pre show Promotion by Council
Do you want participate under India Pavilion at baselworld 2014

If yes then, please specify sq.mts
With regard to the India Pavilion in Hall no.2, most of the exhibitor’s view was switching to Hall no.2 directly to Exhibition Square was a good move for the exhibitors from India and especially for the jewellery sector. The new stands mean that the product can be presented in an even more impressive manner. The feedback from visitors were also positive.

**BASELWORLD 2014 : MARCH 27 – APRIL 3, 2014**