

POST EVENT REPORT

ON INDIA PAVILION

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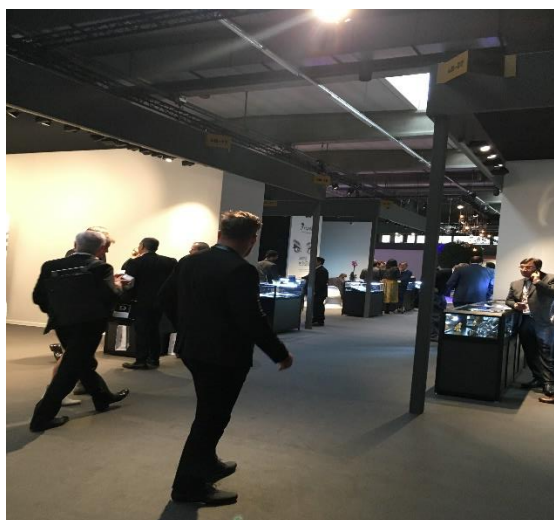
CARAT+ 2017

VIDEO CLICK [HERE](#)

CARAT+ , the newest addition to the Jewellery trade fair circuit and the only international show dedicated exclusively to diamonds, diamond jewellery and diamond-related services, launched from 7-9 May 2017 at Antwerp Expo, Belgium.

Traffic on the exhibition floor was brisk, with buyers flocking from both Europe and across the globe, with exhibitors from eight different countries

The premiere edition of CARAT+ , the international trade show dedicated exclusively to the loose diamond and diamond jewellery trades, has ended on a high note, with both its organizers and participants describing it as an unqualified success



Exhibitors from all over the world gather in one location: The cream of the diamond and diamond-jewellery world, from Belgium, India, Israel, Italy, USA, UAE, Hong Kong, Singapore, Germany and Russia, will be on display at Antwerp Expo. There were 116 exhibitors from 14 countries. Over the three-day period, CARAT+ attracted 2.927 visitors from 29 different countries.

CARAT+ was 100 % focused on diamonds and diamond jewellery:

The high quality booth structures were 100% ready before the arrival of exhibitors. CARAT+ officials had not only concentrated exclusively on all products, but their services during the show was also one of the topic of discussion with the most important category in the gemstone and jewellery trade.



Seminar by Paola De Luca: The Future of Diamonds

CARAT+ also provided an educational programme, with a seminar taking place on May 8, led by Paola De Luca, the world-recognised expert on trends in the luxury jewellery and gemstone markets. Entitling her presentation "The Future of Diamonds: How Social Changes and the New Consumers are Impacting the Diamond Sector," Ms. De Luca pinpointed key strategies that she said needed to be taken on board by companies active in the market today. Also, she added, bridal jewellery is changing, largely because of changing perceptions of partnership and marriage.

India Pavilion at CARAT+ 2017

Objective of Visit: To Represent India Pavilion at CARATS+ , and promotion of IJS 2017, during the said show.

GJEPC's Promotional Booths at the show:

GJEPC was provided with promotional booths at the show. From the GJEPC's promotional booths, promotional kit containing following material was handed over to all the visitors at the venue:

- On site distribution of exclusive Flyers of Indian Exhibitors participating under India Pavilion,
- Solitaire Magazine
- Sparkle of Success
- Promotional CDs
- IJS 2017 flyers
- Promotional Bags containing information on India pavilion

Visit of Mr. Rakesh K. Arora- Counsellor- Embassy of India- Brussels, Belgium



Ms. Mr. Rakesh K. Arora- Counsellor, Embassy of India- Brussels, Belgium visited the show on 9th May 2017. Mr. Sohil Kothari -Co-convener alongwith Mr. Filip Van welcomed Mr. Arora to show. Mr. Kothari gave brief information of the show and GJEPC's role in promoting India Pavilion and other activities undertaken to promote Indian gem & jewellery industry abroad.

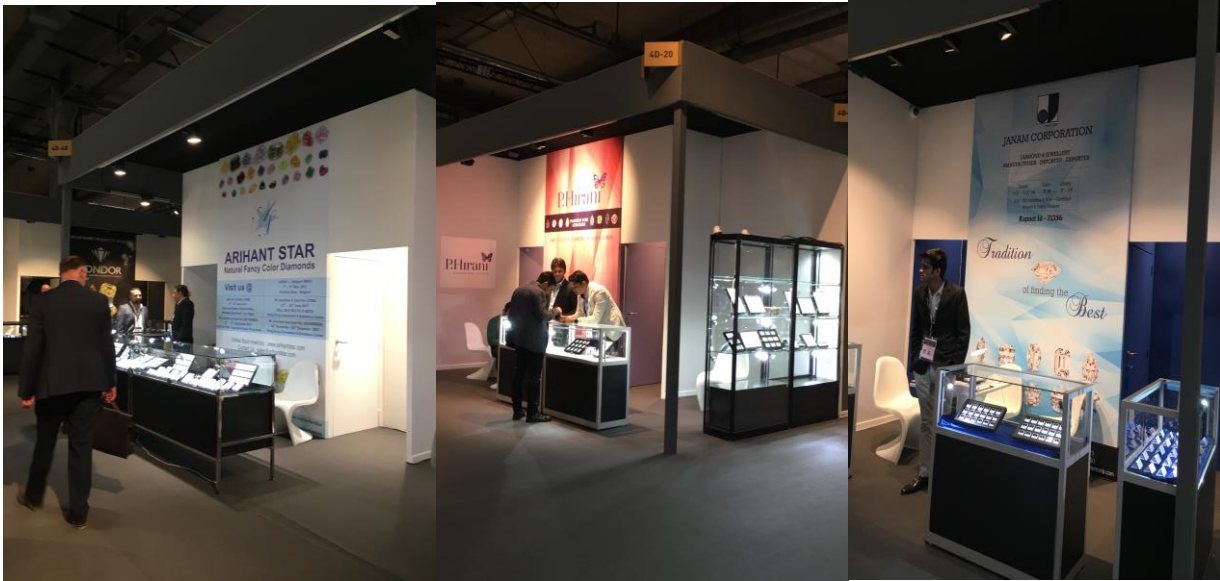
Mr. Arora then met Indian exhibitors to understand their expectations from the market and the show. He assured his full support and cooperation to the Council and its members during their participation in

the show or for any other matter related to their business development in Belgium

List of Exhibitors under India Pavilion at CARAT + 2017

Company Name	Hall no.	Stall. No.
Arihant Star	4	4D-38
Core Jewellery Pvt. Ltd	4	4E-30
Janam Corporation Pvt.Ltd	4	4A-36
P. Hirani	4	4D-20
Veer Gems	4	4A-25
GJEPC	4	4A-44





Media Partner: The Rapaport Group:

CARAT+ has chosen The Rapaport Group as an exclusive media partner. As a special complimentary service to the CARAT+ exhibitors, RapNet Show Listings was available for the exhibitors and visitors to promote their diamonds at the show.

Official Shuttle Service by Porsche Cars:

CARAT+ had partnered with Porsche Centre Antwerp for the official shuttle service with a slogan that diamonds and Porsches are a perfect match. PCA supported these new initiatives that put Antwerp on the map. It is also the perfect setting to meet clients in another context.

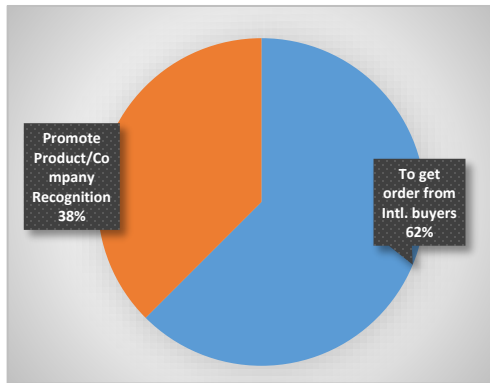


CARAT+ concluded its final day of trading on a positive note, with official data indicating a strong debut for the new diamond and diamond-jewellery exclusive trade show. With the first edition of CARAT+ behind them, the show's organizers intention is to maintained the show's high industry profile. Declaring that the CARAT+ debut has surpassed its originally-set targets, the show's organiser, Artexis Easyfairs, announced that preparations will begin immediately for an even more impressive second edition in 2018, with the dates being 6 + 7 + 8 May 2017.

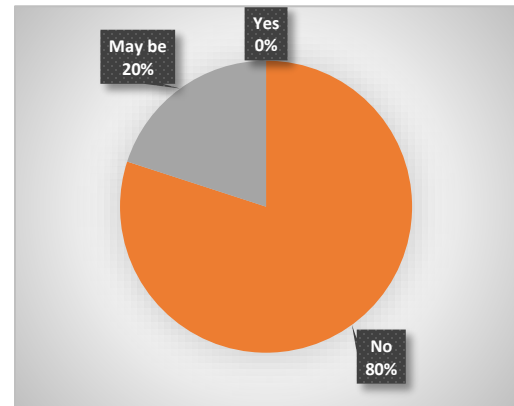
NEXT YEAR DATES: 6th – 8th May 2017 at Antwerp Expo, Belgium

FEEDBACK FROM EXHIBITORS

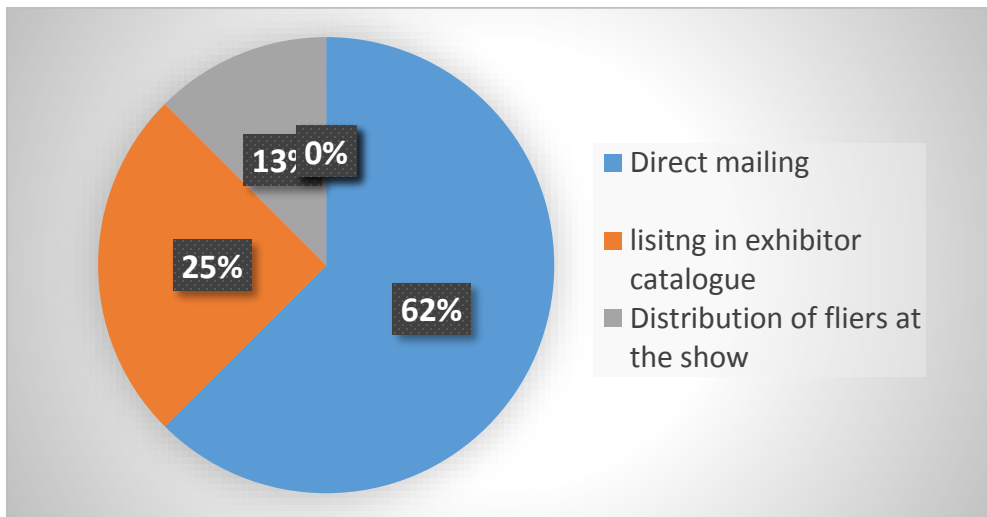
The main reason for participation at Carat+ Show 2017?



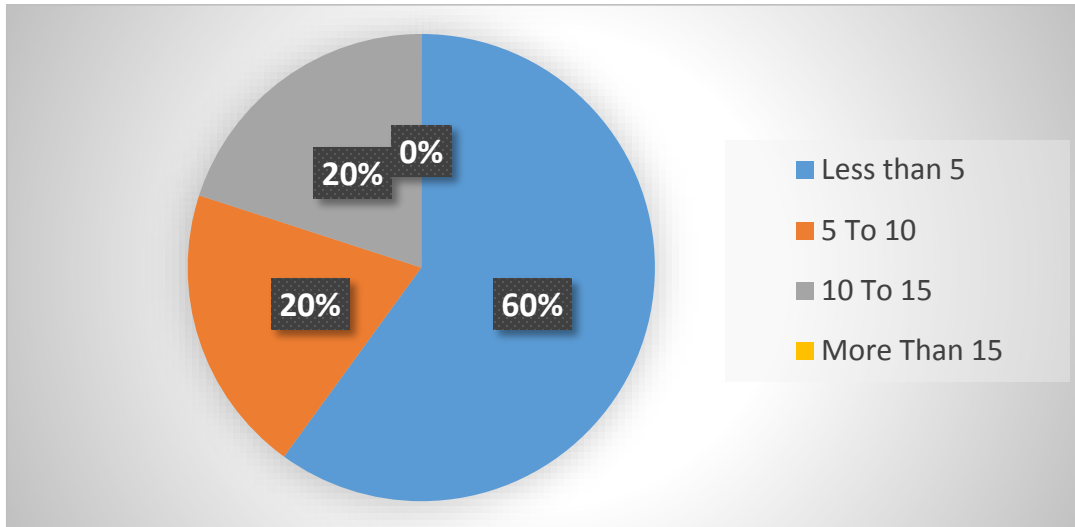
Have you achieved your objectives ?



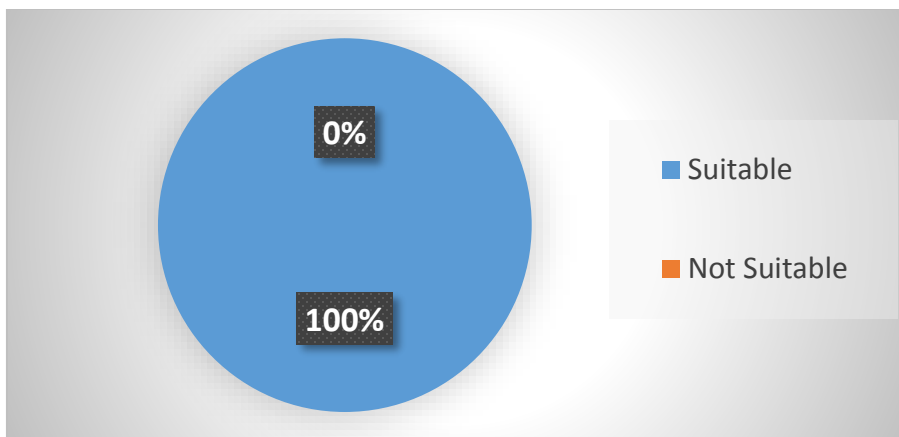
To attract visitors to your booth, what activities did you undertake before the opening of Carat+ 2017



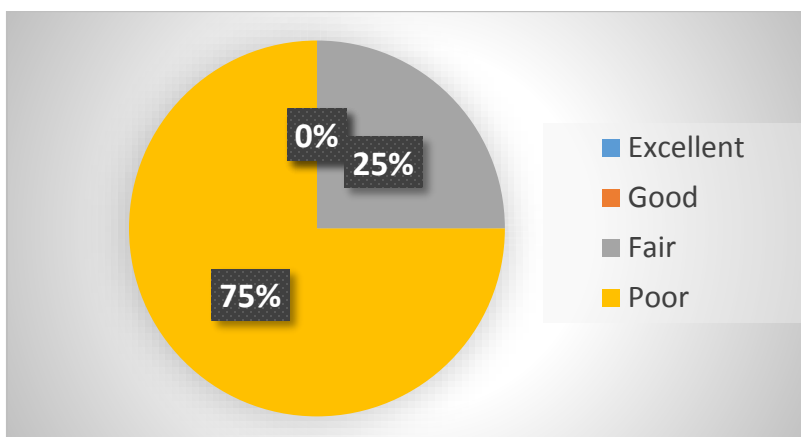
How many useful business enquiries/contacts did you receive during the fair?



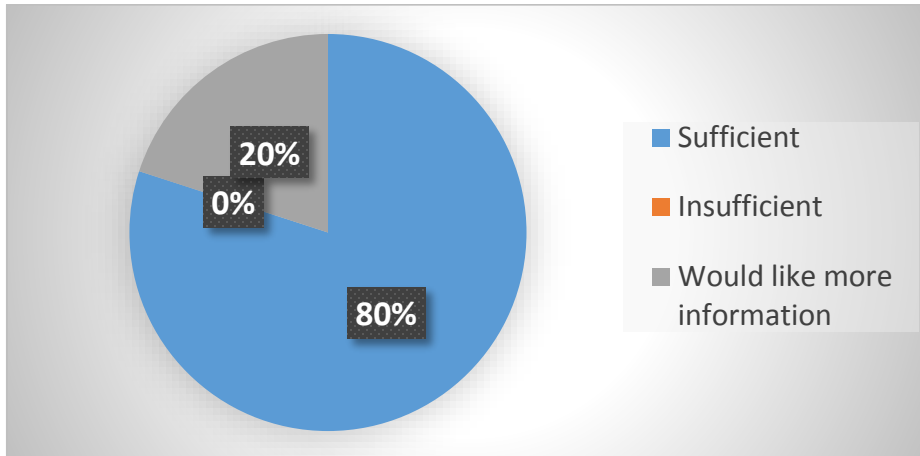
How do you rate appropriateness of visitors at your booth?



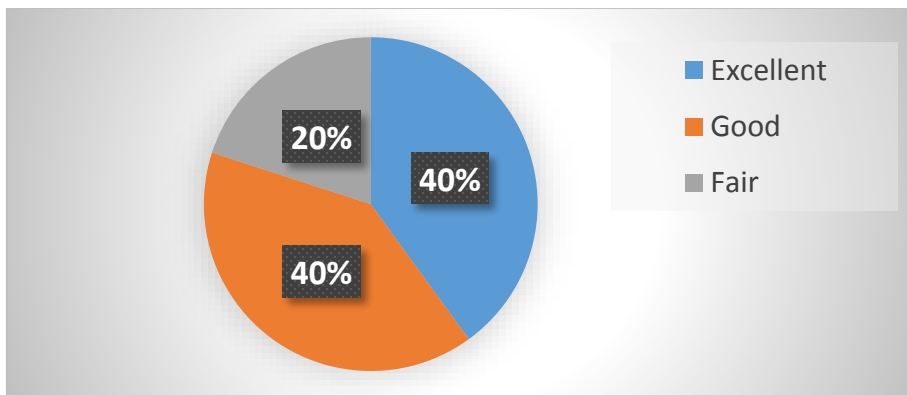
How do you rate your overall business result at the show?



Information regarding Carat+ 2017 show participation & related activities?



Pre show promotion done by Council



Are you interested in participating in Carat+ 2018 organised by the council

