

REPORT OF THE INDIA PAVILION
JCK 2013, LAS VEGAS

DATES: MAY 31 TO JUNE 3, 2013

VENUE: MANDALAY BAY CONVENTION CENTRE, LAS VEGAS, USA

ADDRESS OF THE VENUE: 3950 Las Vegas Boulevard S
Las Vegas
Nevada 89119, USA

Dates & Times:

Friday, May 31: 9:30am - 6:00pm

Saturday, June 1: 9:30am - 6:00pm

Sunday, June 2: 9:30am - 6:00pm

Monday, June 3: 9:30am - 4:00pm

Details of the India Pavilion

103 booths

64 exhibitors

1024 sq. mtr area

Objective of Visit:

- To represent India Pavilion at JCK Las Vegas
- Facilitate the exhibitors at the show.
- Promoting the Councils activities
- Promotion of IIJS 2014 amongst the visitors and getting buyers
- Arranging meetings with different agencies
- Meeting the organisers and plan for next years show

Representatives of the Council at the show:

Sabyasachi Ray, Executive Director

Ruban Hobday, Regional Director, Chennai Region

Margaret Rodrigues, Manager, Exhibitions

Various branding opportunities were undertaken at the Show venue to promote the India Pavilion. The details are as follows:

SPONSORSHIP
Window Decal Bayside Level
Window Decal hotel side
Window decal Bayside Level – single
VIP Lounge
Banner – 115
Brands of India Product Gallery
JCK Mobile Ap
Pocket Planner
Hostess – 2
escalator runner
water cooler

India Gallery

At the popular 'Shark Reef' venue in Mandalay Bay, an 'INDIA GALLERY' was set up wherein 8-10 showcases are being offered to country's select leading jewellery makers known for their exquisite range of Products in India and abroad which includes mass produced/ couture/Designer/Platinum/gold/silver jewellery and the products were handpicked.

Following 9 exhibitors have been selected to display the jewellery at the Brands of India Product Gallery

COUTURE JEWELLERY

DWARKA GEMS LTD
JATIN GEMS

DESIGNER JEWELLERY

NOOR SONS INTERNATIONAL PVT. LTD
PRIORITY JEWELS PVT. LTD

GOLD JEWELLERY

GEMCO DESIGNS

MASS PRODUCED JEWELLERY

FINE JEWELLERY MFG LTD
ASIAN STAR JEWELS PVT. LTD.

SILVER JEWELLERY

ACPL PRODUCTS PVT. LTD
DEREWALA JEWELLERY INDUSTRIES LTD

Council had appointed M/s. Kshama The Art Workshop Pvt. Ltd for the preliminary design and concept, supervision, coordination and execution for the India Gallery.

VIP LOUNGE

Council was the exclusive sponsor of the VIP Lounge. In the VIP Lounge following was incorporated:

- one double sided meter board signage was provided by JCK welcoming the buyers.
- Tabletop signage/tent cards were placed on the tables in the lounge.
- The Exhibitors flyers were placed in the VIP Welcome kit.
- Screen Saver on (2) Internet Terminals located in the Lounge for VIP use.
- Access to the Lounge for up to (3) staff each day – the sponsor can have up to 3 staff to network in this Lounge.
- The exhibitors directories were placed on the tables in the lounge as well
- The organizers had promoted the India pavilion as a sponsor where the VIP Lounge was promoted
- GJEPC and the India Pavilion was mentioned in all pre-show materials mentioning the VIP Lounge
- This year a Raffle Draw was organized on first 3 days of the exhibition at the VIP Lounge and the winners were handed over with Ipad. Council had placed the drop box in India Gallery, Lobby Booth as well as in the VIP Lounge and everyday in the evening the Raffle Draw was done.

HOSTESSES

Total 4 hostesses were appointed for the following areas:

- 2 hostesses who had the access of the entire show venue to distribute the promotional materials and were wearing the Indian Attire.

- One Hostess was based in the Council's booth
- One Hostess wearing the Indian attire was based in the VIP Lounge

Details on India Pavilion:

Under the India Pavilion there are total 103 booths. Total area occupied by the Council under the India Pavilion is 1024 sq. Mtr. List of the exhibitors is attached at Annexure I.

Council's Promotional Booths

Council has 2 booths in the main Pavilion and another in the main isle. The booths in the India Pavilion will be used as business centre for the exhibitors. And other booth will be used for exclusively to promote the IJS 2013 and will be branded with IJS 2013 posters.

At the Council's booth, exhibitors were able to avail the following facilities:

- Fax Facilities (Incoming and outgoing)
- Internet connection
- Photocopier
- Water cooler
- One hostess will be manning the booth
- First Aid Kit
- Refreshments etc

Full promotional kit containing following material was handed over to all the visitors from this booth:

- Directory of India Pavilion Exhibitors
- Int'l brochure of IJS 2013
- Solitaire magazine
- Sparkle of Success
- JCK Flyer

Meeting with Reed Exhibitions, the Organisers of JCK

An informal meeting was organised with the organisers of the show at 11.00 AM at the Show Office on 31st May, 2013. Following were present:

GJEPC

Mr Vipul Shah, Chairman

Mr Sohil Kothari, Convener, Exh. Sub-Committee (International)

Mr Sabyasachi Ray, Executive Director

Mr Ruban Hobday, Director, Southern Region

Ms. Margaret Rodrigues, Manager, Exhibitions

Reed Exhibitions

Mr Chris

Ms. Hill Shellyan

Mr Saif Zaman

The Chairman thanked the organisers for their support and assistance in organizing the India Pavilion which is a Gateway to USA for the Indian gem & jewellery industry.

Chairman, Mr Vipul Shah informed Chris that Council strongly feels that it is high time that the Council should be given an opportunity to organise the India Pavilion near the plum club with atleast 10 booths where only the selected exhibitors will be allowed to display.

Mr Chris informed Chairman that they will definitely look into the matter and by September 2013 will inform the Council about the availability of the space near the plumb club.

It was also informed to the organisers about the direct signing of companies (GJEPC members) from India for JCK Las Vegas 2013 which seriously affect the equation with other exhibitors who participate under India pavilion. They informed that henceforth when they sign the contract for the Indian Exhibitors who are based in India, first they will send the details to the Council and once the Council gives go ahead, then only they will sign the contract which was accepted by the Council.

Other Points which were discussed:

- Requirement of extra space near the Plum Club which will be marketed by GJEPC as exclusive Indian Club in 2014. This will be additional to the existing India Pavilion.
- Request to have more space at India Pavilion for 2014.

Meeting with Organisers of JA Show New York

A meeting was organised with Mr. Drew Lawskey, Group Show Director. He was informed about very poor response for the forthcoming show where Council was supposed to organise the India Pavilion. He was also informed that due to the poor response from the exhibitors, the council will not be able to organise the India Pavilion as minimum 5 exhibitors are needed to organise the Pavilion.

It was informed to Mr. Drew that the details of the space application received from one exhibitor from Kolkatta will be forwarded to him.

Meeting with the officials of F.B. International, the Official contractor of the India Pavilion.

A meeting was organised with the officials of F.B. International, the official contractor of the India Pavilion. Mr Sohil Kothari appreciated the work done by them which resulted in the smooth functioning of the India Pavilion.

He also informed them that they have to change their lighting and if possible the LED lights to be put up.

The contractor mentioned that if they change the lights, then the cost of the booth will go up and they will arrange to send the proposal by October 2014.

Meeting with Mr Rick Bannerrot

A meeting was organised with Mr. Rick Bannerrot, who was involved in organising two Indo US buyers Sellers meet in 2008 and 2009.

Following were present:

Mr. Vipul Shah, Chairman
Mr.Sohil Kothari, Convener, Exhibition Committee (International)
Mr. Priyanshu Shah, Co-Convener, Exhibition Committee (International)
Mr. Sabyasachi Ray, Executive Director
Mr. Ruban Hobday, Director, Southern Region
Ms. Margaret Rodrigues, Manager, Exhibitions
Mr. Rick Bannerrot

The members present informed Mr. Rick that on the basis of the Indo US buyers sellers meets organised during 2008-2009, the reverse BSM to be held in one of the cities of US. The minimum participants from India would be 15 and he should target the chain stores having minimum 20-25 stores in USA.

Mr. Rick informed that Miami will be the suitable venue for the BSM and he will forward the proposal in due course giving all the details.

- The probably dates can be March-April 2014
- Recommended city – Miami
- To target less than 100 store companies which are the mid size business in the US.

Meeting with Jean Marc Liebrherr (Rio Tinto)

A meeting was organized with Mr. Jean Marc and other at their booth. The following attended the meeting from the Council;

- Mr. Vipul Shah, Chairman, GJEPC
- Mr Sohil Kothari, Convener, Exhibition Sub Com(International)
- Mr. Ajesh Mehta
- Mr. Sabyasachi Ray, Executive Director
- Mr. Ruban Hobday, Director, Southern Region

The officials of Council were briefed about the functions and various other operations of the company which was displayed at the booth.

- It was decided during the meeting for the Council to have major role in redesigning the IDC framework which has been undertaken by Mr. Jean March.
- It was proposed by Chairman, GJEPC that ED would be the contact person for all the communication and also for being part of the framing of rules/regulations for the same.
- It was proposed by Mr Jean – Marc to send the draft copy of the same to ED on the same day for his comments and suggestions which will be dealt confidentially
- Council requested them to support the proposed Indo-US BSM at Miami in March-April 2014 which has been discussed with Mr. Rick Bonnerrot.

Meeting held with UBM Asia on June 2, 2013

Following were present:

UBM Asia

- Ms. Celine Lau – Director – UBM Asia
- Ms. Letitia Chow – Business Development Director

GJEPC

- Mr Sohil Kothari, Convener, Exhibition Sub Com(International)
- Sabyasachi Ray, Executive Director
- Ruban Hobday, Director, Southern Region
- Margaret Rodrigues. Manager – Exhibitions

The purpose of the meeting was basically to know how the GJEPC and the UBM can again cooperate with each other for their Sept Show as well as for the future participation in 2014.

Mr. Sabyasachi Ray informed UBM Asia that Council would be interested in organising the India Pavilion in all the shows held in Hongkong. The UBM team informed that as the allotment to the exhibitors for the September 2013 show has already been done, they would revert to GJEPC after once again brainstorming with their team and management about this development.

Visit of Mr. Siddharth, Joint Secretary, Ministry of Commerce & Industry

Mr. Siddharth, Joint Secretary, Ministry of Commerce visited the India Pavilion on 2nd June, 2013 and was taken around the India Pavilion as well as the entire show. He was very impressed to see the size of the India Pavilion and appreciated the Council's initiative in organizing the same.