Pakistan International Gems & Jewellery Exhibition

“Pakistan – Land of Precious Stones and Craftsmanship”

26-29 September, 2013
Pearl Continental Hotel Karachi
Pakistan Gems and Jewellery Development Company (PGJDC)

Vision
PGJDC endeavors for the development of the Gems and Jewellery industry of Pakistan from Mine to Market and to enhance its competitiveness internationally by facilitation, technology upgradation and skill development.

Mission
Development of the Gems and Jewellery sector through use of appropriate technology and training to human resource throughout the value chain.

PIGJE – Pakistan International Gems & Jewellery Exhibition
PIGJE 2013 will showcase Pakistan’s Gems and Jewellery products. The event has been designed to bring out Pakistani Gems and Jewellery products in the most aesthetic style and will introduce international buyers to rich Pakistani markets. Precious/semi-precious gemstones and intricately crafted jewellery from Pakistan promise a new product range for the buyers.

This B2B and B2C event focuses on providing an attractive platform for developing Gems and Jewellery sector in Pakistan, bringing together local and international traders to interact and promote businesses. Gems and Jewellery dealers and manufacturers of machinery, tools, equipment and allied products will display their products.

The exhibition will showcase:
- Rough/cut gemstones.
- Mineral specimen.
- Ornamental stones and beads.
- Gemstone carvings, made-ups and table wares.
- Diamond/gem-studded jewellery.
- Gold, silver, platinum and white gold jewellery.
- Gems & jewellery machinery / tools/equipment / allied products.
PGJDC’s Intervention

Pakistan Gems and Jewellery Development Company (PGJDC) was formed in June 2006. The company became operational in April 2007. It is a subsidiary of Pakistan Industrial Development Corporation and work under Ministry of Industries and Production, Government of Pakistan. The Pakistan Initiative for Strategic Development and Competitiveness (PISDAC) Project was launched by the United States Agency for International Development (USAID). The project was implemented by J.E. Austin, a US management consultancy company in partnership with Small and Medium Enterprise Development Authority (SMEDA) of Pakistan. As part of the initiative, a group of committed industry stakeholders from Gems mining and trading, Jewellery manufacturing, Jewellery retail and wholesale, training institutions, technical service providers, raw material suppliers and other allied industries agreed to form a Strategic Working Group (SWOG) to address the issues faced by the industry and to reposition itself through a better strategy. Within sixteen months from its inception, the SWOG had developed a strategy shared and agreed to by the private sector and the Government of Pakistan. One of the major features of the strategy put forth was the formation of a dedicated company for this sector which would undertake to implement the strategic initiatives spelled out for the sector.

PGJDC came to the forefront to develop Gems & Jewellery industry of the country from Mine to Market, with major focus on facilitation, technology up-gradation, skill development, quality assurance and marketing/branding. It is working actively to establish Pakistan as a world class hub for precious stone cutting and jewellery manufacturing by supporting the value chain and ancillary trades. PGJDC established seven training centers and gem identification and certification laboratories in strategically located cities of Karachi, Lahore, Gilgit, Peshawar, Quetta, Muzaffarabad and Sargodha. Gem exchanges have been set up in Quetta and Peshawar to provide business opportunities to the gem traders under one roof. Assaying and hallmarking centers are set up at Karachi and Lahore to authenticate gold content of jewellery articles.

So far PGJDC has trained over 8,525 individuals across the country through more than 571 training programs in Karachi, Lahore, Peshawar, Quetta, Gilgit, Rawalpindi/Islamabad, Faisalabad, Sahiwal, Mohmand Agency, Chitral, Abbottabad, Nowshera and Skardu.
Glorious Treasures of Pakistan

“These gems have life in them; their colors speak, say what words fail of.”
(English novelist George Eliot)

Fabulous Gems and Magnificent Jewellery

Pakistan stretches from the world top, Karakorums, down south to the Arabian Sea. The country is blessed with vast natural resources of precious and semi precious colored gemstones, including ruby, emerald, tourmaline, garnet, topaz, peridot, aquamarine, spinel, pargasite, diopside, moonstone, serpentine, epidote, pink beryl (morganite), sphene, zoisite, lapis lazuli, turquoise, and almost all known varieties of quartz. Pakistan is a cultural crucible where Greek, Aryan, Buddhist, Persian and Islamic arts and cultures merge as it is evident from the curious pre-historic and fabulous present-day jewellery designs. Historically speaking, Pakistan's Gem and Jewellery industry dates back to ancient Indus Valley and Gandhara civilizations which are known to be the cradles of art and culture. Artifacts of those eras can be witnessed in the museums in Pakistan as well as abroad. The present Pakistani jewellery is a combination of traditional as well as modern designs.

With its abundant reserves of precious and semi-precious gemstones and rich history of jewellery manufacturing, Pakistan has been able to develop a globally competitive Gems and jewellery industry. Capitalizing on its vast natural resources, economical labor costs, skilled craftsmen, and growing national and international demand, Pakistan is positioning itself to become a hub for precious stone cutting and jewellery manufacturing.

Gemstone Sector

The mineral-laden mountains in Pakistan have abundant natural resources. The country is home to many varieties of gemstones. Emeralds from Swat Valley are considered to be one of the best in the world. Their attractive green hue with remarkable transparency is comparable to high quality Columbian emeralds. Topaz from Katlang, Mardan is equivalent in quality to those found in Brazil. Peridot from Sput, Kohistan is highly sought after in the international market.
Rubies from Hunza Valley, Azad Jammu & Kashmir, Hazara and Dir range from light pink to deep red in color and transparent sky blue to sea green. Aquamarine is found in Shigar Valley, Kaghan, Chitral and in the Neelum Valley.

Magnificent crystals of the rare and precious bastnaesite, brookite, xenotime are unique to Pakistan.

The major hubs of gemstone trading and processing are Peshawar, Karachi, Mingora, Gilgit, Quetta, Rawalpindi and Islamabad.

**Gemstones Varieties in Pakistan**

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<thead>
<tr>
<th>Stone</th>
<th>Location</th>
<th>Province</th>
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<tbody>
<tr>
<td>Ruby</td>
<td>Between Hunza and Ishkuman Valley</td>
<td>Gilgit-Baltistan</td>
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<td></td>
<td>Shigar and Neelum Valleys</td>
<td>Azad Kashmir</td>
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<td>Bata Kundi, Hazara and Dir</td>
<td>Khyber Pakhtunkhwa</td>
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<td>Aquamarine</td>
<td>Gilgit, Skardu and Nagar</td>
<td>Gilgit-Baltistan</td>
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<td>Gham Chashma,</td>
<td>Chitral</td>
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<td>Tourmaline</td>
<td>Stak Nala</td>
<td>Gilgit-Baltistan</td>
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<td>Garam Chashma, Chitral</td>
<td>Khyber Pakhtunkhwa</td>
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<td>Upper Neelam Valley</td>
<td>Azad Kashmir</td>
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<td>Topaz</td>
<td>Gilgit and Skardu</td>
<td>Gilgit-Baltistan</td>
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<td></td>
<td>Katlang and Mardan</td>
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<tr>
<td>Spinel</td>
<td>Hunza Valley</td>
<td>Gilgit-Baltistan</td>
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<tr>
<td>Pargasite</td>
<td>Hunza Valley</td>
<td>Gilgit-Baltistan</td>
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<td>Moonstone</td>
<td>Gilgit and Skardu</td>
<td>Gilgit-Baltistan</td>
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<tr>
<td>Garnet</td>
<td>Gilgit and Skardu</td>
<td>Gilgit-Baltistan</td>
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<td>Chitral, Swat and Malakand</td>
<td>Khyber Pakhtunkhwa</td>
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<td>Bajaur Agency</td>
<td>FATA</td>
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<td>Kheran and Chaghi</td>
<td>Balochistan</td>
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<tr>
<td>Stone</td>
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<td>Quartz</td>
<td>Hunza, Skardu and Gilgit Chitral</td>
<td>Gilgit-Baltistan</td>
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<td>Chitral</td>
<td>Khyber Pakhtunkhwa</td>
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<td>Nagarparker</td>
<td>Sinch</td>
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<td>Lasbela</td>
<td>Balochistan</td>
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<td>Epidote</td>
<td>Gilgit and Skardu</td>
<td>Gilgit-Baltistan</td>
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<td>Emerald</td>
<td>Mingora, Gujar Killi, Shamozai, Makkad and Charbagh</td>
<td>Khyber Pakhtunkhwa FATA</td>
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<td>Mohmand and Bajaur Agency</td>
<td>Gilgit Baltistan</td>
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<td>Khatar Valley</td>
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<td>Peridot</td>
<td>Sput, Kohistan</td>
<td>Khyber Pakhtunkhwa</td>
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<td>Pink Beryl</td>
<td>Dunga Nar Area</td>
<td>Azad Kashmir</td>
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<td>Turquoise</td>
<td>Chaghi</td>
<td>Balochistan</td>
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<td>Lapis Lazuli</td>
<td>Chitral and Afghan Border Chaghi</td>
<td>Khyber Pakhtunkhwa</td>
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<td>Balochistan</td>
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<td>Zircon</td>
<td>Chilas</td>
<td>Gilgit-Baltistan</td>
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<td>Feldspar</td>
<td>Gilgit and Skardu</td>
<td>Gilgit-Baltistan</td>
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<td>Chitral</td>
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<td>Agate</td>
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<td>Dir Kohistan</td>
<td>Khyber Pakhtunkhwa</td>
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<tr>
<td>Kunzite</td>
<td>Garam Chashma, Chitral</td>
<td>Khyber Pakhtunkhwa</td>
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<tr>
<td>Brookite</td>
<td>Kharan</td>
<td>Balochistan</td>
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**New Trends in Jewellery Sector**

Since time immemorial, jewellery manufacturing has been a part of Pakistan’s cultural heritage. History proves that famous genres that evolved in this region include meenakari – which is fusing brilliant color over precious metal surface; kundan – which is covering edges of small gold cups holding gems and jewels with bright silver; and nauarat – a combination of nine auspicious gems. Traditional jewellery comes in the form of Sola Singhar (sixteen adornments) beginning with Teeka – an ornament for the forehead to the Payal (anklet). Demand for 22-karat gold ornaments is traditionally high but 18-karat and 14-karat is also made on demand.
Most commonly jewellery is bought for weddings and other joyous occasions. Gold is also purchased and stored as a form of savings or investment as its price always rises. New trends in jewellery design are a symbol of fashion and prestige. This opens new venues for entrepreneurs. Jewellery manufacturing is carried out in more than 30 major cities and 300 towns of Pakistan. Goldsmiths and jewellers network is spread even in villages. It may sound surprising but the fact is that there are about 45,000 villages where jewellers operate as single shops, manufacturing and selling units to meet the constant and consistent demand of the inhabitants. About 500,000 people all over Pakistan are employed in the Gems and Jewellery sector. Pakistani Gems and Jewellery exporters have identified and tapped markets of Gems and modern Jewellery in the Sub-continent, Middle East, Far East and Western countries. Affluent expatriates are the major buyers of traditional and modern jewellery manufactured in Pakistan. This opens new opportunities for local manufacturers to market their products worldwide. The Ministry of Industries and Production, through PGJDC, is focusing on skill development and technology upgradation to support the industry growth. PGJDC’s major focus remains on the development of interaction between local business community and the international market to develop B2B linkages; as such, the local business community has developed insight to create innovative designs and competitive products targeting global markets by showcasing the same in international Gems and Jewellery shows worldwide.

Major Gems and Jewellery Hubs

In every major city there is a gold, silver and jewellery market called the Sarafa Bazaar where shops and showrooms are aligned on both sides of the busy streets. Bullion dealers and ornament manufacturing workshops coexist side by side. The largest hubs of bullion trade are the metropolitan cities of Karachi and Lahore. Skilful workers and thriving markets are the key factors which contribute to this industry. Besides jewellery trading and manufacturing, Karachi is also well-known for gemstone trading and processing. Rawalpindi is also considered to be one of the major centers for jewellery manufacturing and trading.
A major hub of gemstone trade in Pakistan is Namak Mandi in Peshawar. Originally a market for salt trade, this network of streets and alleys with hundred shops and offices is the perfect place for the local and international traders of gemstones. Fanciful ruby, emerald, peridot, tourmaline, topaz and aquamarine are some of the popular gemstones available here. Fine crystals and mispecimens are also sold by specialized dealers. Other important centers for gemstone trading and processing includes Karachi, Rawalpindi, Islamabad, Gilgit, Swat and Quetta to name a few.

Export of Gems & Jewellery

The global jewellery sale is estimated to grow by 4.6% to touch US$100 billion by 2015. However, Pakistan’s jewellery market stands at 61th position in the world. The country’s Gems and Jewellery exports have shown phenomenal growth in the last few years, which is about US$ 1.2 Billion, (July 2012 - March 2013, source: TDAP). The industry is moving on fast track to gain a more important position in the world’s market. The Ministry of Industries and Production has taken a positive step in ensuring that the development, promotion and marketing of Gems and Jewellery sector is undertaken professionally to achieve the desired results. The cumulative export growth of Gems and Jewellery sector is 67% from 2007 to 2013.

Investment Opportunities

Gems and Jewellery industry in Pakistan is an emerging sector with immense potential for business development. Having been blessed with a variety of gemstones, and being one of the top ten consumers of gold in the world, supported by facilitating regulatory framework and their development initiatives, Pakistan trade holds great potential to attract investment in the sector. The major areas where opportunities for investment exist are gemstone mining, lapidaries, jewellery manufacturing, trading and exports.
Promising Factors
- Vast gemstone deposits
- Skilled human resources and Craftsmanship
- Across-the-value-chain facilitation from PGJDC
- Commitment to pursue open trade and investment policies
- Investment-friendly policies
- Large and Fast growing domestic markets
- Well-established infrastructure and regulatory framework
- Equitable fiscal regime
- Strategic location
- Liberalization and privatization policy

Major Associations
Two of the major associations of traders dealing in Gems and Jewellery are:
- All Pakistan Gem Merchants and Jewellers Association (APGMJA), First Floor, Gems & Jewellery Trade Centre, Blenkins Street, Near Zainbunnisa Street, Saddar, Karachi. Tel: +92-21-35210400
- All Pakistan Commercial Exporters Association (APCEA), Suite No. 1, Second Floor, A Jalil Market, Namak Mandi, Peshawar. Tel: 091-9213910-11

PGJDC Endeavors
While realizing its vision for the development of gems and jewellery industry of the country from Mine to Market and to enhance its competitiveness internationally by facilitation, technology, up-gradation, marketing and branding, PGJDC has made untiring efforts and established the following projects:

- **Marketing & Branding**: Facilitation of international marketing for the Gems & Jewellery Sector at Pakistan pavilions in 27 international Gems and Jewellery shows in Bangkok, Hong Kong, Dubai, Munich, Mumbai and Tucson under the brand name of “Gems & Jewellery Pakistan”.
• Gems & Jewellery Training and Manufacturing Centers (GJTMCs): GJTMCs have been set up at Karachi, Lahore, Peshawar, Quetta, Gilgit, Muzaffarabad & Sargodha.

• Gem Identification Laboratories: These labs have been established at Karachi, Lahore, Peshawar, Quetta, Gilgit and Muzaffarabad.

• Gem Exchanges: These are set up at Peshawar and Quetta.

• Assaying & Hallmarking Centres: Assaying & Hallmarking Centres have been established in Karachi & Lahore.


• PGJDC has also accomplished the following: 31 Gem Bazaars/Exhibitions in major cities.

• 571 Training programs conducted and 8525 persons trained in Gemstone mining a processing, jewellery designing and manufacturing both manual and on CAD/CAM.

• Developed database and profiles of about 40,000 Gems and Jewellery private sector stakeholders and repository through customized software.

Pakistan International Gems and Jewellery Exhibition 2012 - The Previous Show:

It was a four day event from June 7 – 10, 2012, which showcased the best of Pakistan’s Gems & Jewellery products, both traditional and contemporary. The purpose of the event was to introduce international buyers / traders local jewellers, gem dealers and manufacturers. Industry related machinery, tools, equipment and accessories were also displayed at the Show.

The event was inaugurated by the then Prime Minister of Islamic Republic of Pakistan, at Pearl Continental Hotel, Karachi on 7th June, 2012. He committed to extend full support to the PGJDC and to Gems & Jewellery sector. Governor Sindh, Chief Minister Sindh, Federal Minister for Production and Secretary Production were also present at the Inauguration Ceremony.
A total of 40 foreign buyers and delegates from India, U.A.E, U.K, Sri Lanka, Hong Kong, Germany and France graced the event with their presence.

The Exhibition also encompassed a Seminar on 9th June, 2012, where world renowned speakers from International Colored Gemstone Association (ICA) and Gems & Jewellery experts shared latest information and their experiences related to Gems & Jewellery industry with the audience. PGJDC is thankful for the support extended by the Ministry of Production, PGJDC Board, Trade Development Authority, and Pakistan Industrial Development Corporation to make this event a success. APGMJA and some other private sector stake holders also provided essential support for the fruitful organization of PIGJE-2012.
Event details
Title: Pakistan International Gems & Jewellery Exhibition
Dates: September 26-29, 2013
Venue: Pearl Continental Hotel, Karachi
Frequency: Annual

Exhibitor Profile
- Precious/semi-precious gemstone traders
- Mineral Specimen traders.
- Gemstone carving, made-ups and table ware traders and retailers.
- Ornamental stones and beads’ traders.
- Diamond and pearl traders and retailers.
- Branded jewellery traders and retailers
- Jewellery manufacturers, importers, exporters and retailers (platinum, white gold, gold and silver)
- Manufacturers/suppliers of Gems and Jewellery machinery, tools, equipment and allied products.
- Software developers and service providers related to Gems & Jewellery.

Visitor Profile
- Diplomats and foreigners
- Policy and decision makers
- Members of trade associations
  - Gemstone miners.
  - Jewellery manufacturers/dealers
  - Gem & jewellery merchants and exporters
  - Gemologists and academia

Booth Details (Shell Scheme 3mx3m):
- One counter showcase
- One tall showcase
- One round table
- Two chairs
- Three spotlights of 100 watts each
- One power socket – single phase
  - 220 V (50Hz) 5 A
- One book rack
Special Facilitation for International Exhibitors/Visitors
- Official invitation letter for Visa facilitation.
- Protocol at Jinnah International Airport, Karachi.
- Airport – Hotel – Venue complimentary transfers.
- Business match making services.
- Meetings with Ministers/VIP officials whenever possible.
- 200 words’ company profile with logo in event catalogue.
- Banking and credit card facility at the site.

Hall Layout
Marquee Hall, PC Hotel, Karachi - Pakistan
26 - 29 September, 2013
PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY

A subsidiary of Pakistan Industrial Development Corporation
Ministry of Industries & Production, Government of Pakistan

Organized by

Managed by

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