

Post Event Report of the 3rd India – China Coloured Gemstones BSM

EVENT DETAILS –

- Event Type : Coloured Gemstone Buyer Seller Meet
- Event Venue : China Gem Centre [CGC], Panyu, Guangzhou, China
- Event Date : 14th to 16th January, 2015
- Event Timing : 10 AM – 6 PM (15th & 16th January 2015)
- Exhibit Profile : Coloured Gemstone Manufacturers
- Organizers : The Gem & Jewellery Export Promotion Council in association with China Gem Center [CGC]

GJEPC in the past has held several Buyer-Seller Meets for Diamonds and Coloured Gemstones with China. The success of earlier Buyer seller meets on Coloured Gemstones held at Jaipur in April 2013 and April 2014 paved the way for exploring opportunities in the larger and evolving Chinese market. The exports of the Coloured gemstones from India stood at US\$ 520 Million during Financial year 2013-14.

Subsequent to the visit of Mr Chen De Jun, Vice Mayor of Panyu to Jaipur in the month of August 2014 when a MOU was signed by GJEPC with Panyu Guangzhou Economy & Trade Promotion Bureau for promoting trade of Gems & Jewellery items between India & China, Panyu was selected to host this BSM due to its enormous potential for coloured gemstones.

I. Why Panyu?

1. A unique Industry with Special Edge

The event was strategically organized in Panyu where the processing and manufacturing of jewelry started at the end of 1980s & which has now matured to a Strong jewelry processing base that specializes in raw materials purchase, design, processing, grading etc. Industrial parks like Shawan Jewelry Industry Park and Shiqiao Jewelry Industry Zone have gathered over 580 jewelry processing enterprises with a workforce of over 60,000. Export of jewelry from Panyu has reached to US\$3.93b in 2013, a 36% growth from the same period last year. Over the past decade, Panyu's annual jewelry export averaged an annual growth rate of 18% accounting for 10% of the total exports from China. Panyu is one of the 16 "Chinese Jewelry & Jade Characteristic Industry Bases". In 2007, it was named "Characteristic Jewelry Industry Base (Guangzhou) in Guangdong Provincial Torch Plan". In 2013, it was named "Professional Demonstration Base of Provincial-level Foreign Trade of Transformation and Upgrade".

2. Strong influence from industry-leaders

The Jewellery import and export base developed eight billion-dollar jewelry industry in Panyu including big names like "Pan Hua Jewelry" and "Fan Ying Jewelry" who have import and export volume exceeding US\$1 billion. With the leadership effects of these companies, the jewelry businesses of Panyu has transformed from the previously simple processing to expand along the value chain up and down-stream to involve jewelry

equipment manufacturing, diamond grinding, process design jewelry and jewelry and watches manufacturing. Leading position has been established on the international scene with winning of domestic and international design contests.

Globally leading brands like Cartier, Tiffany and Swarovski have established processing factories in Panyu. Leading jewelry brands, including Luk Fook, Chow Tai Fook, Chow Sang Sang, TSL, Jure, Aoterl and Xiangzhenfu had their China operation based in Panyu. Panyu has established its jewelry Standards Alliance, which has developed and contributed to the preparation of "Aquamarine jewelry grading standards", "Wide Greenstone" and many other industry standards for the Guangdong region.

3. Comprehensive Public Service Platform

Panyu has a comprehensive system for public services of jewelry, including public logistics platform (three leading international logistics companies of precious metals), public technology testing platform (National Gemstone Testing Centre), public bonded warehouse (the only bonded warehouse with integrated raw material sorting and diamond trading), a public electronic trading platform (Worldmart*E - selected as one of 100 leading companies in the 2012 Guangdong Internet Shopping Festival), public training platform (Panyu Jewelry Institute), business incubators platform and Jewelry Manufacturers Association and many other professional services agencies and industry promotion agencies. These organizations fully meet the needs on various functions of public services.

Panyu District has the country's first business park with customs office set up inside. Customs procedures like enterprises getting processing trade approval and verification, jewelry customs declaration and clearance and bonded warehousing can all be done one-stop in the jewelry park. Each batch of jewelry export, from entry to customs clearance; from sample inspection to delivery by professional logistics companies to around the world, could all be completed under the roof of the park within minutes.

II. Objective:

- To cater the demand of coloured gemstones for the huge Jewellery manufacturing Industry in Panyu thereby encourage sourcing of finished gemstones from the reputed manufacturers of Jaipur who have always excelled in translating the rough gemstone into a marvel which boast for its sculptured shine with the unmatched capabilities.
- To provide a platform to our Coloured Gemstone manufacturers for getting an access to the big China market.
- To enlarge the Indian Share in the Coloured Gemstone import basket of China.

III. Participating Indian Companies

Below mentioned companies participated & displayed best of their products:

Sr. No.	Participating Indian Companies
1.	AMIABLE JEWELLERY PVT. LTD.
2.	GEMS & JEWELS
3.	IGM EXPORTS PVT. LTD.
4.	K.K GEMS TRADING COMPANY
5.	K.L. TAMBI & CO.
6.	KALA GEMS EXPORTS
7.	LORD IMAGE
8.	PIHU GEMS
9.	RAJRATAN EXPORTS
10.	S.K. ENTERPRISES
11.	SAMBHAV GEMS LTD.
12.	SATYAM GEMS
13.	SHERU GEMS
14.	SHREE KRISHAN EXPORTS
15.	SINGHAL GEMS

IV. Visitors' details

A total of 424 Buyers from 275 Buying companies visited the BSM on 15th & 16th January 2015. These Buyer companies have come from various parts of Mainland China including Panyu, Guangzhou, Shenzhen, Liwan, Wuzhou, Li Zhongshan, Li Foshan, Hong Kong etc.

GJEPC has worked in close association with China Gem Centre (Worldmart*E) and many gem & jewellery associations of China to invite their member companies to visit BSM. These associations are named below:

- Gems & Jewellery Trade Association of China (GAC)
- Guangdong (GD) Coloured Gemstone & jewellery Chamber of commerce.
- Guangdong Golden Jewellery and Jade Industry Association

- Guangdong Gold & Silver Jewellery Association
- Guangzhou Panyu Jewellery Manufacturers Association
- Guangzhou Jewellery Chamber of Commerce

V. Branding at Venue



Registration Area Backdrop



Registration Area Backdrop



Hoarding at entrance of Shawan Jewellery Industrial Park

VI. Facilities for Buyers & Sellers at the Venue

- Tea, Coffee, Water & Snacks.
- Working Lunch
- Exhibitors catalogue/ Brochure

VII. Flow of Events

a) Opening Ceremony on 14th January 2015

A welcome evening of the BSM was organised at Crystal Room, Hotel Royal Marina Plaza, Panyu, Guangzhou for the Elite Buyers, Representatives of Participating Companies, Various supporting Association heads, Customs & the Press / Media Personnel.

The gathering was also attended and addressed by Vice Mayor of Panyu, Mr Chen De Jun and Consular Commerce & HOC, Consulate General of India, Guangzhou, Mr T. J. Suresh.



LED Display outside Hotel



Participants from India, Supporting Association Heads along with Vice Mayor of Panyu & Consular Commerce, Indian Consulate in Guangzhou

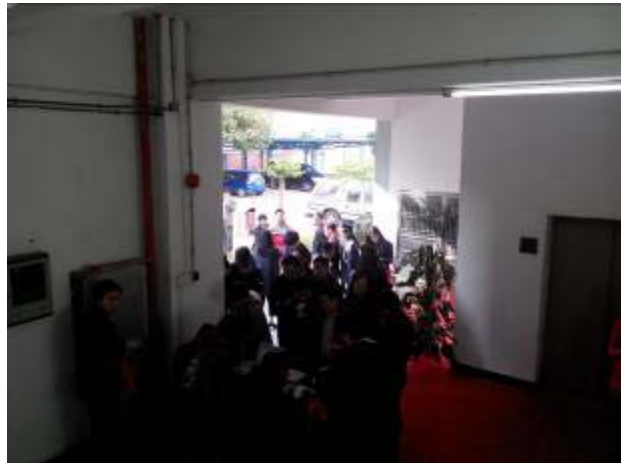
b) Buyer Seller Meet on 15th & 16th January, 2015

The Indian participants were allotted individual booths for interaction with the buyers on 15th – 16th January 2015 where they were facilitated to showcase their products. The participants showcased best of their products during show.

As the aim of the buyer seller meet was to create a bigger platform for the sellers with larger number of Buyers, the format of earlier BSM's held in Jaipur wherein one-on-one Pre-Scheduled meetings between buyers and sellers was organised could not be feasible. Therefore, a more opened up format of meetings was implemented wherein exhibitors and invited buyers have the chance of meeting with the buyer or seller of their interest without any time restriction.



Sample Booth Layout



Buyer Registration Area



Buyer Registration Area



Buyer-Seller Meetings



Buyer-Seller Meetings



Buyer-Seller Meetings



Buyer-Seller Meetings



Buyer-Seller Meetings



Buyer-Seller Meetings



Buyer-Seller Meetings



Visit of Consulate General of India, Mr K Nagaraj Naidu, Mr. T. J. Suresh, Consul Commerce & HOC, Mr Chen De Jun, Vice Mayor of Panyu

c) Annual Networking Event of Guangdong Coloured Gemstone Chamber of Commerce on 15th January 2015

The Guangdong Coloured Gemstone Chamber of Commerce has invited Indian Participants of the BSM to their annual networking ceremony organised in Guangzhou wherein around 400 members of the Chamber participated. The Indian Delegation comprising of representatives of Participants of BSM was welcomed by all the members of the Chamber and GJEPC was allotted 10 minutes time to address the gathering wherein Mr. Rajiv Jain, Regional Chiarman of Jaipur has represented the Council.



Mr. Rajiv Jain addressing the gathering & inviting them to visit BSM



Token of appreciation presented to GJEPC & CGC

VIII. Chinese Media Coverage

The Chinese media has covered the BSM extensively wherein the informations about the BSM featured in Internet, Radio, Newspapers, Television etc. A pre event press release was also circulated in the Chinese trade media.

Few snapshots depicting Media Coverage of the BSM are as below:



Snapshot from Panyu Daily dtd 22/01/2015



Snapshot from Panyu Daily dtd 16/01/2015

IX. Conclusion

The exhibitors were of the view that the buyers were good and some of them were keen to buy. Some hopes have started floating with the speech of Vice Mayor, Mr Chen De Jun wherein he announced that the Panyu Government is working day and night to establish a Gemstone Exchange in Panyu which will offer reduced import duty structure on coloured gemstones similar to the model followed by Shanghai Diamond Exchange.

Everybody was hopeful to gather rollover business during the upcoming Hong Kong March 2015 Show. Even though the BSM was the first step for promoting Coloured gemstones trade to China from India, still it has definitely created a Buzz in the Chinese market which is surely a breakthrough to secure better position for Indian Colourstone exports to China.