

REPORT OF THE INDIA PAVILION AT JEWELLERY ARABIA 2013

DATES: November 19-23, 2013

VENUE BAHRAIN INTERNATIONAL EXHIBITION
CENTRE, MANAMA, BAHRAIN:

ORGANISORS ARABIAN EXHIBITION MANAGEMENT, BAHRAIN

Dates & Time:

Opening times for the exhibition are:

Tuesday 19 th November to 22 nd November	1600 to 2200 hr
Saturday 23 rd November	1200 to 2200 hr

Representatives of the Council at the show:

Margaret Rodrigues, Manager, Exhibitions
Pranbes Hazra, Manager, Exhibitions

Trade Member:

Anil Sankhwal, Member, Exhibitions Sub-Com(International)



Objective of the Visit:

- To represent India Pavilion at Jewellery Arabia
- Facilitate the exhibitors at the show.
- Promoting the Council's activities
- Promotion of IGJME 2013 amongst the visitors and getting buyers
- Arranging meetings with different agencies

- Meeting the organizers and plan for next year's show

About the Exhibition

Jewellery Arabia 2013, the 22nd edition in the series, serving the Middle East's jewellery and watch market was successfully held from 19 – 23 November 2013 at the Bahrain International Exhibition and Convention Centre under the patronage of His Royal Highness the Prime Minister of the Kingdom of Bahrain Prince Khalifa bin Salman Al Khalifa.



The five-day event showcased the display of finished jewellery, luxury timepieces, precious stones, antiques and objects d'art in the Middle East.

Spanning over 16,500 square meters of available space at the venue in addition to specially commissioned temporary halls, Jewellery Arabia 2013 welcomed 600 companies from 30 countries and registered a 10% increase in the number of exhibitors. The exhibits range from finished jewellery to luxury time pieces, precious stones, antique jewellery, specialized education, packaging and technology.

New participants included a selection of exciting multi-national high-end brands and the first official group participation of companies from the United Kingdom, coordinated by British Allied Trades Federation (BATF), and Singapore, coordinated by the Singapore Association of Small & Medium Enterprises (ASME).

Large national groups from Brazil, Hong Kong, India and Malaysia returned to Jewellery Arabia and exhibited alongside eminent international jewellery and watch houses, many of whom have used the exhibition as a platform to introduce exclusive collections and limited edition pieces to the Middle East collector's market since its inception in 1992. A selection

of the Middle East's finest retailers and manufacturers, including a strong contingent from Bahrain, completed this dazzling line up.

The rise in number of exhibitors at Jewellery Arabia 2013 was matched by a healthy 5% increase in the number of visitors. Jewellery Arabia 2013 was attended by a total of 48,470 quality jewellery trade buyers and private collectors from 35 countries.

International visitors to the exhibition also grew in 2013. Significantly, visitors from the region's single largest jewellery market, Saudi Arabia, increased by 4% yielding a total visitor share of 29%.

A New element which was added to the 2013 show was the Seminars on various topics. The show organizers teamed up with the world's foremost authority on gemology, the GIA (Gemmological Institute of America), to conduct complimentary seminars for visitors at Jewellery Arabia.

Experienced GIA instructors provided visitors with information on different facets of gems, jewellery and purchasing tips.

INDIA PAVILION AT JEWELLERY ARABIA 2013

Under the India Pavilion there were total 59 exhibitors and the total area occupied by the Council under the India Pavilion was 822 sq. mtrs. List of the exhibitors is attached at Annexure I.



Council had one promotional booth admeasuring 12 sq. mtrs at Hall No 2 to facilitate and extend services to the exhibitors and simultaneously used the facility to distribute promotional materials to the visitors thereby promoting IGJME 2013 also. At the Council's booth tea/coffee and refreshments were offered to the exhibitors.

Majority of the exhibitors were found to have made good business. They shared their view of continuous presence at the Jewellery Arabia show and considered it very important. Most of the visitors were found to have

crowded the India Pavilion and Hong Kong pavilion and it is reported that most of the Indian jewelers had brisk business in the first day and last day of the show. The visitors were looking for mid segment and low end products. The exhibitors were satisfied with the arrangements made by GJEPC.



The Council hosted the largest India Pavilion at Jewellery Arabia this year with 59 exhibitors occupying 820sq, mtrs area at two locations one at Hall No 2(with 57 exhibitors) and another at Hall No 1 (with 2 exhibitors)

At the first day the foot fall was very good and saw a 20% increase in attendance over the last years. By the end of the day the exhibitors under the India Pavilion reported an atmosphere of robust buying.

In-order to promote the India Pavilion, the Council had hired a model who was moving to all the halls wearing the Indian attire and the jewellery given by the exhibitors. This initiative of the Council was also appreciated by the exhibitors.

HE Ambassador Shri Mohan Kumar visited the India pavilion and was very happy to see the big contingent of the Indian exhibitors at Jewellery Arabia.

The regional Chairman, Mr. Anil Sankhwal visited the show on 20th November, 2013 and appreciated the initiative taken by the Council to promote the India Pavilion especially the SMS campaign and the refreshments and snacks in the Council's booth there are no food court outlets in and around the convention centre and in the exhibition venue only Costa coffee counters have been put up.

On 20th November, 2013 the Secretariat visited all the exhibitors and the general feedback received from them of India Pavilion in terms of the sale was very good.

Council's Promotional Booth

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

- Refreshments including tea/coffee, water and snacks
- One hostess manning the booth
- First Aid Kit

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

- Directory of India Pavilion Exhibitors
- IGJME Brochure
- Solitaire magazine
- Sparkle of Success
- Press kits

To promote the India Pavilion, following promotional measures were undertaken by the Council:

- Exhibitors' directory giving details of the exhibitors of India Pavilion
- Promotional Bags
- Promotional Posters incorporating the Exhibitors name and the booth Nos
- Exclusive Design for India Pavilion
- Mass e-mailing to the trade buyers in UAE inviting to visit the India Pavilion.
- Sponsorship of a India Banner above the India pavilion
- Sms- SMS's were sent to all the visitors in Saudi Arabia, Qatar, Kuwait and Bahrain(in Arabic) which loudly spoke about the mega scale of the pavilion and the jewellery displayed.
- One Model – A model with an Indian Attire wearing exhibitor's jewellery moved around the exhibition halls on all the days of the exhibition

- One Hostess/interpreter



Meeting with the organisers

A meeting was organized with the organizers on 22nd November, 2013 at 6.00 PM

Following were present:

AEM

Mr Stephen Key
Mr Fawzi

OEM

Ms. Lee Susan

GJEPC

Anil Sankhwal
Margaret Rodrigues
Pranabes Hazra

Mr. Anil Sankhwal thanked the organizers for their support and assistance in organizing the show. He also informed the organizers that they should try and give the entire space in hall no 2 together so that the coordination and the look of the India Pavilion will be better.



Signing of the space contract as well as releasing the 50% space rental

It was brought to the notice of the GJEPC secretariat by the organizers that as per the practice, 50% of the space rental to be released after signing of the space contract which was delayed this year and they got the 100% space rental just one week before the show could start. As they are taking 50% space rental by signing the contract from all the pavilions as well as the individual exhibitors, without which the space is not confirmed. Mr. Anil Sankhwal assured them that this year the 50% space rental will be released once the contract is signed.

Meeting with the officials of Stand Contractor M/s. Cityneon.

Meeting with the official stand contractor

A meeting was organized on 22nd November, 2013 at 6.40 PM with the officials of the Cityneon. Following were present:

Cityneon

Mr Marcus

Mr Ian

GJEPC

Mr Anil Sankhwal

Ms Margaret Rodrigues

Mr Pranabes Hazra

Mr Anil Sankhwal thanked the contractor for the excellent job done in constructing the India Pavilion which resulted in hassle free display by the exhibitors without any disturbance. It was also informed to them about the new look which will be sent to them for the proposal for which they agreed. They were also informed about the show to be organized by the

Council in Dubai and if they have any offices in Dubai, they can send the proposal.



Meeting with Phil McKean of Montgomery

A meeting was arranged with Mr Phil McKean of Montgomery on 19th November at 6.00 PM. He informed the Council that they are planning to organize a jewellery exhibition in Kuwait only for the high end jewellery exhibitor. He will arrange to send the entire details of the show once the details are ready.

The next edition of Jewellery Arabia is set to take place from 18 – 22 November 2014 at the Bahrain International Exhibition and Convention Centre.

Margaret Rodrigues
Manager, Exhibitions