

REPORT ON GOLD SILVER TIME FAIR 2006 HELD FROM 6-8 OCTOBER 2006 AT WARSAW, POLAND.

Background of Participation:

A barter arrangement was done during IJS 2005 between the organizers and Council during the visit of Polish delegation to the show. Subsequent to this, a barter booth was offered to the Council during Gold Silver Time Fair 2005, which was scheduled from 7-9 October 2005, at Warsaw, Poland. During the show, Council had a series of meetings with various Polish organizers, Jewellery Associations etc., to increase the bilateral trade relations of the gems and jewellery industry between India and Poland. As a result of these meetings, Council appointed an Indo – Polish coordinator, Mr. Zbigniew Kwiatkowski, to liaison with the organizers & promote IJS in Poland.



In continuation of the above, a barter booth was also allotted to the Council at the subject exhibition, in 2006. Shri Ganeshan Pillai, Director, Accounts & Administration, was nominated to represent the Council at the promotional booth. But since the visa was not granted on time, he was not able to travel & Council requested the Indo – Polish coordinator, Mr. Zbigniew Kwiatkowski, to represent the Council.

There were 210 exhibitors from 9 countries, spread over an area of over 4000 sq.mts. The show had more than 5000 visitors, among them 2000 were jewellers and jewellery traders. Many of them were interested to get substantial information on the

Indian jewellery business, activities of the GJEPC and the conditions of participation at IJS 2007. The role and development of the Indian jewellery industry, was exhaustively explained to the visitors and among them were some of the biggest Polish companies attending the exhibition. The "Baltic Jewellery News" who are the organizers of the exhibition "Amber Trip" in Vilnius (Lithuania), were interested in cooperating with GJEPC and Solitaire magazine. It was felt that such an association would be advantageous for both parties. The exhibition on the whole was very successful.



Summary & recommendations

In view of the interest shown by the jewellery fraternity of Poland, it was felt that there could be some good scope for Indian gems & jewellery. Hence, Council has planned to have show windows in the promotional booth of the Council at the 2007 edition of the show, where 4-5 member companies can promote Indian gems & jewellery in Poland.

Future Strategy:

Council will endeavour to organize India Pavilion at future editions of the show, to tap the unexplored market of Poland. In addition, with the assistance of the Polish co-ordinator, Council will look at attracting buyers from Poland to IJS 2007.