

Singapore International Jewelry Expo 2014

3rd July – 6th July, 2014

Post – Event Report

Overview:

SIJE 2014 is a marquee Jewelry show organized by Conference & Exhibition Management Services Pte Ltd. (CEMS), Singapore at the Marina Bay Sands Expo & Convention Centre into a sea of glittery elegance with an amazing array of fine jewellery, gems stones and accessories.

The vibrancy and glittery of the show pieces were complemented by an exciting line-up of event highlights including jewellery fashion shows, networking sessions over four days. Against a backdrop of the beautiful Singapore skyline dramatically set against the water and the sky, the 2014 event celebrated the colourful world of gems inspired by the beauty and exquisite display of jewellery from around the world.

The show focused on the latest trends in jewellery crafted in the beauty of gold, white, yellow, rose, purple and black, and encrusted in the widest range of precious stones of all hues. This year the organiser celebrated the robust consumer interest in rare gemstones. The 4-day event showcased more than US\$120 million in jewellery including several rare, natural, coloured gemstones that exceed S\$1 million in price per piece. This event is held in conjunction with the Great Singapore Sale.

The show was supported by Hong Kong Jewellery & Jade Manufacturers Association, Myanmar Gems and Jewellery Entrepreneurs Association, Ministry of Commerce, Cambodia and Italian Trade Agency.

Fair Dates: 3rd – 6th July 2014

Venue: Marina Bay Sands Expo & Convention Centre, Halls – A & B, Marina Bay, Singapore

Organizers: Conference & Exhibition Management Services Pte Ltd. (CEMS), Singapore

Exhibition Statistics:

Total Gross Area: 7,000 sq. meter

Total Build-up Area: 3,000 sq. meter

Highlights of the show:

Group Country Pavilions at SIJE 2014: INDIA, ITALY, CAMBODIA

Exhibitor Comparative Analysis:

Year	SIJE 2014	SIJE 2013
Exhibitors	200	204
From Countries	20	23

Total Visitors Statistical Analysis:

	SIJE 2014	SIJE 2013
Overseas Visitors	2,561 (23%)	2,565 (24%)
Local Visitors	8,765 (77%)	8,120 (76%)
Total Visitors	11,236 from 59 countries	10,685 from 52 countries

International Visitors to SIJE 2014 were from:

AFGHANISTAN, AUSTRALIA, AUSTRIA, AZERBAIJAN, BAHRAIN, BANGLADESH, BELGIUM, BRAZIL, BRUNEIDARUSSALAM, CAMBODIA, CANADA, CHINA, COLOMBIA, CYPRUS, DENMARK, ESTONIA, FINLAND, FRANCE, GABON, GERMANY, GREECE, HAITI, HONG KONG, INDIA, INDONESIA, ISRAEL, ITALY, JAPAN, KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF KOREA, REPUBLIC OF MACAU, MALAYSIA, MAURITIUS, MEXICO, MONGOLIA, MONTSERRAT, MYANMAR, NEPAL, NETHERLANDS, NEW ZEALAND, PAKISTAN, PHILIPPINES, POLAND, RUSSIAN FEDERATION, SAUDI ARABIA, SERBIA AND MONTENEGRO, SINGAPORE, SOUTH AFRICA, SRI LANKA, SWAZILAND, SWITZERLAND, TAIWAN, THAILAND, UKRAINE, UNITED ARAB EMIRATES, UNITED KINGDOM, UNITED STATES, VIETNAM, ZAMBIA

SIJE 2014 - Top Ten Visiting Country Breakdown



Report on the India Pavilion:

Overview

India Pavilion (measuring 72 sq. metre) from all categories of gems and jewellery was organized by GJEPC at a location next to Cambodian Pavilion exhibitors.

A first edition of Indian participation to SIJE 2014 had 8 exhibitors from pan India. A separate promotional stall of 9 sqm was provided to GJEPC and was manned by Shri. Tarun Ray, Asst. Director – Delhi Region.

List of exhibitors under India Pavilion:

S. No.	List of Exhibitors	Booth Nos.
1	AKS JEWELS, NEW DELHI	D12
2	DURGA GEMS, NEW DELHI	D08
3	JEWEL CREATIONS, NEW DELHI	D15
4	KOTAWALA CREATIONS PVT. LTD , NEW DELHI	D33
5	KRIPALANI & SONS JEWELLERS PVT. LTD, KOLKATA	D35
6	NAC JEWELLERS, CHENNAI	D14
7	P.V BRANO EXPORT INDIA PVT. LTD, COCHIN, KERALA	D10
8	S. K. EXPORTS , NEW DELHI	D32
9	THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL	D06

Shri. Tarun Ray, Asst. Director, Delhi office was deployed as officials of GJEPC, ensured that the requisites of the exhibitors and their booths / furniture / fixtures were adequately provided before the start of the exhibition.

The new theme of India Pavilion was well received by the exhibitors.

Promotional Activities Done by GJEPC for SIJE 2014

GJEPC was provided with promotional booth "stall - D6" at SIJE 2014. The promotional booth was used to provide information about GJEPC and also for distributing Exclusive Flyer of India Pavilion, Solitaire magazine, Sparkle of Success, Promotional bags to the visitors of the show.

Major Promotional banners / standee were placed at a strategic location to promote India Pavilion.

Inauguration Ceremony: SIJE 2014:



Shri Tarun Ray from GJEPC and Shri Man Mohan Bairathi from Durga Gems, New Delhi were invited to attend the Inauguration Ceremony of SIJE 2014.

The opening ceremony was officiated by Chief Guest Dr. Lily Neo, Member of Parliament for Tanjong Pagar, GRC. Dr. Lily Neo in her opening remarks stressed the need to strengthen ties and promote trade and provide overseas exhibitors a better platform to do business.

The opening ceremony was followed by a fashion show by the Italian pavilion thereafter visiting different pavilions and meeting the exhibitors from different countries.

Dr. Lily Neo also visited India Pavilion and enquired about GJEPC at its promotional booth. Shri Tarun Ray welcomed Dr. Lily Neo in the booth and briefed her about GJEPC activities and handed over the Media kit to her. Shri Tarun Ray also briefed about the Indian exhibitors participating at the show. Dr. Lily Neo was overwhelmed by seeing the exquisite collection of Indian jewellery in the stands and inquired about the same from some of the exhibitors.



In addition to the dignitaries visiting India Pavilion, Shri Nirmesh Kumar, Commercial Asst. Indian High Commission, Singapore visited all the stalls of Indian Exhibitors on the opening day and enquired about their profile and other business details and congratulated them on their successful business trip and stay in Singapore.

Special Visit by High Commissioner of India, H. E. Smt. Vijay Thakur Singh to India Pavilion on 6th July 2014

Her Excellency visited India Pavilion and the show SIJE 2014 on the penultimate day. Her Excellency was given a grand welcome by GJEPC official at the promotional booth along with the exhibitors under India Pavilion.

Thereafter Her Excellency was escorted and taken around the show by the GJEPC official and the organizers of the show. She interacted personally with the Indian exhibitors about the business conversions; visitor footfall, business projections, market trends etc. She was very happy to see a large variety & designs of Gems & Jewellery being

displayed at the show. She also admired the artisans work done on the plain Gold Jewellery from South India showcased at the India Pavilion.

Her Excellency praised the efforts of the Council in playing a pivotal role in creating a platform in various gems & jewellery exhibitions to promote INDIA as a brand represented by exhibitors coming from various parts of the country with their merchandise which boasts about the unmatched craftsmanship to earn an unparalleled reputation for Indian products across the Globe. She once again congratulated the efforts being put by GJEPC to bring the exhibitors to this platform in Singapore and congratulated each one for their successful endeavour.



Glimpses of Her Excellency's Visit to India Pavilion:



Major Meetings:

1) Meeting with High Commissioner of India, H E Smt Vijay Thakur & Shri Nirmesh Kumar, Commercial Asst, IHC

Shri Tarun Ray, Asst. Director, RO – Delhi visited Her Excellency's office on a courtesy call at 31, Grange Road, Singapore. Shri Tarun Ray was welcomed by the staff of IHC and guided to Her Excellency's office.

Shri Tarun Ray briefed Her Excellency about GJEPC's organising India Pavilion at Singapore International Jewelry Expo (SIJE) 2014 with 8 exhibitors for the first time and also exploring the market for the exporters under GJEPC policy of reaching Far East Asian countries.



Her Excellency appreciated the efforts of GJEPC in playing a pivotal role in creating a platform for the exporters in various gems & jewellery exhibitions to promote INDIA as a brand. Her Excellency directed her Commercial office to intimate all the Indian staying in Singapore through email circular and encourage them to visit the Indian Pavilion at SIJE 2014.

Her Excellency also reiterated that GJEPC should bring in a large contingent of Indian exhibitors next time to SIJE 2015 as this is a very popular show in Singapore and well organized by CEMS. She also assured that all possible help will be provided by the Indian high Commission here in Singapore next time to promote the India Pavilion so that more and more Indians staying in Singapore visit the show.

Her Excellency was provided with the Show guide of India Pavilion and other booklets (Media kit) of GJEPC.

The courtesy call ended with thanks to Her Excellency.

2) Meeting with Ms. Judy Lee, Director, Mr. Edward Liu, Managing Director & Ms. Gina, Manager – Projects (SIJE) of Conference & Exhibition Management Services Pte Ltd. (CEMS), Ms. Nupur Parihar, COMNET on 5th July 2014 at Meeting Room, VIP Hall, SIJE 2014 venue -

It was discussed that Organizers should exclusively arrange Business meet / networking meet during the show for India Pavilion exhibitors for the benefit of the show. If GJEPC receives a good proposal then it can try and arrange a small fashion show for Indian exhibitors followed by a Buyer Seller Meet.

Exhibitors Feedback:

The objectives of participation in the show was greatly achieved by most exhibitors

During the discussion, with the exhibitors of India Pavilion, we could interpret that there is enough potential in the market for light studded jewellery in white gold of 18K and likewise. All the participating exhibitors were first time participating in the show hence as per the feedback report submitted by them and its analysis, it is evident that most of them would like to re-visit this market with enough preparation and were also optimistic about their product acceptability by the customers.

The Council must arrange India pavilion in the next edition of SIJE to harness the potential of the market and try to bring a large contingent of exhibitors. Also GJEPC in association with High Commission Of India in Singapore should also target the Indian community and HNIs to give an impetus to the footfall. The Commercial section of High Commission has assured of full support next time if GJEPC approaches them in advance.