

25th edition of the IIJS show organized by the GJEPC opens today

GJEPC's 25th India International Jewellery Show (IIJS) 2008 was announced open today by Mr. Sanjay Kothari, Chairman GJEPC, Mr. Vasant Mehta, Vice Chairman, GJEPC and Special guests Mr. Bill Champion, MD, Rio Tinto Diamonds at a glitzy inauguration ceremony attended by Indian and International dignitaries and media.

The Rs. 3000 crore, sourcing event, is only scaled to be bigger than ever before.. This year the IIJS has 18000 registered visitors, 800 exhibitors and 1600 booths. International parthere are over 250 International booths, over 2000 international visitors and seven international country Pavilions representing Italy , Belgium , Thailand , Japan , Dubai , Turkey and Israel are participating in this year's show, making it truly a global show.

Delegations from Hungary , Uzbekistan , Pakistan , Bangladesh , Myanmar , Thailand , Israel and Iran here today will be discussing the road ahead for the Indian Gems and Jewellery sector and their respective countries.

Over 30,000 trade visitors are expected at the five-day show, each of them eager to transact major business, whether it is sourcing inventory and new lines, identifying partners and collaborators, or tracking trends and developments

The '**Seminar Spectrum**' programme at IIJS 2008 will focus on topics that are relevant to every jeweller. Some of the best known experts Like Mr. B.S. Nagesh, of Shoppers Stop, Natrjan LR, Tata Gold, Vikram Merchant, Rio Tinto Diamonds, Dr. Emile Schoeters, HRD Antwerp will be addressing an array of topics on the latest developments and skills in running a jewellery business. Every day, IIJS offers seminars with special tracks, round tables and panel discussions on current issues and future trends. Focus areas will include luxury retail, selling online worldwide, diamond updates, and professionalizing' a family business. The seminars aim to bring about transformation in the mindsets by presenting new developments and addressing issues concerning the industry.

Many prominent international trade organizations like Diamond Laboratories, HRD Antwerp, Rio Tinto, Polygon etc will be presenting the latest developments during these sessions. In addition to these there will be Gala fashion shows and soirees which will bring the industry together for glamorous star studded evenings. The **ABN AMRO Solitaire Design Awards** that will recognize the creativity and the craftsmanship of jewellery designers.

Says **Mr. Navin Jashnani, Convener GJEPC-IIJS**, *'Today, IIJS is not only the most important date in the calendar for Indian jewellery industry; it is also the catalyst for its transformation into a modern and forward looking sector. Ever since IIJS became a 'trade-only' event ten years ago, it has been the platform for encouraging efficient purchase and inventory models and brought jewelers from around the country to network and collaborate for better business growth and profits.'*

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