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**2<sup>nd</sup> India SAARC – Middle East Buyer Seller Meet (BSM) 2017 at Delhi**  
**38 Indian Manufacturers to exhibit their products to 70 international buyers from SAARC and Middle East region.**

**Delhi 16 May 2017:** The Gem & Jewellery Export Promotion Council, the apex body of the industry organized 2<sup>nd</sup> India SAARC – Middle East Buyer Seller Meet (BSM) 2017 with the support of Ministry of Commerce & Industry, Govt. of India from 14<sup>th</sup> to 16<sup>th</sup> May 2017 New Delhi.

**The BSM has 38 Indian Manufacturers from different parts of India and 70 international buyers from SAARC and Middle East region including 13 buyers from Bangladesh; 11 from Sri Lanka; 11 from KSA; 4 from UAE; 1 from Algeria; 3 from Egypt; 7 from Jordan; 1 from Kuwait; 5 from Lebanon; 2 from Oman; 1 from Palestine; 4 from Qatar; 11 from Malaysia; and 3 from Singapore.** Exhibitors from India will be displaying a wide range of exquisite Jewellery products consisting of Diamond and Coloured gemstone Studded Jewellery & Plain Gold Jewellery at the event.

**Praveenshankar Pandya, Chairman, GJEPC** said, "The first edition of the format was much appreciated by the manufacturers and buyers equally. I am sure the 2<sup>nd</sup> edition of India – SAARC BSM would further enhance and offer better and new opportunities for both parties. In the future, we would like to organize this platform in a much bigger way giving opportunity for more manufacturers and buyers as South Asia is a regional bloc that holds immense trade potential due to the linkage of similar jewellery preferences and tastes."

**Anil Sankhwal, Regional Chairman, Northern Region, GJEPC** said, "The objective of this BSM cum mini exhibition is to invite key business decision makers and arrange one-to-one meetings with the prominent Indian Jewellery manufacturers from India, in an effort to develop new trust and understanding at a cultural, business & professional level and to explore future business opportunities that may occur as a result of these meetings."

India's Gem & Jewellery exports to Middle East countries in 2016-17 accounted for US\$ 14 billion, whereas the exports to SAARC countries accounted for US\$ 19.38 million. There is a huge potential and there is a need for such BSM that bring the traders together and explore further business opportunities, Anil Sankhwal added.

"India has been one of the major markets for gems and jewellery exports. A unique initiative by GJEPC, this BSM serves as a great platform to have healthy business discussions and to further help strengthen trade relationship between us and India. We look forward to be participating for many more such initiatives going forward." said one of the participating buyers

Apart from such BSMs, GJEPC in its continuous endeavor to promote Indian Gem & Jewellery exports undertakes various initiatives like India International Jewellery Show (IJS), Asia's largest gem& jewellery trade show; Signature IJS and World's only jewellery week 'India International Jewellery Week'. GJEPC has been organizing India Pavilions at various International shows including Hong Kong International Jewellery Show and Basel World, Carat +, Singapore Intl Jewelry Expo, Vicenza Oro Fall, Bangkok Gem & Jewelry Show, Mid East Watch & Jewellery Show, Beijing International Jewellery Fair, Malaysia International Fair and Jewellery Arabia, and many more.

GJEPC, the apex body of the Industry has been at the forefront for the benefit of this gigantic industry. GJEPC is also the Nodal Agency in India for Kimberly Process Certification Scheme. The Council works closely with the Government of India and the Trade.

**About GJEPC:** The Gem & Jewellery Export Promotion Council (GJEPC) was set up by the Ministry of Commerce and industry, Government of India (GoI) in 1966. It was one of several Export Promotion

Councils (EPCs) launched by the Indian Government, to boost the country's export thrust, when India's post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of the gems & jewellery industry and today it represents over 6,000 exporters in the sector. With headquarters in Mumbai, the GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, the GJEPC has emerged as one of the most active EPCs, and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.



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