



Greetings from GJEPC.

The Gem & Jewellery Export Promotion Council (GJEPC) is the apex body of trade sponsored by the Ministry of Commerce & Industry, Government of India to promote exports of the gems and Jewellery from India. Being one of India's leading foreign exchange earners and one of the fastest growing sectors accounting for 8.72% of India's total merchandise exports during FY 2020–21. The industry has registered a remarkable growth over the last four decades, with exports from US\$ 28 million in the 1966–67 when the GJEPC was established to US\$ 25.38 billion in FY 2020–21.

We express our sincere gratitude for your wholehearted support and cooperation in organising two very successful IIJS Premiere Bangalore show 2021 in September month during the peak of the Covid–19 pandemic in India.

GJEPC takes pleasure in announcing the 14th edition of IIJS Signature 2022 from 6th –9th [January 2022](#), to be organised at Jio World Convention Centre, BKC, Mumbai, India. The show is being organised to fulfil the demand from all quarters of the industry. We expect that IIJS Signature 2022 will bring the businesses back to normal and accelerate the recovery of the Indian G & J industry from the recession seen in the last 2 year in Mumbai.

The Ministry of Commerce & Industry, Govt. of India is assisting the Council in every possible way to make these shows successful and has already sanctioned financial grant under its Market Access Initiative (MAI) scheme.

Salient Features of IIJS Signature 2022 at JIO World Convention Centre:

- 800 plus exhibitors from all sections of gems and jewellery spread over 1400 booths



- 2 convention halls spanning 15,000 sq. mtr & 10000 mtr each
- In house F&B Services with special complementary facility for visitors
- Special complementary car parking facility for visitors
- Access to halls through Elevators, Escalators & staircases
- Multi-level Basement parking for approx. 5000+ cars
- Digital Badges for all Visitors, Exhibitors & Guest
- Onsite Registration will be restricted

WHATS NEW AT IIJS SIGNATURE 2022:

New Product Sections:

- Gold & Gold CZ Studded Jewellery (earlier Plain Gold Jewellery section)
- Diamond, Gemstone & Other Studded Jewellery (earlier Studded Section)
- Silver Jewellery, Artefacts & Gifting (New Section)
- Loose Stones
- Laboratories & Education

IIJS Signature 2022 will be the ideal meeting place, where Visitors will be able to view the new brands and multiple ranges of jewellery designed and launched during the show, apart from the traditional ones. IIJS Signature 2022 is where the trends for 2022 jewellery market will be created and delivered... So, it's a not be a missed show.

Strictest Covid Protocols for your Safety: will be followed as per the state Govt. norms

Highlights of Covid Protocol Measures:

- Periodic Sanitization & Disinfection of frequent contact areas.
- Covid-19 Prevention Kits will be provided.



- Facility of Rapid Tests for Covid–19 available at the show.
- Isolation Room with doctors at the Venue.
- First Aid Booths in each of the Halls.
- Special Covid–19 Response Team at the show.
- Highest level of hygiene standards to be maintained in the entire exhibition area.
- Mandatory Thermal Scan & Hand Sanitization at Entry.

The Indian Embassies in different parts of the world have always played a pivotal role in supporting the Council in promoting the trade and Council's activities in respective countries in way of seeking statutory permission from local govt. authorities, providing visa support, extending invitation to local jewellers, and providing logistical assistance.

In view of above, we need to jointly garner all possible efforts to make the show more successful by promoting it vigorously to the international jewellery fraternity.

A comprehensive Advertising & Promotional Strategy has been devised to actively promote these shows:

- Focused Advertisements in prominent International Jewellery B2B trade magazines, worldwide.
- Promotion through India Pavilions organized by the Council at various international jewellery shows.
- Following Promotional activities is taking care to promote the Show:
 - Specially designed promotional materials like – Fliers/brochures in various languages for targeted buyers & high net worth international traders/association heads to display the event highlights.
 - Digital promotion for show updates & social media like (Facebook , YouTube , Twitter, & Instagram)



- Promotion through various International Trade Associations
- Regular Emailer/E–bulletin campaigns to targeted database of international buyers.
- User friendly Online Registration process through [IJS INTERNATIONAL VISITOR REGISTRATION \(gjepc.org\)](https://gjepc.org/ijs-international-visitor-registration)

For further assistance you may please feel free to Ms. Naheed Sunke, Asst. Director – International Events naheed@gjepcindia.com or log on to <https://gjepc.org/ijs-signature/>

We look forward to your kind co–operation and hope to continue the same in the future.

Thanking you,

With best regards,

SD/–

SABYASACHI RAY

EXECUTIVE DIRECTOR