

## The IIJS Signature Show - Expanding Horizons for the Indian Gems & Jewellery Industry

*The first edition of the IIJS Signature 2008 gem and jewellery trade show was held from 29th of February - 3rd March 2008, in Panjim, the capital of Goa.*

Panjim, Goa, IND, 2008-05-14 02:03:16 (IndiaPRwire.com)

The Show, organized by the GJEPC (Gems and Jewellery Export Promotion Council of India) culminated by fulfilling its promise of showcasing the Indian jewellery industry, while providing a platform for business opportunities in a unique and innovative venue. The IIJS Signature show, based in Goa, is a key part of GJEPC's strategy to position the Indian gem and jewellery industry internationally as the 'preferred source of quality gems & jewellery'.

Specifically, the IIJS Signature show provides an ideal platform for companies to meet serious buyers from unique countries like Uzbekistan, Afghanistan, and Ukraine, hence providing more opportunities for the Indian jewellery industry and further enhancing India's position in the global jewellery market.

The emphasis of the show is to portray the potential and strength of the Indian jewellery industry in design and innovation of products ranging from plain gold jewellery, studded jewellery, platinum and silver jewellery. The Chairman of GJEPC, Mr. Sanjay Kothari, commented, 'I am proud about the achievement of the Indian Gem and Jewellery Industry. We have ensured that the IIJS Signature show serves as a platform to forge strong and enduring business relationships. The exhibitors were the most renowned companies in India, and their manufacturing abilities are at par with international centers in terms of design quality and craftsmanship.'

IIJS Signature was well received by both buyers and exhibitors. Most of the 100 exhibitors, who were showcasing high-end or couture jewellery for a mixed visitor base of Indian and overseas retailers, reported orders and interest from a variety of buyers from geographical regions as diverse as Russia, Japan, Australia, the United States, Uzbekistan, Pakistan, Syria, Dubai and the Kurdish region of northern Iraq.

Mr. Sanjiv Khandelwal, Managing Director of Polygon in India, who attended the show added, 'IIJS Signature has set new standards for tradeshow by offering a powerful presentation in an environment most conducive to business and leisure'.

The IIJS Signature initiative to bring in high-end jewellery buyers from across the globe is just one of the steps being made by the industry to further enhance India's position in the global jewellery market. Polygon—the jewellery industry's largest e-marketplace—supported the show by conducting various e-marketing campaigns and techniques to attract visitors from its' strong base in Dubai and the GCC regions.

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About GJEPC:

Established in 1966, the GJEPC has over the years effectively molded the scattered efforts of individual exporters to make the gem and jewellery sector a powerful engine driving India's export-led growth. This apex body of the gem and jewellery industry has played a significant role in the evolution of the Indian gem and jewellery industry to its present stature. GJEPC is continuously working towards creating a pool of artisans and designers trained to international standards so as to consolidate the Indian jewellery industry and establish it as a prominent global player in the jewellery segment. With 6,500 members spread all over the country, the Council is primarily involved in introducing Indian gem & jewellery products to the international market and promoting their exports. To achieve this, the Council provides market information to its members regarding foreign trade inquiries, trade and tariff regulations, rates of import duties, and information about jewellery fairs and exhibitions.

### About Polygon

Polygon, in operation since 1984, is the jewellery industry's largest and most active business-to-business online marketplace. The Polygon diamond database, estimated to be the largest collection of polished diamonds in the world, exceeds \$3 billion in wholesale value. Polygon also offers diamond parcels, one of the largest collections of finished jewellery, loose coloured stones, and watches, available in a searchable database format. Several thousands of retail jewellers, suppliers, manufacturers and other jewellery industry businesses transact millions of dollars a day of business on Polygon. With offices in Denver and Montreal, Polygon has also established offices in Dubai, Mumbai, and Hong Kong to support its global expansion. Polygon is a division of Mediagrif Interactive Technologies Inc. (TSX: MDF).

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You can also visit [www.polygon.net](http://www.polygon.net) for more information.