

# IIJS Signature 2010 Offers Online Previews & Appointments

**T**he third edition of IIJS Signature, the premium jewellery exhibition of The Gem & Jewellery Export Promotion Council (GJEPC), held each year in the popular seaside resort of Goa, will look to overcome the slump in the jewellery industry with a series of initiatives. For the first time ever, the show will have a separate section featuring manufacturers of loose diamonds and coloured gemstones. Another special attraction is 'Meet Your Match Online',

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a unique buyer-seller interface that allows buyers to preview products and companies, enabling them to shortlist potential suppliers in advance. It will also offer “recession-proof” jewellery and loose stones from the most competitive centres.

The show, which will be held at the Kala Academy in Goa from February 19 to 22, 2010, will feature around 150 top jewellery manufacturers, showcasing the best that the country has to offer in terms of design, craftsmanship and quality. Apart from international visitors, about 5,000 domestic retailers from all over India are being invited to attend the show. The by-invitation-only trade fair will allow buyers and sellers to schedule appointments through an online interface prior to the event.

GJEPC chairman Vasant Mehta, says, “IIJS Signature promises to highlight India’s capabilities to produce jewellery at par with international centres in the world.

IIJS Signature is the ideal platform to facilitate a broader business dialogue.”

IIJS Signature reiterates India’s growing stature as a jewellery production centre, an evolution which is apparent in India’s creativity and designs, in manufacturing and quality standards, as also in the conduct of business – all of which will be showcased at this exclusive jewellery show.

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IIJS Signature will offer a privileged complimentary hospitality package to a select 100 international attendees and 200 domestic attendees and travel facilities will also be extended to 40 select international buyers from markets like Russia, China, Middle East, Europe and the US.