

IIJS Premier 2023: India's Leading B2B Jewellery Exhibition Sets An Optimistic Outlook for the Swarna Adarsh Abhiyaan

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The Indian International Jewellery Show (IIJS) Premier 2023 proved to be a resounding success, establishing itself as the country's premier business-to-business (B2B) jewellery exhibition. Held over a span of five days, from August 3rd to August 8th, the event garnered attention for its bustling atmosphere and impressive turnout. This prestigious event brings together the gems and jewellery industry for an extraordinary showcase of excellence, innovation, and sustainability. IIJS Premiere 2023 promises to be the largest gathering of domestic and international buyers, offering Indian jewellery manufacturers an unparalleled platform to connect with retailers and explore product design and demand trends.

This year the IIJS Premiere is simultaneously organised at two venues - the Jio World Convention Centre (JWCC) from 3rd to 7th August, and the Bombay Exhibition Centre (BEC) from 4th to 8th August. Combined, these venues will accommodate 3,250 stalls and welcome 1,850 exhibitors, covering an expansive area of 70,000+ sq. mtrs of Exhibition area. As the curtains rise on IIJS Premiere 2023, the gems and jewelry industry gears up for an unparalleled event, showcasing exquisite craftsmanship, cutting-edge designs, and a commitment to environmental sustainability. In line with its commitment to sustainability and convenience, IIJS Premiere 2023 took a giant leap towards eco-consciousness by going completely paperless. Attendees enjoyed the

ease of fully digital badges, making their participation seamless and environmentally friendly.

One of the major highlights was the dedicated stall of the **World Gold Council (WGC)**, showcasing the **Swarna Adarsh Abhiyaan (SAA)** initiative. This marked a significant milestone by attracting a remarkable number of delegates and connecting with various industry stakeholders. Shri Sunil Barthwal, Commerce Secretary, Department of Commerce, engaged with the senior executives of the World Gold Council to discuss on the coming India's Gold jewelry SRO framework.

A remarkable 75 Expressions Of Interest (EOI's) were signed for SAA during the event, demonstrating the immense attention and enthusiasm garnered by the initiative.



This impressive figure underscores the industry's receptiveness to responsible gold practices and the positive impact they can have on the sector.

It offered the representatives of the Centre Of Excellence (COE) of SAA, an opportunity to engage with industry stakeholders. The occasion presented an opportune moment for delegates and stakeholders from the jewelry industry to participate in constructive dialogues and interactions, hundreds of stakeholders had the chance to interact with the team and learn about the initiative's goals, and explore potential collaborations that align with responsible gold sourcing.

The Swarna Adarsh Abhiyaan at the exhibition was clearly conspicuous, its presence was undeniable and drew attention from all attendees. Strategically placed banners, posters, and video advertisements showcasing the initiative caught the attention of attendees from all corners of the event. It played a

crucial role in drawing people to the WGC stall, generating curiosity and encouraging attendees to learn more about the initiative.

The 39th edition of IJS Premiere 2023, organized by the Gem & Jewellery Export Promotion Council (GJEPC), concluded with an overwhelming response generating its highest-ever business of over Rs. 70,000 crore for the trade. The IJS Premier 2023 exhibition has solidified

its position as India's top B2B jewelry event, providing a platform for the Swarna Adarsh Abhiyaan to showcase its brilliance. This event underscored the critical role that industry gatherings play in fostering connections, promoting sustainable practices, and driving positive change.

