



HYDERABAD
JEWELLERY, PEARL & GEM FAIR

9-12 July 2009

HITEX Exhibition Centre, Hyderabad, India



Post Show Review - 2009

**One – stop platform for jewellery manufacturers,
traders and brand building activities – the 2nd
edition of HJF'09**



HJF'09 Highlights:

Over **9382** visitors from **11** countries and regions

Over **130** exhibitors from **8** countries and regions

Over **6000** square meters of exhibition space

Overwhelming Response: Exhibitors re-book for HJF 2010

Seminar on “Changing World of Jewellery Retailing” organised by the All India Gems and Jewellery Trade Federation and UBM India

The All India Gems & Jewellery Trade Federation (GJF) conducted its 5th Governing Board of Directors meeting on 10 July 2009 concurrent with HJF show

Organised by



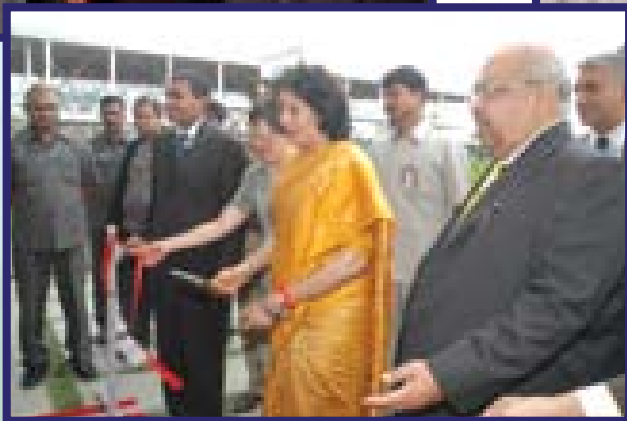
UBM

United Business Media

www.jewelleryfair.in

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Following its debut in 2008, the second edition of Hyderabad Jewellery, Pearl & Gem Fair held between 9 – 12 July 2009 at the HITEX Exhibition centre, Hyderabad created the right business opportunities for the industry. The fair attracted over 130 exhibitors from Hong Kong, India, Thailand, and Sri Lanka with resounding result. The 2009 Fair drew 9382 visitors from all over the globe.



The 2009 Fair once again served as an international trading platform enabling all domestic and overseas jewellery suppliers to raise the profile of their products in the promising South India markets, generating sales and building – up business relations with buyers around the world.

The Hyderabad Jewellery, Pearl & Gem Fair 2009 was inaugurated on July 9, 2009 at Hitex Exhibition Center, Hyderabad. The event commenced with the lighting of the lamp by Chief Guest Hon'ble Dr. Mrs. J. Geeta Reddy, Minister for I & PR, Tourism, Culture, Cinematography, FDC, Archaeology, Museums & Archives, Government of Andhra Pradesh. The chief guest was accompanied by dignitaries from the jewellery industry, Mr. Ashok Minawala immediate past chairman, Chairman – Projects Committee, All India Gems and Jewellery Trade Federation and Mr. C Vinod Hayagriv, Chairman –All India Gems and Jewellery Trade Federation and Managing Director of C Krishniah Chetty & Sons Pvt. Ltd. Managing Director, Mr. M. Gandhi of UBM India that organized this event, in addition to several other renowned persons in the jewellery business escorted Mrs. Geeta Reddy around the widespread display of jewellery.

The overjoyed exhibitors who were present at the show enthusiastically explained the uniqueness of each of their products and brands to the minister. Talking about the event, she said “Hyderabad has become increasingly popular and it is indeed a delight to see jewellery traders from various places around the world participating in this event. The event will help the manufacturers have a fair idea of the ‘changing world of fashion’ and develop products keeping in mind their interests.”

What was fascinating about the event was the international acclaim that it brought to the jewellery industry. The inaugural event was overwhelming and seemed like a perfect start to the four-day fair.

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The first two days of the unique event at HITEX Exhibition Centre drew a large crowd of shoppers and traders. An overwhelming audience of trade visitors thronged the B2B hall and enthusiastic shoppers to the B2C hall. Delegations of jewellery buyers from many parts of the country, Associations and delegates from Sri Lanka were there in large numbers and were very impressed with the wide variety of jewellery on display both from India and overseas.



The last two days of HJF'09 saw the exhibitors in more enthusiastic and energetic mood. With a good number of trade buyers and consumer visitors, HJF turned out to be an ideal platform for manufacturers, wholesalers and dealers to display their latest designs and proved an excellent opportunity to network and make new business connections and tie ups.

Quotes from Exhibitors and Visitors

"I must congratulate UBM as this event is a great achievement for the industry as well as for UBM India itself. This unique way to help the industry grow as well as increase the customer base is the much needed innovation today."

Mr. Ashok Minawala, Chairman – Projects Committee, All India Gems and Jewellery Trade Federation

"I am thankful to UBM India, for organizing this massive event and inviting me to it. Sri Lanka to India is like Hong Kong was for India. We have the largest collection of gemstones and India has the largest manufacturers. Platforms like these are what we really need to assist cross-country interactions in the best interest of the business."

Mr. Deshabandu M. Macky Hashim, Chairman, Sri Lanka Gem and Jewellery Association

"UBM India is a highly professional organization and their second edition of HJF has proved to be one of the most powerful and largest consumer shows in India. On behalf of All Kerala Gold and Silver Merchants Association I wish UBM India and the HJF '09 show a grand success."

Mr. B. Govindan, Working President, All Kerala Gold & Silver Merchants Association

"This expo has brought manufacturers wholesalers and retailers under a common roof, I am very sure that this show will benefit the small and medium retailers from all the places. And as you have arranged B2B & B2C in two different halls this would help the retailers to communicate with manufacturers and wholesalers properly and find new and latest designs to fulfill the customers changing styles and present the new trends in jewellery fashion."

Mr. Ashok Tenginkai, President, Jewellers Association, Hubli, Karnataka

"We made a lot of contacts from the south – Guntur, Vijayawada and Vizag. Our company is just six months old and we are happy with the visibility this show provided to us. This was a good platform."

Mr. Rajesh Mehta, Ritesh Export, Mumbai

"We are overwhelmed with the crowd at our stall. "I'm thrilled with the response from traders as well as customers. The Sai Baba idol here, that is the latest exclusive addition, is made of 22 carat gold and I was excited to see the attention it attracted. I am very happy with the response and hope to participate again"

Mr. Chirag Batavia, Krizz, Chennai

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Exclusive Road Shows in 2009

The 2nd edition of HJF saw a great number of extensive road shows throughout the country for the visitors to pre-register for the fair.

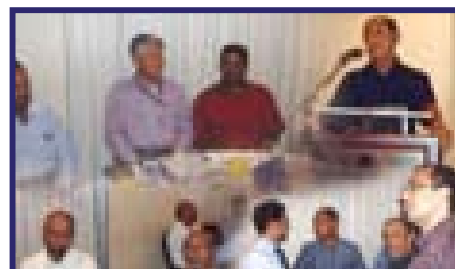
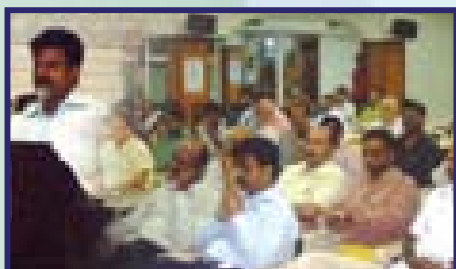
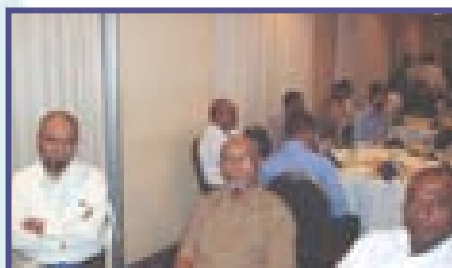
- On spot FREE Pre-Registration at Road Shows
- Special Travel & Stay Packages for Visitors
- FREE shuttle Bus Service from key market locations to exhibition venue

Road Show Schedule: Shop to Shop in Andhra Pradesh

CITY	CITY
Vizag	East
West	Guntur
Vijayawada	Karnool
Kadapha	Ananthapuram
Chittoor & Nellore	Khammam
Warangal	Rangareddy
Hyderabad & Secundrabad	

Road Show Schedule: Shop to Shop in Karnataka

CITY	CITY
Gulbarga	Bijapur
Raichur	Bangalore
Mysore	Karwar
Udupi	Chitradurga
Belgaum	



List of Exhibitors'09

Aarya 24 kt
Abhinandana Jewellery Casting
Anmol Jewellers
Ansh Jewels
Arshia Jewellers
Arvino
Aspire Designs Ltd
Axis Bank Ltd., Madhapur
Bhansali Jewels
Bhaskara Pearls
Bhindi Manufacturers
Bijoux Argent Pvt Ltd
Bikaneri Jewels
Brijmohan Jewellers
Bulchand Trading Pvt Ltd
C. Krishniah Chetty And Sons Pvt Ltd
Clarity Gold
Cosmopolitan Trading Corporation

Dharmanandan Diamonds Pvt Ltd
Dipti Amisha
Diva Jewels
Divine Jewels
Durga Jewels
Emerald Jewel Industry India Ltd.
Emerald Mines
Euro Cubic Creations Pvt Ltd
Facets
Fine Gems
Gemtrades Exports (Pvt) Ltd
Glorious Jewellery India Ltd
H.V. Jewels Co. Ltd
Hansa International
IDT
Jewel Ace International
Kapu Gems
Karp Impex (HK) Ltd

KRIZZ
Kundankali Jewells Pvt. Ltd.
L Exports
Lakshmi Jewellers
Laxmi Dia Jewel Pvt Ltd
Lucky Jewellery
M/s Kundan Creation
M/s R.S. Brothers Jewellers Pvt Ltd
Mangal Gems
Meena Jewellers
Multifacet International Ltd.
Murari Exports Jewellers
Mushan International
Nav Ratan Impex / Shwet Ratan Impex
Navketan Lockers Pvt Ltd
Navrathan Jewellers Pvt Ltd
Nelkt Creations
Nickunj Eximp Entp P Ltd

P Manoharlal Jewellers & Exporters
Pawan & Company
Prasham Gems
Priority Jewels Pvt. Ltd.
Ram Prasad & Sons
Raniwala Jewellers
Ritesh Export
Sainath Jewellers
Sainath Jewels
Sangam Chains
Sehgal Jewellers
Shankesh Jewellers Pvt.Ltd.
Sheetal Diamonds
Shilpi Jewellers
Shree Raj Jewellers
Simply Gold Pvt Ltd
Solitaire Gemological Laboratories
Sri Navdurga Jewellers

Sri Sai Krishna
Sri Shubham Jewellers
Sunil Jewellers
Takshak Gems & Gem Artifacts
Talktell Connexions
Tanvi Gems & Jewellers
Umaa Jewels Pvt Ltd
Vaibhav Empire Private Limited
Vaibhav International Co. Ltd.
Visaka Gems
Vishrut Gems
Walagar Gems
White Fire - Gee Beers Trading Corporation
Wing Fung Precious Metals Ltd

Post Show Review - 2009

Industry leaders call for change in jewellery retailing

Article courtesy: Jewellery News Asia

Organised by the All India Gems and Jewellery Trade Federation and UBM India, a seminar titled “Changing World of Jewellery Retailing” had a packed conference room of jewellers from all over India absorbing fresh ideas to re-invent jewellery retailing in India.



Eminent jewellers from across India discussed the need to re-invent jewellery retailing in India, during the seminar.

Keynote speaker Vinod Hayagriv, chairman of GJF and managing director of C Krishniah Chetty & Sons Pvt Ltd, touched upon the Blue Ocean Strategy and its implications on the jewellery industry.



Urging jewellers to defy unconventional practices and to think out of the box in order to invent a new, successful business module, he said: “We are continuously fighting in a shrinking profit pool. We need to get out of it. The best way to beat the competition is by making it irrelevant. You can do so through innovation and unique ideas. Build an internally driven company. This is the best time to change.” His advice to smaller jewellers having difficulty sustaining sales to join bigger firms in order to consolidate businesses for future growth, and his other radical ideas kept the audience captivated.

The panellists reflected on the crucial issues facing the industry, such as the creation of an organised and disciplined industry to curb unethical trade practices; understanding the consumer; the need for transparency; the importance of education and knowledge, and the need to “remove cash” from the industry.



Post Show Review - 2009



“Business runs on the power of knowledge. The whole issue right now is ‘Where are we really heading?’ The issues we are facing today are a result of the way we have been handling business all these years. There needs to be a corrective change, a total spin in all our mindsets,” said Ashok Minawala, immediate past chairman of GJF and director of Danabhai Jewellers.

Concurring with this view, Anil Talwar, owner of Talwarsons Jewellers said that jewellers today need to keep up with the changing times: “We need to understand that times have changed and so should the way in which we conduct business. Today the consumer is well connected and informed about the world. We need to do the same; understand fashion, our footfalls, and what our consumers actually want.”



Asserting the need to follow ethical practices, Mohanlal Gupta, promoter of Mussadilal Jewellers, which sponsored the seminar, said: “We have seen a sudden growth in the number of jewellers, which has led to an increase in competition. This calls for stricter check on unethical practices, which are bound to rise in such a scenario. We need to drive the industry towards becoming an organised sector.”

Commenting on the rising competition, Harish Soni, managing director of Premji Valji Jewellers, said: “Instead of competing with other luxury industries, we have been competing internally. We need to build trust and stay united as one industry.”

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Picture Gallery – HJF 2009



UBM India presents the 3rd edition of
HJF 2010 – The Key B2B International Jewellery Exhibition in South India
Date: 18 – 20 June 2010 Venue: HICC, Novotel, Hyderabad, India

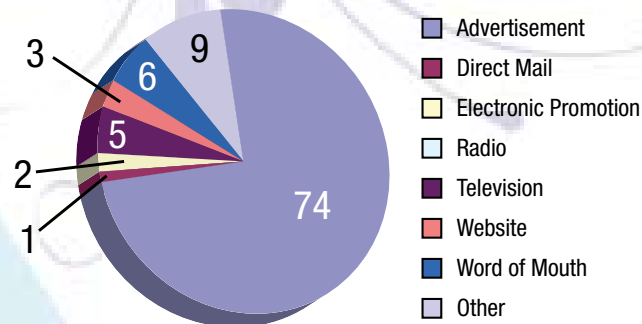
Register Today!

Bookings open for HJF'2010!

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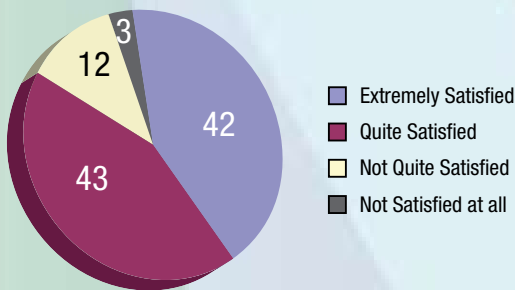
General Visitor Survey Report *

How did you Learn about this Exhibition

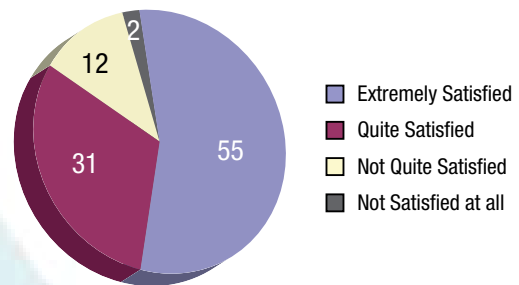


To what extent are you satisfied with the Organizer

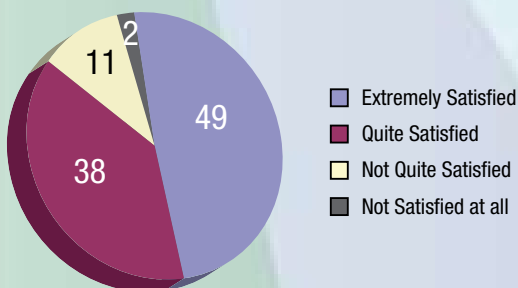
Signage & Decoration



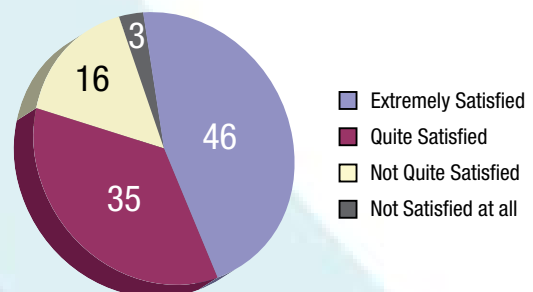
Information before the Fair



Information during the fair



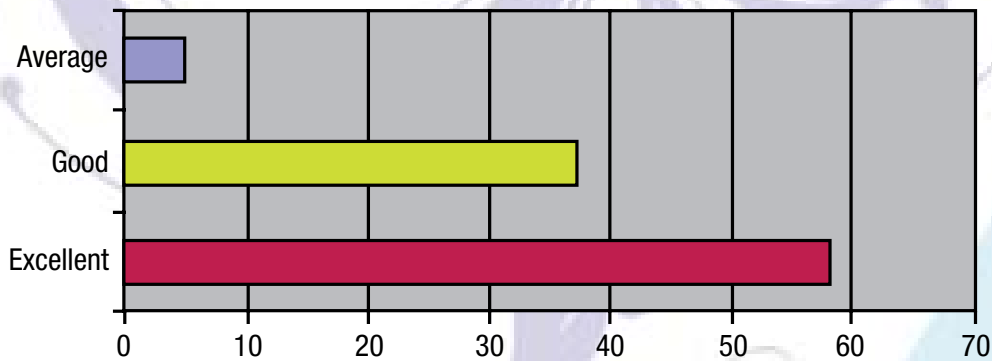
On-site Services



* Based on random survey

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Overall rating for your visit to this Exhibition



Trade Visitor Survey Report *

Objectives for visiting this Exhibition

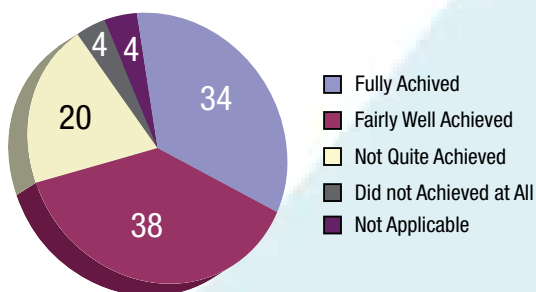
Based on the survey **56%** of Trade Visitors collected market Information

46% of Trade Visitors placed orders

More than **52%** of Trade Visitors consolidated contacts with Suppliers/
Business partners

56% of Trade Visitors seeked franchisors / principals

Looking for new Supplier

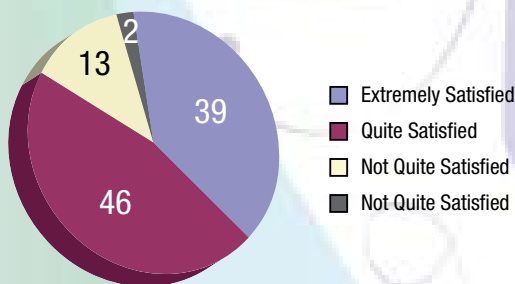


* Based on random survey

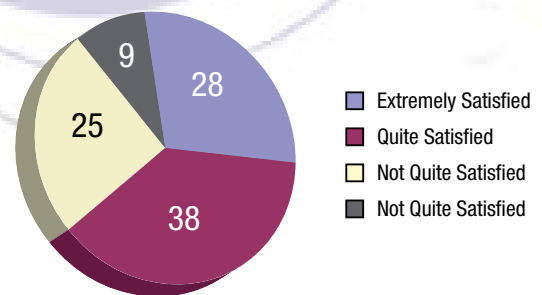
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To what extent are you satisfied with the following

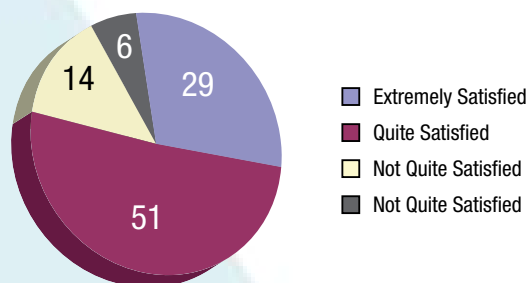
Quality of Exhibitors



Product Range

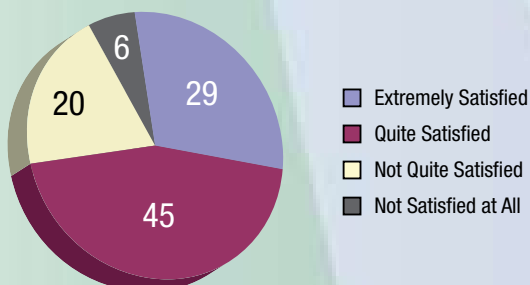


Service of Exhibitors

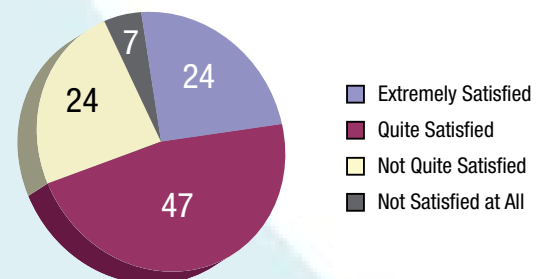


To what extent are you satisfied with the Organizer

Information before the fair



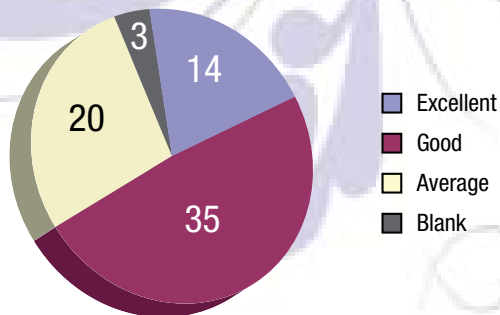
On-site Services



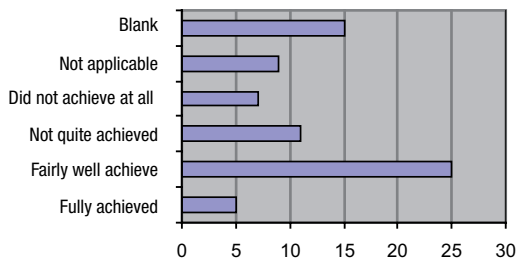
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Exhibitor Survey Report *

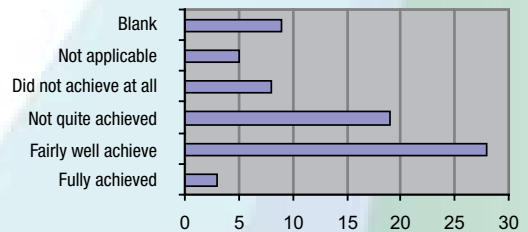
Over all Rating for your Participation



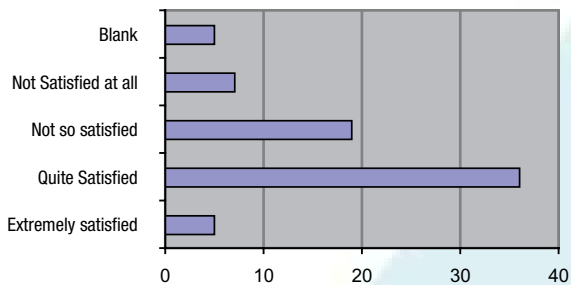
Collect Market Information



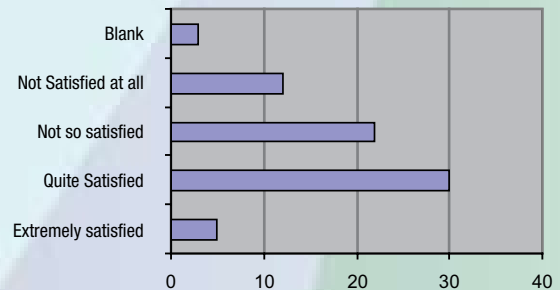
Consolidate Contacts with Buyers / Business Partners



Business Opportunities



Service of our staff pre show



* Based on random survey

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18-20 June 2010

HICC, Novotel, Hyderabad, India

For further details on exhibiting, please contact

Organised by



UBM India Pvt Ltd

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