



## About 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 gems and Jewellery from India. The Gem & jewellery sector is all set to achieve its export target of USD 44.62 billion for 2023-24. During the FY2023-2024, exports of gems and jewellery from the country were registered at US\$32.29 billion with this, at the global level, India is among the top 6 largest suppliers of gem and jewellery products to the World.

**IIJS Signature 2025 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 2025 is where the trends for the 2025 jewellery market will be created and delivered... So, it's not to be a missed show.**

**IIJS Signature 2025 will be held in two venues as follows:**

- Jio World Convention Centre (JWCC): 4th to 7th January 2025
- Bombay Exhibition Centre (BEC): 5th to 8th January 2025

**Concurrent Show – IGJME Signature Mumbai 2025 (India Gem & Jewellery Machinery Expo)**

- Venue: Bombay Exhibition Centre (BEC)
- Dates : 5th to 8th January 2025

17<sup>th</sup> Edition of IIJS Signature Mumbai 2025 continues to have 1300+ Exhibitors | 2500+ Stalls | 125000+ sq. mtrs of Exhibition Area | 25000+ Expected Visitors | Visitors from 800+ Cities in India | Visitors from 60+ Countries

Product sections at JWCC:	Product sections at BEC:
<ul style="list-style-type: none"> <li>▪ Diamond, Gemstone, and other studded jewellery</li> <li>▪ Gold and Gold CZ studded jewellery</li> <li>▪ <b>Loose stones (Diamonds)</b></li> <li>▪ <b>Lab-grown Diamonds (Loose &amp; Jewellery)</b></li> <li>▪ <b>Silver Jewellery, Artefacts &amp; Gifting Items</b></li> <li>▪ <b>Laboratories and Education (for Loose)</b></li> <li>▪ <b>International companies.</b></li> <li>▪ <b>THE SELECT CLUB:</b> Exclusive High-End Couture Jewellery</li> </ul>	<ul style="list-style-type: none"> <li>▪ Diamond, Gemstone, and other studded jewellery</li> <li>▪ Gold and Gold CZ studded jewellery</li> <li>▪ <b>Loose stone (Colour stone)</b></li> <li>▪ <b>Laboratories &amp; Education (for Jewellery)</b></li> <li>▪ <b>International companies</b></li> <li>▪ <b>Machinery, Technology, and allied</b></li> </ul>

SALIENT FEATURES of IIJS SIGNATURE 2025	
<p>User-friendly International Visitor Pre-Registration</p> <p>Digital Entry Badge (On Mobile phone)</p> <p>User-friendly IIJS APP for detailed features at the show</p> <p>3D Interactive floor plan for smooth navigation</p> <p>Shuttle Bus services between hotels &amp; venue</p> <p>5-star, &amp; budgeted hotel accommodation near the venue</p> <p>Networking Evening.</p>	<p>The Select Club at JWCC</p> <p>Facial Recognition for seamless entry &amp; exit</p> <p>Exclusive one day at each venue with deferred show dates</p> <p>Cafeterias and Coffee Shops at both venues</p> <p>Complimentary WIFI and Drinking water</p> <p>IIJS Prime Plus Lounge at both venues</p> <p>Innov8 Talks (Seminars)</p>

**A comprehensive Advertising and 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.
  - 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 target a database of international buyers.
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