

**HONG KONG JEWELLERY AND GEM FAIR (14 – 20 SEPTEMBER 2010)**





Pakistan Gems and Jewellery Development Company (PGJDC) participated in the Hong Kong Jewellery & Gem Fair which was held from 14<sup>th</sup> to 20<sup>th</sup> September 2010 at the Asia World Expo (AWE) and the Hong Kong Convention & Exhibition Centre in Hong Kong. The Company set up Pakistan pavilion at the Hong Kong Convention & Exhibition Centre which started on 16<sup>th</sup> September 2010 and ended on 20<sup>th</sup> September 2010.

The Hong Kong Jewellery & Gem Fair is one of the biggest fairs in the world and the biggest in Asia. It showcases the world class variety of gemstones and jewellery in its two different fairs as mentioned above.

Exhibitors from Pakistan participated in the Fair under Pakistan pavilion displaying some of the finest jewellery (studded with precious and semi precious stones) including necklaces, bracelets, rings, earrings, etc. The products were of the best quality attracting a lot of customers to buy the Pakistani jewellery.

PGJDC also set up its own booth in the Pakistan pavilion displaying Company's promotional material and also importantly projected its training institutes (which are called Gems & Jewellery Training and Manufacturing Centres running successfully in Karachi, Lahore and Gilgit and also soon opening soon in Peshawar and Quetta) through the jewellery models prepared through Rapid Prototyping machine (a new technology of designing and manufacturing jewellery products on large scale with accuracy and quality). An overwhelming interest from the international customers generated for these products and the Company received lots of inquiries for the production of the models. These models were prepared

by the students of GJTMCs who studied the course of Computer Aided Jewellery Designing and Computer Aided Jewellery Manufacturing which are also referred to as CAD/CAM.

The Chief Executive of PGJDC Mr. Bashir Ahmed Abbasi held meetings with international gems and jewellery experts, associations and consultants to explore the possibilities of further openings and development for the Gems & Jewellery industry of Pakistan.

The Pakistan pavilion was also visited by the Consul General Pakistan Consulate in Hong Kong and his team. The Pakistan pavilion also received excellent support from the Pakistan Consulate in Hong Kong at all levels from coordination to the ground support through their staff.

*The Chief Executive said, "PGJDC's participation Hong Kong Jewellery & Gem Fair" has been really a great learning experience not only for the Company but importantly also for the exhibiting companies who have participated under our umbrella. The Company takes pride in providing a lucrative platform for the exhibitors from Pakistan in such shows bringing them a wide range exposure from business development to learning latest trends and innovations in technology, product development and marketing & branding. We are committed to the development of the Gems & Jewellery industry of Pakistan and are confident that the Company will do even more efforts to enhance the exports of gems and jewellery from Pakistan in the international markets bringing more foreign exchange to the country."*

The exhibitors appreciated PGJDC's efforts and vowed to support the endeavors of the Company in the development of the industry. They learned and got new exposure during the Fair and developed long term B2B relationship with the international buyers. This is what has been the motive of PGJDC, i.e. to enable the Pakistani gems & jewellery companies to develop B2B linkages in the international markets through participating in international exhibitions.