

Mineralientage Munchen (Munich Mineral Show) – 29th-31st Oct 2010







Pakistan Gems and Jewellery Development Company (PGJDC) has set up Pakistan Pavilion in the Mineralientage Munchen (Munich Mineral and Gem Show 2010) under the brand name “Gems & Jewellery - Pakistan”. The show started from October 29, 2010 and end on October 31, 2010.

This is the second time that PGDJC is participating in the Munich Show since 2009.

PGJDC has taken exhibitors from all over Pakistan in the Munich Mineral Show. These exhibitors are selected from Karachi, Lahore, Quetta & Peshawar. The exhibitors have decorate the Pakistan pavilion with precious and semi precious gemstones and mineral specimens which are found from different regions of the country. The exhibiting companies gained the experience of creating business linkages and insightful observation of unique European markets. They have learnt new trends and innovations in technology and business techniques in the international gems and jewellery arena.

Participation in the Munich Mineral Show holds greater significance, as it is one of the largest mineral trade shows and international meeting points for collectors, dealers and exhibitors worldwide.

The Munich Mineral and Gem Show has established itself in 47 years as Europe's most important and traditional trade show for the public and visiting professionals. Annually in autumn over 1'250 exhibitors from 56 countries present the most precious specimens that the world of minerals, gems and fossils has to offer. Around 40'000 visitors come every year to witness the newest trends in the market.

Mr. Bashir Ahmed Abbasi, Chief Executive PGJDC said, “One of the most significant ways that PGJDC has been committed towards the development of the Gems & Jewellery industry of Pakistan is through

marketing and branding initiatives. Participation in international exhibitions is one of the crucial parts of it providing a lucrative platform to the gems and jewellery companies of Pakistan to develop their international business and contribute to the exports of Pakistan. PGJDC's participation in the Munich Mineral Show is one of those small yet crucial steps to providing booster to the development of the Gems & Jewellery industry of Pakistan, which is the prime motive of PGJDC."