

Pakistan Pavilion shines in Tucson, USA







Pakistan Gems and Jewellery Development Company (PGJDC) organized a glittering Pakistan Pavilion at the GJX Show (1-6 February 2011) in Tucson, USA.

There are currently over 30 independently owned and operated shows held almost simultaneously during the Tucson Gem and Mineral Show during the season January and February every year with over 3,000 exhibitors citywide. With an area of 110,000 square feet and 700 booths, GJX is the biggest show in Tucson.

PGJDC had set up Pakistan Pavilion in Tucson, USA with the occupation of eight booths at the Premiere Pavilion section in the GJX Show. Ten exhibitors from Pakistan participated in the Show and displayed a variety of gemstones, mineral specimens and stone studded jewellery.

The Pakistan Pavilion was well felt by the visitors at the Show as PGJDC had marketed it well to attract the leg traffic at the pavilion. Pakistan Pavilion's Ad appeared in the GJX Directory and also a poster appeared at the entrance of the Show.

A variety of cut and rough gemstones including ruby, emerald, peridot, aquamarine, tourmaline, topaz, garnett, quartz; stone studded jewellery and mineral specimens was at display at the Pakistan Pavilion.

The exhibitors reported full satisfaction and appreciated PGJDC for selecting GJX Show this year in Tucson. A variety of buyers and traders of cut gemstones and jewellery visited the pavilion and got engaged in business with the Pakistani exhibitors.

“I must admit this was one of the best show organised by PGJDC that I have attended. The location was perfect, the facilities, lightning, showcases every thing was just right.. I personally had a great show and considering this being the first show that I attended at GJX, I gained an insight about GJX and I believe it can only get better from here.” (Feedback from Mr. Kashif Sehgal, Shazi Enterprises, Peshawar who was one of the exhibitors at the Pakistan Pavilion in the GJX Show)