

Exhibition Name: Bengal International Jewellery Show

Date: 8th to 10th December 2024

Exhibition Venue: Milan Mela Exhibition Centre, Kolkata

Exhibition Overview

The 4th Bengal International Jewellery Show (BIJS), Eastern India's largest jewellery expo, concluded successfully in Kolkata, attracting significant industry attention and fostering valuable business connections. BIJS 2023 showcased more than 250 jewellery manufacturing companies and welcomed 8,000+ national visitors, along with over 200 premium buyers from abroad, establishing itself as a key industry platform. Supported by various industry bodies, BIJS focused on promoting the artistry and craftsmanship of India's jewellery industry to a global audience.

Inaugural Ceremony Highlights

The show's inauguration saw participation from industry leaders, including:

- **Mr. Joy Allukas, CMD of Joyallukas India Ltd.**
- **Mr. Ali Saleh Baterfi Al Kindi, Vice Chairman, Federation of Council of Saudi Chamber, Jeddah, Saudi Arabia**
- **Mr. Samar Kumar De, President, Swarna Shilpo Bachao Committee**
- **Mr. Arun Kumar Varma, President, Bullion Gem & Jewellery Association**
- **Ms. Kranti Nagvekar, Founder and MD of KNC Services**

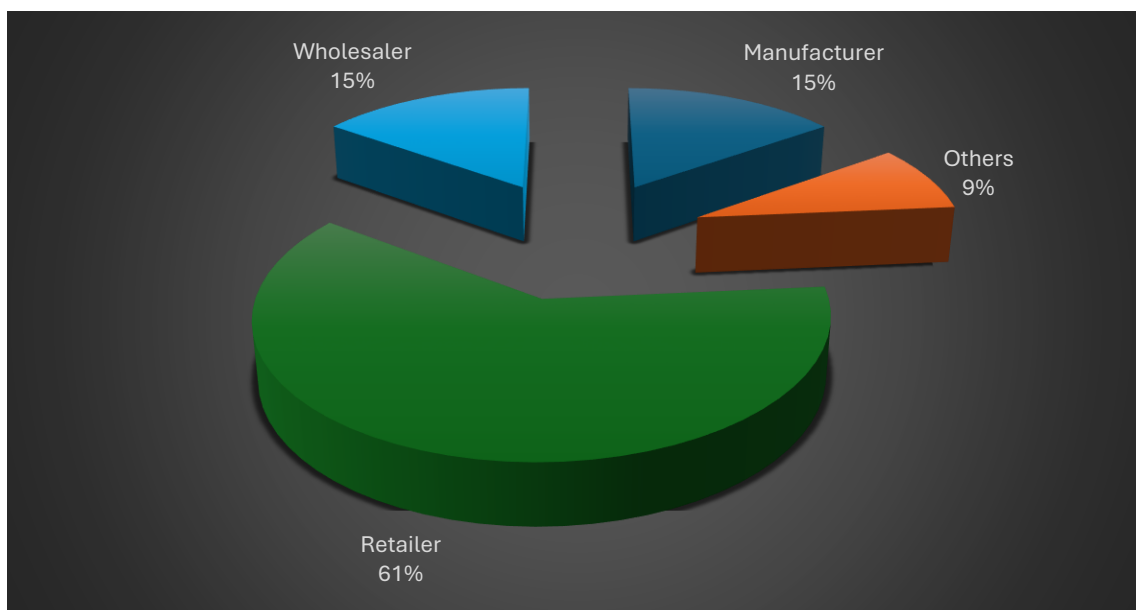
At the ceremony, **Mr. Joy Allukas** emphasized the growth potential in India's gem and jewellery market, appreciating the platform BIJS offers for Indian manufacturers to expand their presence internationally. **Mr. Samar Kumar De** praised the event for its role in supporting West Bengal's traditional jewellery artisans and expressed gratitude to KNC Services for organizing such an impactful exhibition.

Domestic Visitors: 8,000+ national attendees, comprising:

- Jewellery manufacturers
- Retailers
- Wholesalers
- Fashion showrooms
- Jewellery designers
- Trading companies
- Jewellery boutiques

International Buyers: 200+ premium overseas buyers from countries including the **USA, UK, UAE, Saudi Arabia, Qatar, Bangladesh, Bahrain, Kuwait, Germany, and Turkey.**

This broad attendance reflects the exhibition's international reputation and its role as a bridge between Indian jewellery manufacturers and global markets.



Exhibiting Categories

BIJS 2023 featured a wide array of products and services from across the jewellery industry, segmented as follows:

- **Jewellery:** Gold, Diamond, Antique, Bridal, Gemstone, Pearl, Fashion, and Tribal jewellery.
- **Machinery and Tools:** Latest innovations in jewellery-making equipment and technology, including laser welding, polishing machines, engraving tools, and machinery for diamond processing, 3D printing, and wire drawing.

Exhibition Impact and Feedback

Exhibitors' Experience: The event received positive feedback from exhibitors, many of whom valued the expo's high footfall and strategic exposure to potential buyers and partners. Exhibitors highlighted the seamless organization, ample networking opportunities, and the quality of visitors as key factors in the show's success. The event facilitated not only direct sales but also future business deals and partnerships, enhancing exhibitors' market reach.

Visitors' Insights: Visitors were impressed by the range and quality of jewellery products and machinery on display. Many found BIJS a valuable platform for discovering new suppliers, exploring unique handcrafted and machine-made designs, and engaging with top manufacturers. Attendees from fashion showrooms, trading companies, and boutique owners appreciated the chance to view cutting-edge machinery and network with industry professionals. The platform also offered significant insights into market trends and consumer preferences, especially relevant for companies seeking to update their offerings.

Special Recognitions and Awards

This year, BIJS introduced three special awards to recognize exceptional contributions within the industry:

- **Durga Award:** Honoring women entrepreneurs in the jewellery sector, presented to:

- **Mrs. Ranjana Sen, Chairman, Senco Gold**
- **Mrs. Nilima De, Partner, Guniea Emporium**
- **Mrs. Pooja Mehra, Director, Unique Chains**
- **Mrs. Sushma Epari, Director, Epari Jewellers**
- **Mrs. Prerna Gupta, MD, Rhombus Jewels**
- **Hunnar Award:** Dedicated to artisans skilled in handcrafted jewellery, celebrating their craftsmanship and contributions to preserving traditional Indian techniques (Awards – Winner – Rs.100000 / 1st Runner up – Rs. 50000 / 2nd Runner up – Rs.25000).
- **Lifetime Achievement Award:** Presented to **Mr. Hasmukh Parekh** for his longstanding dedication and influence within the jewellery industry, recognizing his role in shaping India's gem and jewellery sector.

Outcomes and Future Prospects

The 4th edition of BIJS reinforced Kolkata's prominence as a jewellery hub, attracting a diverse crowd of industry stakeholders, from artisans to high-end buyers. The success of this year's event underscored the relevance of BIJS in supporting Indian jewellery artisans and manufacturers by bringing them to the forefront of an international market.

Looking forward, KNC Services intends to expand BIJS further by attracting additional international exhibitors and enhancing support for local artisans. With continued growth, BIJS is set to become not only a staple in Eastern India's gem and jewellery calendar but also a key event in the global jewellery industry.

Conclusion BIJS 2023 was a well-received and impactful event, providing a powerful platform for business development and cultural exchange in the jewellery industry. The expo's ability to attract a substantial international presence and high-quality exhibitors and visitors highlights its vital role in promoting India's rich jewellery heritage and contemporary innovations to the world.