

PAKISTAN
INTERNATIONAL
GEMS & JEWELLERY
EXHIBITION

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WELCOME TO THE LAND OF
GOLDEN TRADITIONS

A Golden Opportunity for
Gems & Jewellery Buyers to meet the Merchants

5 - 8 August 2010

Pearl Continental Hotel, Karachi



Organized by
Pakistan Gems and Jewellery Development Company
Ministry of Industries and Production, Government of Pakistan



PAKISTAN GEMS AND JEWELLERY DEVELOPMENT COMPANY (PGJDC)

PGJDC with the strong support of the Government, has taken up the mission and aims to establish Pakistan as a high value added, internationally competitive, world class hub for precious stone cutting and jewellery manufacturing by means of supporting and facilitating the gemstone miners, processors (cutters/polishers), jewellery manufacturers, entrepreneurs, traders (wholesalers/retailers/exporters), ancillary trades and other stakeholders across the value chain. Overall, PGJDC envisions towards Productive Growth, Export Growth & Employment/ Income Generation in this most promising sector of Pakistan.

PGJDC also endeavors for the development of the Gems and Jewellery Industry of the country from mine to market and to enhance its competitiveness internationally by facilitation, technology upgradation, marketing and branding. Besides participating and planning international/ domestic exhibitions, PGJDC has made strong efforts in the establishment of projects like:

- Gems & Jewellery Training and Manufacturing Centers in Karachi, Lahore and Gilgit
- Gem Identification Laboratories in Karachi, Lahore, Quetta, Peshawar and Gilgit
- Gem Exchanges in Quetta and Peshawar
- Assaying and Hallmarking Centers in Karachi and Lahore
- Organizing Gem Bazaars within the country to create interest
- PGJDC participates in the International Gems & Jewellery Fairs and has plans in near future for taking part in:
 1. India International Jewellery Show (Mumbai, India) 19-23 Aug 2010
 2. Bangkok Gems & Jewelry Fair (Bangkok, Thailand) 7-11 Sep 2010
 3. Hong Kong Jewellery & Gem Fair (Hong Kong) 16-20 Sep 2010
 4. Dubai International Jewellery Week (Dubai, UAE) 7-10 Oct 2010
 5. Munich Mineral Show (Munich, Germany) 29-31 Oct 2010
 6. Gem, Mineral & Fossil Showcase (Tucson, USA) Jan / Feb 2011



PGJDC Pavillion at Bangkok Gems & Jewelry Fair

STATE-OF-THE-ART TRAINING CENTERS

Regular trainings are conducted at Training Centers and other cities of Pakistan, where men and women take equally keen and enthusiastic interest in the sessions on:

- Jewellery Pattern making in wax
- Computer Aided Jewellery Designing
- Manual Jewellery Designing
- Jewellery Marketing
- Matrix
- Diamond Grading
- Gems Identification
- Stone Setting
- Gemstone Faceting & Carving
- Cost Management / Time Management



Training Center - Karachi



MESSAGES

Mr. Mutiullah M. Shaikh

Chairman, PGJDC



It is my pleasure to welcome distinguished guests from around the world, especially foreign buyers who have shown tremendous interest in Pakistan's precious treasures. I would also like to appreciate the participation of exhibitors from Pakistan's mineral rich regions and other prominent jewellers, exporters and designers.

Pakistan International Gems & Jewellery Exhibition (PIGJE) 2010 is designed purely on international lines and is expected to attract genuine buyers from all major markets of the world. PGJDC's organizing team must be given due credit for implementing this great event under extreme stringent timelines. I am sure the exhibition will chart a roadmap for all future exhibitions of this nature.

Pakistan is blessed with some of the finest quality of precious and semi-precious gemstones to be found in any part of the world. Gilgit-Baltistan, Khyber Pakhtunkhwa and Balochistan provinces, boast a dazzling variety of gemstones which are of great demand in major international markets of gemstones and jewellery.

The Ministry of Industries and Production has taken a positive step in ensuring that the development, promotion and marketing of this sector is undertaken professionally to achieve the desired results. In view of the potentially huge world market for gems and jewellery and for the fact that Pakistan has vast natural reserves of precious and semi precious gemstones, cheap labour, and rich tradition of craftsmanship in jewellery manufacturing, the government decided to give it an Industry status.

Mr. Bashir Ahmed Abbasi

Chief Executive, PGJDC



Pakistan is awaiting to welcome its distinguished guests from all over the world who are expected to join us on the auspicious occasion of the First Pakistan International Gems & Jewellery Exhibition (PIGJE) 2010 being held from August 5 - 8 in the picturesque city of Karachi.

This unique event, distinctively an international presentation, has been made possible due to the support and patronage of the Ministry of Industries and Production, Government of Pakistan under Public/Private partnership for the benefit of the Private Sector facilitated by the Public Sector.

I am also deeply moved by the genuine interest shown by both, local and international exhibitors in participating at this exhibition which is designed to provide ample opportunities and to seek new challenges. The event is expected to draw a large number of people for B2B dynamics as well as a multitude of opportunities in B2C.

PGJDC is making every effort to introduce newer techniques and skills, training workshops, enabling the people to have direct access to proper tools and equipment, in as much as having access to potential markets and customers. Latest technology and other modern means of exploratory and production works are being deployed in the areas of mining and cutting. PGJDC has trained over 3,500 individuals across the country through more than 200 training programs for which affiliations are being sought with various local and international academia. It would no doubt create employment and income generation opportunities for the masses.

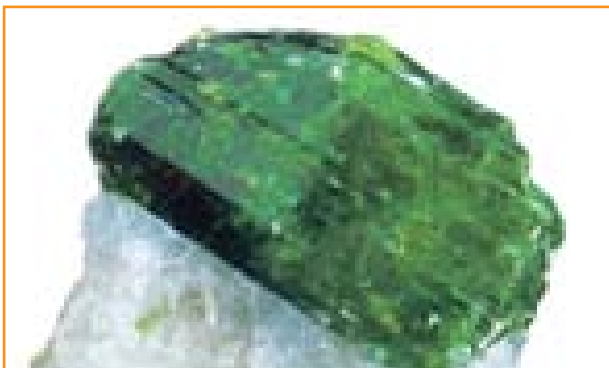
Here I would like to share some of the important milestones of PGJDC achieved in a short period of three years. It has established Training Centers in Karachi, Lahore and Gilgit and Gem Identification Laboratories at Karachi, Lahore, Gilgit, Peshawar and Quetta which are fully functional. In addition, the projects of Assaying and Hallmarking Centers at Karachi and Lahore and Training Centers at Peshawar and Quetta are in the pipeline. PGJDC also has plans to open centers in Malakand, Azad Kashmir, Bahawalpur and Sukkur and a Gems & Jewellery Park in Karachi.

Pakistan has a huge potential to be tapped in the Gems & Jewellery Sector, for which the Government has set an export target of US\$ 1.5 billion to be achieved by 2017.

PAKISTAN

THE GOLDEN TRADITION OF JEWELLERY MAKING

The land that is today Pakistan has had a rich history and tradition of the craft of jewellery making and design. Whether it was the Aryans or Alexander, the Mughals or the British, arts and crafts flourished tremendously in this region and were a major part of the everyday lives of the people. Traces of history from the Indus Valley civilization show evidence of jewellery making with clay, stones, precious and semi precious metals. The fabulous splendor of the Mughal period was known for exquisite jewellery making. The name 'Mughal' stirs up the imagination of enchantment and rich colours. Exquisite jewellery was made from gold, silver with gems encrusted and enamelled. The finishing of the work of art was most important. Today, the art of Indus Valley and the Mughal period still lives on.



THE UNTAPPED WEALTH OF GEMSTONES IN PAKISTAN

Pakistan is known for its gemstones throughout the world. The land is gifted with the vast natural reserves of precious gemstones and mineral specimen. The most famous being the Emeralds from Mingora in Swat Valley. The other gems found are Ruby, Tourmaline, Garnet, Pink Topaz, Peridot, Aquamarine, Spinal, Sapphire, Zircon, Feldspar, Agate and almost all known varieties of Quartz found in Khyber Pakhtunkhwa, Balochistan, Gilgit-Baltistan. The delicate and diverse range of jewellery made in Pakistan speaks of the expertise of the artisans, perfected with time. Despite the fact that our exports are nominal as compared to that of the potential, yet it is worth mentioning that the exports rose from US\$ 1.5 million in 2001 to US\$ 289 million in 2009.

INVESTMENT FRIENDLY GOVERNMENT POLICIES

Government of Pakistan, capitalizing on the Sector's vast natural resources, low labour costs, skilled craftsmen, growing national and international demand and needless to mention, tireless efforts by PGJDC, has taken potential steps as under:

- Reduction of duty on natural pearls and precious / semi precious stones (earlier, this exemption was only on natural pearls as well as synthetic or manufactured precious stones).
- Exemption of Customs Duty and Sales Tax on import of Diamonds, Pearls and precious / semi-precious gem stones and metals.

PGJDC Gem Exchanges “A Paradise for Gemstone Dealers”

PGJDC took initiative and established two modern, fully equipped Gem Exchanges in Peshawar and Quetta, which facilitate linkages between buyers and sellers of gemstones and mineral specimen to instill transparency and fairness in the business deals.

Availability of Gem Identification Laboratories equipped with modern machinery for gemstone identification and diamond grading at the Gem Exchanges make these more convenient to the beneficiaries.

Gem Exchanges in Peshawar and Quetta are also home to the famous Gem Bazaars, which are organized on regular basis to provide a lucrative platform to the buyers and sellers of gemstones and mineral specimen. So far, PGJDC has successfully organized ten Gem Bazaars at Gem Exchange Peshawar, five Gem Bazaars at Gem Exchange Quetta and one in Lahore.



Gem Exchange - Peshawar

Following are the objectives of Gem Exchanges:

- Facilitate access to the gem markets.
- Provide competitive sourcing to buyer and discourage informal trade.
- Provide visibility to suppliers without marketing expenditures.
- Enhance profitability by lowering transaction costs of suppliers.
- Improve cooperation among suppliers.
- Provide exposure to international Market.



Gem Bazaar

PGJDC steps forward to introducing Assaying and Hallmarking in Pakistan

- The agreement for Assaying and Hallmarking has been signed by PGJDC with London Assay Office (LAO) to set up Modern Assay Offices in Karachi and Lahore, replicated all over Pakistan ultimately.
- Premises for Hallmarking Center – Karachi has been acquired and renovation work will start soon.
- Renovation work for Hallmarking Center – Lahore is about to be completed.
- Modern and state-of-the-art equipment/machinery for Assaying and Hallmarking Centres in Karachi and Lahore have been procured including XRF Fischer scope X-Ray XDAL machine; the induction of these equipments and machineries is just a step forward by PGJDC.
- In order to bring awareness in the industry about Assaying and Hallmarking, PGJDC has organized a number of seminars and workshops in Pakistan.
- PGJDC is in the process of finalizing legislation for Hallmarking.

Exhibitors' Profile

- Precious / Semi Precious Gemstones
- Diamonds
- Pearls
- Jewellery
 - Antique
 - Platinum
 - White Gold
 - Gold
 - Silver
- Branded Jewellery
- Gem Watches
- Jewellery Boxes
- Jewellery making tools, equipments and machinery
- Computer Aided Jewellery Manufacturing Machines



Visitor Profile

- Diplomats & Foreigners
- Policy and decision makers
- Members of Trade Associations
- Jewellery Manufacturers / Dealers
- Gem & Jewellery Merchants
- Gem & Jewellery Exporters
- Gem & Jewellery Agents
- Gemologists & Academia

Participation Tariff for International Exhibitors

Shell Space (min 9 Sqm): US\$ 300 per Sqm

- One counter showcase
- One tall showcase
- One round table
- Two chairs
- Three spotlights of 100 watts each
- One power socket - single phase 220 V (50Hz) 5 A.
- One book rack
- One trash bin
- Company name on Fascia

Bare Space (min 18 Sqm): US\$ 250per Sqm

Special Package for International Exhibitors

- Official invitation letter for Visa facilitation
- VIP protocol at Jinnah International Airport, Karachi
- Airport - Hotel - Venue complimentary transfers
- Trade matching Volunteer Coordination Service
- Meeting with Ministers / VIP officials, whenever possible
- 200 words' Company Profile with Logo in Event Catalogue

Event Details

Title: Pakistan International Gems & Jewellery Exhibition
Venue : Marquee & Zaver Halls, Pearl Continental Hotel, Karachi
Exhibition Dates : 5 - 8 August 2010
Frequency: Annual

For Stall Booking and Sponsorships, Contact:

ORGANIZER



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