

# DIAMOND DIGEST



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## GIA India to Present Latest Product and Service Developments at IJS 2018

August 1, 2018 [Global News](#)

*Complimentary seminars, live demonstrations, retailer support programmes and more*



*GIA Booth – IJS 2017*



***GIA Booth seminar – IIJS 2017***



***Synthetic Diamond Knowledge Detection Seminar – IIJS 2017***

GIA India will present laboratory and education offerings, live demonstrations of the GIA iD100 gem testing device, complimentary seminars and more at the India International Jewellery Show (IIJS) from 9-13 August, 2018 at Bombay Exhibition Centre, Mumbai. To learn more about GIA India's offerings, visitors can step in to Booth #1D066 and Booth #2B003.

Live demonstrations of GIA iD100, which distinguishes natural diamonds from synthetic (HPHT and CVD) diamonds and diamond simulants in the colourless to near-colourless range, in sizes starting from 0.9 millimeters in diameter will be featured at Booth # 1D066. Visitors can also learn about the GIA Melee Analysis Service and attend complimentary seminars on topics including diamonds, coloured gemstones, pearls and merchandising skills at the booth. GIA India will also conduct 'Retail Sales Associates Training Programme' for sales staff of retail outlets at the booth.

Nirupa Bhatt, Managing Director of GIA India and Middle East said, "We are excited to be present at a new location in Hall #1 at IIJS. We welcome office bearers from trade associations across the country to visit us and schedule seminars in their respective locations. Retailers are invited to visit us at our booth and learn more about organising complimentary training for their sales associates."

### **About GIA**

GIA India and GIA India Laboratory Pvt. Ltd. ('GIA India') are independent subsidiaries of the Gemological Institute of America, Inc. ('GIA'). Established in 1931, GIA is recognised as the world's foremost authority in gemmology. GIA invented the famous 4Cs of Color, Clarity, Cut and Carat Weight and, in 1953, created the International Diamond Grading System™ which is recognised around the world as the standard for diamond quality.

Through research, education, gemmological laboratory services and instrument development, the Institute is dedicated to ensuring the public trust in gems and jewellery by upholding the highest standards of integrity, academics, science and professionalism. All of GIA’s activities are governed by its mission to serve the public. Visit [GIA.edu](http://GIA.edu) or [GIAindia.in](http://GIAindia.in).

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