

## Education Seminars held Pan-India by GIA



GIA-India-TES-Dharmanagar

To protect consumers and help ensure public trust in gems and jewellery, GIA India organised more than 20 education seminars for various associations during August and September across India. More than 1,200 members of the gem and

jewellery trade gained important information through educational seminars in Tripura, Karnataka, Uttar Pradesh, Gujarat, Orissa, Chandigarh, Haryana, Punjab and Maharashtra. The seminars covered topics including natural diamonds,

lab-grown diamonds, diamond treatments, coloured gemstones and pearls.

Ms. Nirupa Bhatt, Managing Director of GIA India and Middle East, said, "As a public-benefit institute, GIA works to create awareness and educate the trade through our education seminars. Working closely with regional associations, GIA India has been able to reach out to trade members in Tier-II and Tier-III locations such as Bhavani (Kerala), Patan (Gujarat), Kasganj (Uttar Pradesh), Dharmanagar (Tripura) and many more."

GIA India conducts trade seminars and workshops on a variety of current topics including diamond and gemstone basics, synthetics, simulants and treatments. GIA also offers courses on diamonds, coloured stones, pearls, merchandising, jewellery design and more. ■

## Ali focuses to strengthen sourcing relationships

Ali Pastorini, an entrepreneur in the sector who is partner of the jewellery brand Del Lima and President of the international group Mujeres Brillantes will be attending the Second Edition of India Diamond Week, which will take place from October 23 to 25 in Mumbai.

The purpose of the visit is to look closely at the phenomenal growth of the event and to study mutual collaborations between India and Latin America. Few Brazilian companies are accompanying Miss Pastorini in this first trip to meet with the top participating manufacturers and to promote business between both regions, since the main objective of the event is to establish and strengthen new sourcing relationships.

Brazil is one of the leading diamond and jewelry consumer market in Latin America, with consumption growth expected to be 8% by 2019 in diamond jewelry. With this factor in mind, both countries want to take advantage of the format of the event (BSM) and make business together.

"I am very happy to visit the India Diamond Week in Mumbai because I feel

Ali Pastorini



that the GJEPC really wants to explore new possibilities and this is essential to stay relevant in the industry, my goal with this trip is to connect people and countries that have the same philosophy" said Ali Pastorini

The Gem & Jewellery Export Promotion Council (GJEPC) is the apex body of

trade sponsored by the Ministry of Commerce & Industry, Government of India to promote exports of the gems and Jewellery from India. Being one of India's leading foreign exchange earners and one of the fastest growing sectors accounting for 15.64 % of India's total merchandise exports during FY 2016-17.

The industry has registered a remarkable growth over the last four decades, with exports from US\$ 28 million in the 1966-67 when the GJEPC was established to US\$ 43.20 billion in FY 2016-17. The GJEPC's promotional activities include organising a number of important trade shows, one such initiative is the India Diamond Week - Buyer Seller Meet which is aimed at increasing communication between diamantaires and promoting business globally.

Miss Pastorini is coming to India after a very successful Third World Meeting of Mujeres Brillantes where took place in Madrid, Spain during the Jewelry Show Madrid Joya which she also attended the debate "Present and Future of the Industry" to discuss the advances and failures of the industry in seeking new consumers. ■