

Floor Plan



Jewels 2024

Gemmologists Association of Sri Lanka

INTERNATIONAL GEM & JEWELLERY
TRADE EXHIBITION & COMPETITION



Organize by
Gemmologists Association of Sri Lanka (GASL)



December
13 | 14 | 15
9am - 7pm
Ramada Hotel
C o l o m b o

Contact

0778607220

0741536716

0740277524



GEMMOLOGISTS' ASSOCIATION OF SRI LANKA
PROFESSIONAL CENTRE, 275/75, PROF. STANLEY WIJESUNDARA MAWATHA, COLOMBO-7
TEL: +94 - 11-7202032 EMAIL: secretary@gemmology.lk WEB: www.gemmology.lk



Project Proposal for “Jewels 2024” International Gems and Jewelry Trade Exhibition and Competition

To: Sri Lanka Convention Bureaur (SLCB)

From: Gemmologists association of Sri Lanka (GASL)

Venue of the event: Ramada Hotel Colombo (Liberty Ball Room)

Dates & Time of the event: 13th to 15th of December 2024 (10am to 7pm)

1. Introduction

The Gemmologist Association of Sri Lanka (GASL) is pleased to propose the organization of a Jewels Gem and Jewelry Trade Exhibition at the Ramada, Colombo. This exhibition aims to showcase the rich heritage, craftsmanship, and diversity of Sri Lankan gems and jewelry, while also providing a platform for industry stakeholders to connect, collaborate, and expand their market reach.

2. Objectives of the Exhibition

- **Promote Sri Lankan Gems:**
Highlight the quality and diversity of Sri Lankan gems and jewelry.
- **Facilitate Networking:**
Create opportunities for local jewelers, gem traders, international buyers, and investors to network.
- **Enhance Industry Knowledge:**
Provide educational seminars and workshops on gemology, jewelry design, and market trends.
- **Boost Tourism:**
Attract tourists interested in purchasing authentic Sri Lankan jewelry.
- **Attract International consumers for Gem & Jewelry market:**
Ability to develop an international consumer base to for Sri Lankan gem & Jewelry industry
- **Development & promotion to both Tourism & Gem & Jewelry sector:**
There is a great opportunity attract international consumers with high buying capacity & with exploring the beauty of Sri Lanka, this will become a win win situation to both sectors. This exhibition will become the platform to promote both industries.

3. Target Audience

The exhibition will target:

Local jewelers and gem traders

International buyers, investors and consumers

Tourists interested in gemstones and jewelries

Local high-end consumers

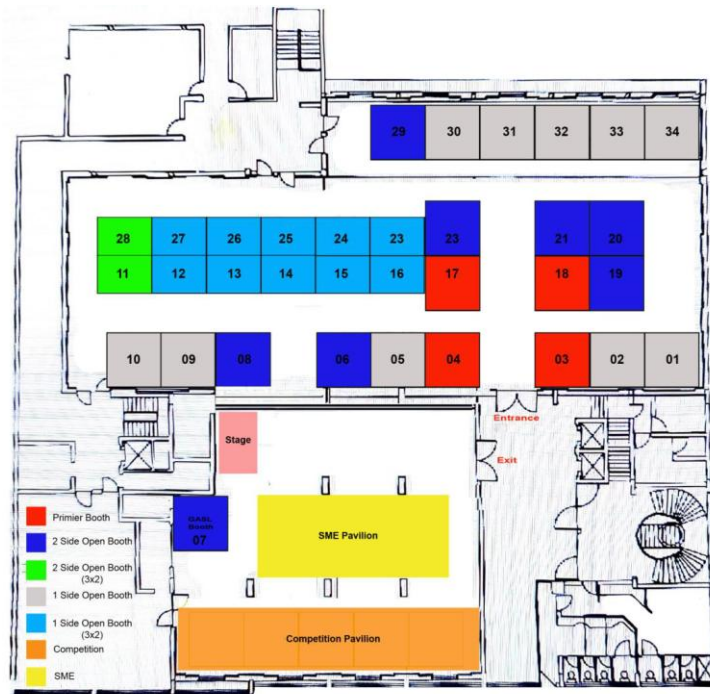
Students and professionals in gemology

4. Exhibition Features

Exhibition Booths

A platform for local and international jewelers to showcase their products, including gemstones, jewelry, and related services.

Booth Name	Booth Size	Booth Category	Unit Cost
Ruby	3m x 3m	Premium booth	Rs 500,000
Blue Sapphire	3m x 3m	Double side	Rs 400,000
Alexandrite	3m x 2m	Double side	Rs 350,000
Spinel	3m x 3m	Single side	Rs 300,000
Aquamarine	3m x 2m	Single side	Rs 250,000
Topaz	Showcase	SME	Rs 100,000



- **Jewels Talk (Seminars)**

A series of seminars featuring industry experts discussing trends, techniques, and the future of the gem and jewelry market.

Ms. Sepideh Mojabi, the founder of SIPPI, is a jewellery designer in UK who merges the passion of the ocean with commitment to environmental and community development.

Mr. George Hurrell, Motion Designer & Founder, George Hurrell Design Ltd

The presentation will consist with following key areas;

- ❖ About SPPI Jewellery and their journey: (will focus on ethical, sustainable, authentic and transparent practices, sharing her experience as the owner of SPPI Jewellery in the UK)
- ❖ Industry Trends in the UK: Building relationships to create opportunities for Sri Lankan makers and jewellery designers, focusing on key trends like sustainability, innovation, and tackling green washing. (Challenges and opportunities)
- ❖ Showcasing SPPI collections: focus on goal; creating timeless, high-quality pieces using ethically sourced materials that respect the environment (By focusing on transparency, ethicality and craftsmanship)
- ❖ Engaging the audience: Encouraging discussions on collaboration ideas and innovative business models to facilitate long term partnership
- ❖ Q&A

- **Gem And Jewelry competition**

A competition to recognize the best designs and craftsmanship in the jewelry industry.

A: Fine Crystal of high Gemmological interest

B: Best Fashioned Gem (Facetted, Cabochon or Concaved)

C: Lapidary Art (Facetted or Carved)

D: Gem Studded professional Jewellery

E: Photographs related to Gemmology or Gem Industry (minimum size 10 x 12 inches)

F: Best Jewelry art design

- **Jewelry Fashion show**

A glamorous runway show highlighting the latest jewelry trends, featuring local models and designers. Set trends for the jewelry and fashion industries.

Work with fashion schools and local jewelers to create stunning outfits paired with jewelry.

Promote brands and attract potential buyers, retailers, and media attention.

Expected Attendance: 100+ guests.

- **Tour Package**

A 10-day tour package for international visitors, showcasing Sri Lanka's cultural heritage and gem mining regions.

Target Audience: Tourists and industry professionals.

- **Diploma Awarding Ceremony**

A ceremony to award diplomas to students of the D-Gem course.

5. Budget Overview

Venue Rental: Rs. 6,000,000

Marketing and Promotion: Rs. 5,000,000

Jewels Talk (Seminar) Costs: Rs. 450,000

Fashion Show Production: Rs. 1,000,000

Other Expenses: Rs. 2,500,000

6. Marketing Strategy

- Target Audience: Jewelers, designers, retailers, and consumers.
- Promotion Channels: Social media, industry publications, email newsletters, and partnerships with local businesses.
- Media Coverage: Invite local media to cover the event, enhancing visibility.

7. Expected Outcomes of the Exhibition

The outcomes of this exhibition are anticipated to be significant:

- **Increased Sales Opportunities**

Exhibitors can directly engage with potential buyers leading to immediate sales as well as long-term business relationships.

- **Enhanced Brand Visibility**

Local brands will gain exposure through participation in a high-profile event that attracts international attention.

- **Knowledge Sharing**

Attendees will leave with valuable insights into industry best practices through workshops that can improve their business operations.

- **Market Expansion**

The exhibition will serve as a launchpad for local businesses looking to enter international markets or expand their existing market presence.

- **Enhance the quality of the gems and jewelries**

Gem and jewelry competition will make the support enhance quality and value of the production

- **Tourism Growth**

By showcasing the beauty of Sri Lankan gems and jewellery, we expect an increase in tourism related to gem purchases post-exhibition.

- **Provide exhibition & sales exposure**

Jewels exhibition has provided the service of providing exhibition and sales exposure to new comers to the gem & jewelry sector to move in to foreign markets and clientele.

8. Expected contribution from SLCB as a partner of the Jewels 2024 exhibition

Financial Support:

Contribution towards event expenses, including Venue rental, Marketing and promotions, Security and logistics.

Promotion and Marketing:

Leverage SLCB's social media channels (Facebook, Instagram, Twitter, LinkedIn, etc.) to promote the event:

- Share event updates, highlights, and behind-the-scenes content
- Create engaging posts and stories to generate buzz
- Utilize relevant hashtags to increase visibility

Arrange promotional activates at City hotels & possible shopping complexes:

- Request letter from SLCB to City hotels requesting to promote the Jewels 2024 at their premises.

Utilize SLCB's website to promote the event:

- Dedicated event page with detailed information
- Inclusion in event calendars
- Banner advertisements on the homepage

Collaborate with foreign missions to promote the event in key target markets:

- India
- South Asian countries
- Other strategic regions

Engage with travel agents to promote the event as part of tourism packages:

- Provide promotional materials and information.
- Request to travel agents to include the event in their packages.

Develop a dedicated tour package for international visitors attending the event:

- Collaborate with local tour operators to create customized itineraries.
- Include visits to Jewels Exhibitions, gem mines and other relevant attractions.

Additional Support:

- Facilitate networking opportunities between exhibitors and potential buyers.
- Provide logistical support, such as coordinating transportation and accommodation for international guests.
- Collaborate with other relevant government agencies to ensure smooth event Execution.

9. Conclusion

The Jewels 2024 exhibition presents a unique opportunity to showcase Sri Lanka's rich gem and jewelry heritage and tourism destinations to the world. By partnering with GASL, the SLCB can play a pivotal role in elevating the event to international prominence, which will be win win situation to sectors, Gem & jewelry sectors as well as tourism sector. This will align with national polices of attracting for tourists and foreign income to the country.

By joining forces, we can:

- **Position Sri Lanka as a global gem and jewelry, tourism destination:** Attract international buyers, investors, and tourists.
- **Boost the local economy:** Generate significant economic impact through increased tourism, exports, and local industry growth.
- **Enhance Sri Lanka's brand reputation:** Showcase the country's cultural heritage, craftsmanship, and sustainable practices.
- **Strengthen industry partnerships:** Foster collaborations between local and international stakeholders to drive innovation and growth.

We are confident that with the SLCB's support, Jewels 2024 will be a resounding success, leaving a lasting legacy for Sri Lanka's gem and jewelry industry. Let's work together to make this vision a reality.