

## **Jewellery Gem Fair (JGF) Europe 2016** **Germany, 19<sup>th</sup>- 22<sup>nd</sup> March 2016**

Enterprise Mauritius participated consecutively for the third time in the Jewellery Gem Fair-Europe, held from 19<sup>th</sup> to 22<sup>nd</sup> March 2016 at Messe Freiburg in Germany. The JGF-Europe 2016 featured 280 exhibitors from 27 different countries.

The main objective of our participation in this event was to enhance the visibility of Mauritius as a reliable sourcing destination for jewellery products, to consolidate and expand our position in the European markets and to provide international exposure to SMEs.

In this context, Enterprise Mauritius led a delegation of nine companies, comprising eight SMEs and one large enterprise, in JGF-Europe 2016. The Mauritius Pavilion presented a good mix of jewellery products including lab-grown diamond, costume jewellery, gold chains studded with diamond, high end silver clasps and findings and other jewellery products.

The JGF-Europe again proved to be a good platform for local jewellery manufacturers, thereby enabling networking, establishment of promising contacts and business negotiations.

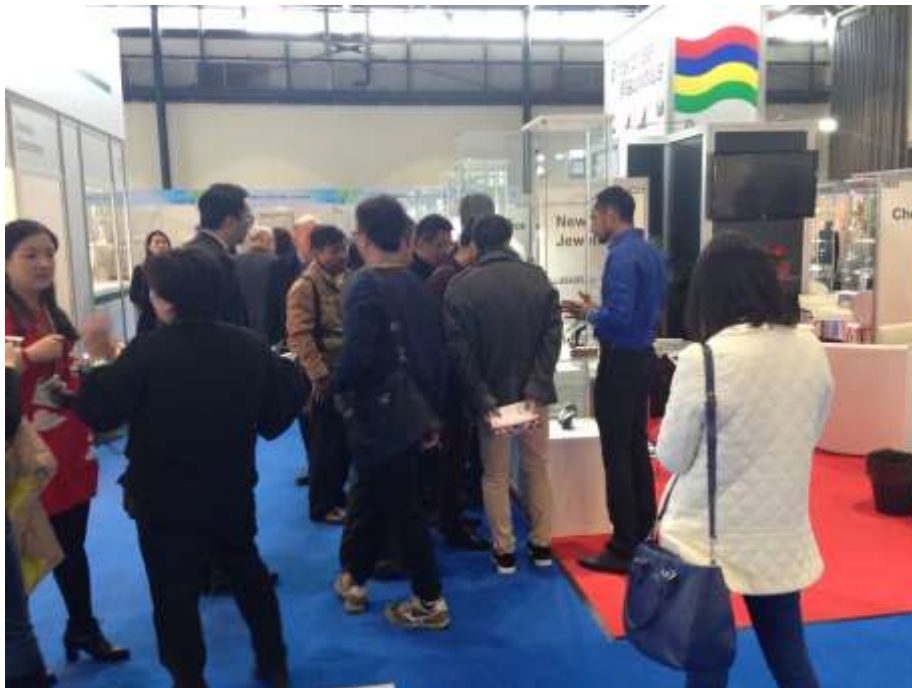
JGF 2016 attracted visitors from 70 different countries, 62% of which were from Europe. It must be noted that the fair was visited by high quality German buyers.

This edition featured one hall dedicated to equipment, technology and tools for the jewellery sector, targeting more specifically SMEs, such as:

- Small scale production electroplating equipment suitable for small production for nickel, zinc, chrome, copper, gold and silver plating.
- Laser welding machines
- 3 D printing machine for fast prototyping and among others

These technologies will allow SMEs to reduce their lead time and production cost, hence enhancing their productivity and competitiveness.

Concurrently with the fair, a presentation was done on trade and investment opportunities to a delegation of jewellery manufacturers from China. Delegates showed much appreciation and interest in doing business with Mauritian jewellers.



Buyers at Mauritius Pavilion



Mr. Wolfram Diener, Senior Vice President of UBM Asia and the Mayor of Freiburg at the Mauritius Pavilion.



Mr. Martin Beffert MD of Cira Ltd with German Buyers