



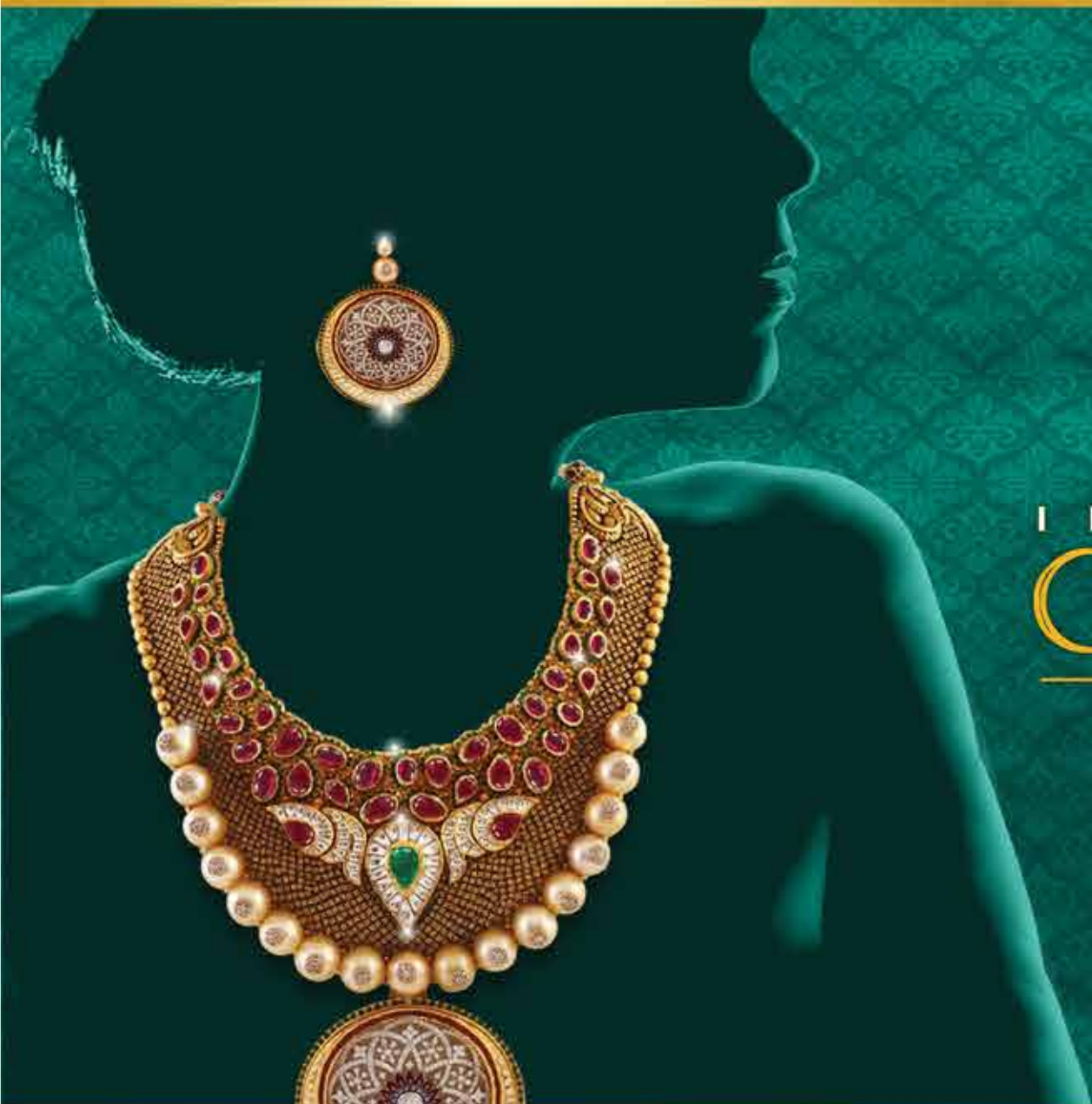
REVEALING THE  
**BEJEWELLED**  
PAKISTAN

PAKISTAN  
INTERNATIONAL  
**GEMS & JEWELLERY**  
EXHIBITION

13 - 16 APRIL 2017

PEARL CONTINENTAL HOTEL, LAHORE

[www.pigje.com.pk](http://www.pigje.com.pk)





PAKISTAN  
INTERNATIONAL  
GEMS & JEWELLERY  
EXHIBITION







## VISION

PGJDC endeavors for the development of the Gems and Jewellery Industry of Pakistan from Mine to Market and to enhance its competitiveness internationally by facilitation, technology up-gradation, skill development and marketing/branding.

## MISSION

Development of the Gems and Jewellery sector through use of appropriate technology and training to human resource throughout the value chain.

### PIGJE- PAKISTAN INTERNATIONAL GEMS & JEWELLERY EXHIBITION

PIGJE 2017 will set a predominant stage for local exhibitors to show their omnipotence in the Gems and Jewellery sector through displaying their products to local and international customers. The whole event has been designed to bring out Pakistani Gems and Jewellery in the artiest and appealing way that will allow international buyers to closely experience rich Pakistani products/markets. Variety of our gemstones and intricately crafted jewellery promises a new product range for the buyers.

This B2B and B2C event geared towards promoting Gems and Jewellery sector in Pakistan focuses on offering conspicuous platform for local as well as international traders for growing their businesses with each other. It will also give opportunity to dealers & manufacturers of machinery and equipment, even from abroad, including tools, equipment and other products relevant to Gems and Jewellery to introduce their products to the gems and jewellery sector.

### THE EXHIBITION WILL SHOWCASE:

- ROUGH/CUT GEMSTONES
- GEMSTONE CARVINGS, MADE-UPS & TABLE WARES
- MINERAL SPECIMEN
- ORNAMENTAL STONES AND BEADS
- DIAMOND/ GEM-STUDED JEWELLERY
- GOLD, SILVER, PLATINUM AND WHITE GOLD JEWELLERY
- GEMS & JEWELLERY MACHINERY/TOOLS/ EQUIPMENT/ALLIED PRODUCTS





PAKISTAN GEMS AND JEWELLERY  
DEVELOPMENT COMPANY

# PGJDC



PGJDC is keenly working to develop Gems & Jewellery industry of Pakistan from Mine to Market with major focus on Skill Development, Technology Up-gradation, Quality Assurance and Marketing/Branding. The Company is enthusiastically working for presenting Pakistan as a top notch hub for precious stones cutting and jewellery manufacturing by supporting ancillary trades. To attain its objectives, PGJDC has established seven Gems and Jewellery Training and Manufacturing Centers (GJTMCs) with Gemstone Identification Laboratories strategically located in cities of Karachi, Lahore, Gilgit, Peshawar, Quetta, Muzaffarabad and Sargodha. For facilitating Gems and Jewellery businesses, Gem Exchanges have also been set up in Quetta and Peshawar. Moreover, Assaying and Hallmarking centers are established at Karachi and Lahore to assess and endorse precious metal content in jewellery articles. So far PGJDC has successfully trained over 10,800 Individuals across the Country through more than 770 training programs conducted in Karachi, Lahore, Peshawar, Quetta, Gilgit, Sargodha, Muzaffarabad, Rawalpindi/Islamabad, Faisalabad, Sahiwal, Mohmand Agency, Chitral, Abbottabad, Nowshera and Skardu.

Established in June 2006, Pakistan Gems and Jewellery Development Company (PGJDC) is a subsidiary of Pakistan Industrial Development Corporation (PIDC) working under the Ministry of Industries and Production, Government of Pakistan.





## GLORIOUS TREASURES OF PAKISTAN

"These gems have light in them: their colors speak, say what words fall of."

(English novelist George Eliot)



## FABULOUS GEMS AND MAGNIFICENT JEWELLERY

The terrain of Pakistan spreads from the world top of Karakorum, down south to the Arabian Sea. The Country is blessed with enormous natural resources of precious and semi-precious colored gemstones, including ruby, emerald, tourmaline, garnet, topaz, peridot, aquamarine, spinel, pargasite, diopside, moonstone, serpentine, epidote, pink beryl (morganite), sphene, agate, lapis lazuli, turquoise, and almost all known varieties of quartz. Pakistan is a cultural crucible where Greek, Aryan, Buddhist, Hindu, Persian, Islamic arts and cultures merge as it is evident from the curious pre-historic and fabulous present-day jewellery designs. Historically speaking, Pakistan's Gem and Jewellery industry dates back to ancient Indus Valley and Gandhara civilizations which are known to be the cradles of art and culture. Artifacts of those eras can be witnessed in the museums in Pakistan as well as abroad. The existing Pakistani jewellery is a mix of traditional and modern-day designs.





## GEMSTONES VARIETIES FOUND IN PAKISTAN

STONE	LOCATION	PROVINCE
Emerald	Mingora, Gujar Killi, Shamoza, Makkad, Charbagh, Mohmand Agency, Bajaur Agency and Khaltaro Valley	Khyber Pakhtunkhwa, FATA and Gilgit Baltistan
Ruby	Between Hunza and Ishkuman Valley. Shantor and Neelum Valleys. Bata Kundi, Hazara and Dir	Gilgit-Baltistan Azad Kashmir, Khyber Pakhtunkhwa
Peridot	Sput Kohistan	Khyber Pakhtunkhwa
Aquamarine	Gilgit Skardu and Nagar Garam Chashma	Gilgit-Baltistan Chitral
Tourmaline	Stak Nala Garam Chashma Chitral, Upper Neelum Valley	Gilgit-Baltistan Khyber Pakhtunkhwa Azad Kashmir
Topaz	Gilgit and Skardu Katlang, Mardan	Gilgit-Baltistan Khyber Pakhtunkhwa
Spinel	Hunza Valley	Gilgit-Baltistan
Pargasite	Hunza Valley	Gilgit-Baltistan
Moonstone	Gilgit and Skardu	Gilgit-Baltistan
Garnet	Gilgit and Skardu, Chitral, Swat and Malakand Bajaur Agency Kharan and Chaghi	Gilgit-Baltistan Khyber Pakhtunkhwa FATA Balochistan
Quartz (including Diamond Quartz and Harqamar Quartz)	Hunza, Skardu, Gilgit, Chitral, Nagarparkar, Lasbela	Gilgit-Baltistan Khyber Pakhtunkhwa, FATA Balochistan
Epidote	Gilgit and Skardu	Gilgit-Baltistan
Pink Beryl	Dunga Nagar Area	Azad Kashmir
Brookite	Brookite	Balochistan
Turquoise	Chaghi Hills	Balochistan
Lapis Lazulli	Chitral and Afghan Border, Chaghi	Khyber Pakhtunkhwa, Balochistan



# GEMSTONE SECTOR

Gemstone mining is mostly done in the Country's western and northern areas which contain three mountain ranges; Hindukush, Himalaya, and Karakorum which are home to all the minerals found in Pakistan. The major mining areas along with their main gemstone yields are Khyber Pakhtunkhwa, Gilgit-Baltistan, FATA and Balochistan.

The mineral-laden mountains in Pakistan have rich natural resources. The Country is home to numerous arrays of gemstones. Emeralds from Swat Valley are cogitated to be one of the preeminent in the world. Their attractive green hue with remarkable transparency is comparable to high quality Colombian emeralds. Pink Topaz from Katlang, Mardan is equivalent in quality to those found in Brazil. Peridot from Sput Kohistan is highly sought after in the international market.

Pakistan is famous for its collector's specimen as well and the crystals of the gemstones found in Pakistan are very appealing and famous worldwide and attract buyers and collectors from around the World. Foreign buyers and collectors visit the gemstones hubs of Pakistan in search of these rare minerals regularly. The most unique gemstone and mineral specimen varieties found in Pakistan are tabulated below:





# NEW TRENDS IN JEWELLERY SECTOR

Since ancient times, jewellery manufacturing has been a part of Pakistan's cultural heritage. History reveals that famous genres that evolved in this region include Meenakari - which is fusing brilliant color over precious metal surface; Kundan - which is covering edges of small gold cups holding gems and jewels with bright silver; and Nauratan, a combination of nine auspicious gems. Traditional jewellery comes in the form of Sola Singhar (sixteen adornments) beginning with Teeka – an ornament for the forehead to the Payal (anklet). Demand for 22-karat gold ornaments is traditionally high but 18-karat and 14-karat is also made on demand.

Most commonly, jewellery is bought for weddings and at joyous occasions. Due to its value, Gold is also purchased and stored as a form of savings or investment. Innovative trends in jewellery designs are a symbol of style and fame. This opens new opportunities for



## MAJOR GEMS AND JEWELLERY HUBS



In every major city there is a Gold, Silver and jewellery market called the Sarafa Bazaar with shops and showrooms aligned on both sides of the busy streets. Bullion dealers and ornament manufacturing workshops co-exist side by side. Karachi and Lahore are largest hubs of bullion trade. Adept workers and flourishing markets are the key factors, which back the industry.

Apart from jewellery trading and manufacturing, Karachi is also well-known for gemstone trading and processing. Additionally, other Allied materials are also being traded in Karachi. Rawalpindi and Faisalabad are also considered to be the major centers for jewellery manufacturing and trading.





MOREOVER, THERE ARE MORE THAN 45,000 VILLAGES IN THE COUNTRY WHERE JEWELLERS OPERATE AS SINGLE SHOPS

entrepreneurs. Jewellery manufacturing is carried out in more than 30 major cities and 300 towns of Pakistan. Goldsmiths' and Jewellers' network is spread even in villages. Moreover, there are more than 45,000 Villages in the Country where jewellers operate as single shops, manufacturing and selling units to meet the constant and consistent demand of the people. Throughout Pakistan about 530,000 people are employed in the Gems and Jewellery sector from Mine to Market.

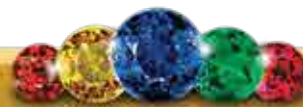
Pakistani Gems and Jewellery exporters have identified and tapped markets of Gems and Jewellery in the Subcontinent, Middle East, Far East and Western Countries. Affluent expatriates are the major buyers of traditional and modern jewellery manufactured in Pakistan.

This opens new prospects for local manufacturers to market their products worldwide. The Ministry of Industries and Production, through PGJDC, is focusing on Skill Development and Technology Up-gradation to help the industry's growth. PGJDC's major emphasis remains on the development of interactions between local business community and the international market to develop B2B linkages; as such, the local business community has developed understanding to create new designs and competitive products targeting global markets by showcasing the same in international Gems and Jewellery shows worldwide.



The nucleus of gemstone trade in Pakistan is Namak Mandi, Peshawar. Originally a market for salt trade, this network of streets and alleys with hundreds of shops and offices is the perfect place for the local and International traders of gemstones. Fanciful ruby, emerald, peridot, tourmaline, topaz, Lapis Lazulli and aquamarine are some of the popular gemstones available here. Fine crystals and mineral specimens are also sold by specialized dealers.

Other significant centers for gemstone trading and processing include Karachi, Rawalpindi/Islamabad, Gilgit, Swat and Quetta, to name a few.





THE COUNTRY'S  
GEMS AND JEWELLERY  
EXPORTS HAVE SHOWN

**PHENOMENAL  
GROWTH**  
IN THE LAST FEW YEARS





# EXPORT OF GEMS AND JEWELLERY

THE COUNTRY'S GEMS AND JEWELLERY EXPORTS HAVE SHOWN PHENOMENAL GROWTH IN THE LAST FEW YEARS.

The industry is moving on fast track to gain more prominent position in the world's market. The Ministry of Industries and Production through PGJDC has taken a positive step in ensuring that the development, promotion and marketing of Gems and Jewellery sector is undertaken professionally to achieve the desired results.

# INVESTMENT OPPORTUNITIES

GEMS AND JEWELLERY INDUSTRY IN PAKISTAN IS AN EMERGING SECTOR WITH IMMENSE POTENTIAL FOR BUSINESS GROWTH. HAVING BLESSED WITH A DIVERSITY OF GEMSTONES, AND BEING ONE OF THE MAJOR CONSUMERS OF GOLD IN THE WORLD, SUPPORTED BY LOW LABOR COSTS AND HIGHLY SKILLED WORKERS, PAKISTANI GEMS AND JEWELLERY TRADE HOLDS GREAT POTENTIAL TO ATTRACT INVESTMENT IN THE SECTOR.

The major areas where opportunities for investment exist are Gemstone Mining, Lapidaries, Jewellery Manufacturing, Trading and Exports.

# PROMISING FACTORS

- Vast gemstone deposits
- Skilled human resource and Craftsmanship
- Across-the-value-chain facilitation from PGJDC
- Investment-friendly policies
- Export Processing Zones (EPZs)
- Large and Fast growing domestic markets
- Well-established infrastructure and regulatory framework
- Equitable fiscal regime
- Strategic location

*Pakistani Gems and Jewellery trade holds great potential to attract investment in the sector.*



# MAJOR ASSOCIATIONS

Major associations of miners, traders, processors and exporters dealing in Gems and Jewellery are:

- All Pakistan Gem Merchants and Jewellers Association (APGMJA), First Floor, Gems & Jewellery Trade Centre, Blenkin Street, Near Zaib-un-Nisa Street, Saddar, Karachi. Tel: +92-21-35210400
- All Pakistan Commercial Exporters Association (APCEA), Suite No.1, Second Floor, Al-Jalil Market, Namak Mandi, Peshawar. Tel: 091-9213910-11
- Pakistan Gemstone & Mineral Association Gilgit Baltistan B-113, Dar Plaza, Nabi Bazar, Gilgit, Baltistan. Tel: 0300-9893205





# PGJDC'S ENDEAVORS

While realizing its vision for the expansion of Gems and Jewellery Industry and to improve its aggressiveness at international level through Facilitation, Technology Up-gradation, Skill Development and Marketing/Branding, PGJDC has established the following projects:

- Seven (7) Gems & Jewellery Training and Manufacturing Centers (GJTMCs) at Lahore, Karachi, Peshawar, Quetta, Gilgit, Sargodha and Muzaffarabad, AJK
- Seven (7) Gemstones Identification Laboratories at Lahore, Karachi, Peshawar, Quetta, Gilgit, Sargodha and Muzaffarabad, AJK
- Two (2) Gem Exchange Centers at Peshawar and Quetta to promote trade under one roof and establishing B2B and B2C linkages.
- Two Assaying and Hallmarking centers at Karachi and Lahore to ensure customer protection, enhance exports through quality assurance of precious metals and promote genuine businesses.

In addition to establishing above projects, following achievements have been made by the Company since its inception:

- Conducted 770 training programs & trained 10,800 students in Mining Techniques, Gem Cutting and Gem Faceting, Gem Identification, Jewellery Designing.
- 18 faculty members were trained as Master Trainers in the fields of

Gemology, Gems Processing, Jewellery Designing and Jewellery Manufacturing.

- 2 professionals of Assaying and Hallmarking centres of PGJDC received training from Goldsmiths Company Assay Office London and they have implemented the same model at Assaying and Hallmarking Centres Karachi and Lahore.
- Introduced CAD/CAM (Rapid Prototype Machine) facility and training for the first time in Pakistan to revolutionize jewellery designing and manufacturing by reducing production time and improve quality of finished products.
- Facilitated 339 Private Sector gems & jewellery companies' participation in 30 international Shows under the brand name in Thailand, Hong Kong, Germany, India, Turkey, USA and Dubai, generating export orders worth millions of dollars.
- Facilitated 1510 gemstone traders/companies by organizing 37 Gem Exhibitions in major cities of Pakistan.
- Developed Pakistan's First Gems and Jewellery E-Commerce Portal for projection of Pakistani products in International markets ([www.b2b.pgjdc.org](http://www.b2b.pgjdc.org)).
- Developed Database of 40,000 Gems and jewellery enterprises across Pakistan from mine to market

*Gems & Jewellery Sector  
at Pakistan pavilions in 27  
international Gems and  
Jewellery shows in Bangkok*





## PIGJE 2017 – EVENT DETAILS:

Title: Pakistan International Gems & Jewellery Exhibition  
 Dates: April 13th – 16th 2017  
 Venue: Pearl Continental Hotel, Lahore  
 Timings: 11 AM to 10 PM  
 Frequency: Annual

## EXHIBITOR PROFILE

- Precious/semi-precious gemstone traders
- Mineral Specimen traders.
- Gemstone carving, made-ups and tableware traders.
- Ornamental stones and beads traders.
- Diamond and pearl traders and retailers.
- Branded jewellery traders and retailers
- Jewellery manufacturers, importers, exporters and retailers (platinum, white gold, gold and silver)
- Manufacturers/suppliers of Gems and Jewellery machinery, tools, equipment and allied products.
- Software developers and service providers related to Gems & Jewellery.

## VISITOR PROFILE

- Diplomats and foreigners
- Policy and decision makers
- Members of trade associations
- Gemstone miners
- Jewellery manufacturers/dealers
- Gem & Jewellery merchants and exporters
- Local masses.

- Developed Pre-feasibility studies and training tutorial videos in the following areas for facilitation of the sector so that new entrants can establish their own businesses and the sector could expand their already existing businesses:

1 Gemstone Identification Laboratory.	7 Jewellery Polishing Unit.
2 Bead making Unit.	8 Jewellery Casting Unit.
3 Gemstone Carving Unit.	9 Soft Wax Jewellery Pattern Making.
4 Computer Aided Jewellery Designing.	10 Bangle making.
5 Bead and Wire Jewellery making.	11 Jewellery Electroplating Unit.
6 Small Scale Gemstone Mining	

## PAKISTAN INTERNATIONAL GEMS AND JEWELLERY EXHIBITION 2012:

PGJDC successfully organized its First International Gems & Jewellery Exhibition, The Pakistan International Gems & Jewellery Exhibition - PIGJE in 2012. It was a four day event from June 7 - 10, 2012, which showcased the best of Pakistan's Gems & Jewellery products, both traditional and modern class.

The purpose of the event was to introduce international buyers/traders to local jewellers, gemstone dealers and manufacturers. Industry related machinery, tools, equipment and accessories were also displayed during the Show. The event was inaugurated by the then Prime Minister of Islamic Republic of Pakistan. He committed to extend full support to the Company and to the Gems & Jewellery sector.

Around 78 exhibitors from all across Pakistan displayed their latest designs and trends to a discerning targeted audience of international B2B customers and local masses during the Show. The Event hosted around 40 international delegations including buyers, investors and representatives of trade bodies, associations and chambers from India, USA, UK, UAE, Sri Lanka, Germany and Thailand.

The Exhibition also encompassed a Seminar where world renowned speakers on Gems & Jewellery including Mr. Jean Claude Michelou – Vice President International Colored Gemstone Association “ICA” and other Gems & Jewellery Consultants imparted highly technical information and shared their experiences with the audience.





## SPECIAL FACILITATION FOR INTERNATIONAL EXHIBITOR/VISITOR

- Official invitation letter for Visa facilitation.
- Protocol at Allama Iqbal International Airport, Lahore.
- Airport - Hotel - Venue complimentary transfers.
- Business match-making services.
- Meetings with Ministers, government officials and local gems and jewellery sector, whenever possible.
- 200 words' Company profile with logo in event catalogue.
- Banking and credit card facility at the venue.
- Hotel arrangements for foreign trade visitors

## BOOTH DETAILS (SHELL SCHEME 3MX3M):

- One counter showcase
- One tall showcase
- One roundtable
- One power socket- single phase 220V (50Hz) 5
- Two chairs
- Three spotlights of 100 watts each







ORGANIZED BY  
**PAKISTAN GEMS AND JEWELLERY  
 DEVELOPMENT COMPANY**



A SUBSIDIARY OF PAKISTAN INDUSTRIAL DEVELOPMENT CORPORATION COMPANY  
 FORMED UNDER SECTION 42 OF THE COMPANIES ORDINANCE 1984.

MINISTRY OF INDUSTRIES AND PRODUCTION, GOVERNMENT OF PAKISTAN

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