**Post-Event Report**

**Gujrat Gems & Jewelry Expo 2021**

Gujrat Chamber of Commerce & Industry organized ‘Gems & Jewelry Expo 2021’ on March 12th, 2021. Around 25 exhibitors across the country from Gems & Jewelry Sector participated in the event. The exhibitors displayed gold, diamond, silver, gemstones and articles thereof, machinery, hand-made gold jewelry, and beads with precious stones etc. The majority of the exhibitors deals with home-grown gems and caters to the domestic as well as the export markets. It was a B2B and B2C expo which provided an excellent platform for buyers, suppliers and consumers to connect, network, exchange ideas, discover upcoming trends and generate business opportunities. The main purpose of the expo was to attract foreign investment in non-conventional sectors like gems and jewelry and to promote small and medium enterprise (SME).

Moreover, 10 prominent Real Estate Companies belonging to Gujrat also participated in the event and set-up pavilions displaying information about the housing sector through brochures, pamphlets and newsletters. It is pertinent to mention that after the Prime Minister Construction Package, the Construction industry in Pakistan is witnessing a boom. Moreover, the main feature of the event was auto show in which various companies like Kia Motors, Dong Feng Xiao Kang Motors displayed their newly launched brands which was a huge attraction for the crowd.

Although the Expo was a two day event, however, due to prevailing situation of corona virus, the event was cut short for single day only on the instructions of district administration, therefore, government and foreign dignitaries cancelled their participation at the last moment. Nonetheless, the event attracted a handsome crowd who visited various stalls and took keen interest in different articles of gems & Jewelry. The traders were of the view that industry has a huge potential for value addition and profitability but due to lack of appreciation, the industry is far below the regional competitors, who are engaged in the mining, cutting, polishing and trading of gemstones.

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