

**Consulate General of India**  
**Jeddah**  
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**Press Release: Inauguration of Saudi Arabia Jewellery Exposition (SAJEX) 2025**

- First-of-its-kind, largest international B2B jewellery exhibition in Jeddah, launched on 11 September at the Superdome.
- Over 200 exhibitors from India and other countries showcased fine jewellery, gemstones, and innovative designs, with a fashion and cultural program.
- World Jewellery Investment Forum held alongside the exhibition, exploring trade and investment opportunities between India and Saudi Arabia.

The Saudi Arabia Jewellery Exposition 2025 (SAJEX 2025) was inaugurated on 11 September 2025 at the Jeddah Superdome. Organised by the Gem & Jewellery Export Promotion Council (GJEPC), in collaboration with the Consulate General of India in Jeddah and the Embassy of India in Riyadh and supported by Invest Saudi and the Chambers of Commerce of Jeddah and Makkah, the exposition brought together over 200 exhibitors from India and other countries, showcasing a wide spectrum of fine jewellery, gemstones, and design innovations.

2. The inauguration ceremony was attended by HRH Princess Nourah Al-Faisal – Designer & Entrepreneur and Founder of Nuun Jewels; Eng. Fahad AL Jubairy, Assistant Deputy Minister for Industrial Investment at the Ministry of Industry and Mineral Resources; Mr. Khalid A. Al-Sheddi, General Manager, at the Ministry of Investment; Mr. Ahmed Al-Juraiyan, Director at Ministry of Investments, Mr. Faleh Almutairi, Director, Saudi General Authority of Foreign Trade, the Chambers of Commerce of Jeddah, Makkah and Riyadh; Jeddah Gold Council; leading Saudi and Indian businesses; members of the Diplomatic Corps; and senior representatives from the Embassy of India in Riyadh, the Consulate General of India in Jeddah, and GJEPC.

3. In his opening remarks, Shri Kirit Bhansali, Chairman, GJEPC, highlighted the immense potential for deeper cooperation between India and Saudi Arabia in the gems and jewellery sector. Mr. Khalid Al Sheddi from the Ministry of Investment of Saudi Arabia

noted that SAJEX provides a timely platform to strengthen trade and investment linkages in line with the Kingdom's Vision 2030.

4. Delivering the keynote address, H.E. Dr. Suhel Ajaz Khan, Ambassador of India to Saudi Arabia, underlined the complementarities between the two economies and stressed the role of the Strategic Partnership Council in shaping bilateral engagement. In his vote of thanks, Shri Fahad Ahmed Khan Suri, Consul General of India in Jeddah, emphasised the significance of SAJEX in forging closer industry-to-industry partnerships between India and Saudi Arabia.

5. A special message from the Hon'ble Minister of Commerce and Industry, Shri Piyush Goyal, wishing success for the exposition, was also read out on the occasion. The event also witnessed the release of the "Solitaire Magazine special edition on SAJEX" and the official "SAJEX catalogue". A specially curated jewellery-apparel show, designed by Indian Designer Mr. Ashfaq & his creative team with support from Saudi partners, added glamour to the evening, alongside a captivating live musical performance by an Indian cultural troupe VIHARA.

6. The inaugural session further featured the "World Jewellery Investment Forum", which brought together senior officials, business leaders, and experts for panel discussions on critical industry themes, professionally moderated by Ms. Manisha Gupta, CNBC News 18. The "Context Setting" segment, saw presentations from Mr. Sabyasachi Ray (GJEPC), Mrs. Haya I. Alazman (Saudi Investment Promotion Authority), and Ms. Ghaddah A. Hayat (Ministry of Investment, Saudi Arabia), which shed light on the opportunities and challenges in the sector.

7. The panel on "Investment Prospects for the Gem & Jewellery Industry" featured H.E. Dr. Suhel Ajaz Khan (Ambassador of India to Saudi Arabia), Her Royal Highness Princess Nourah Al-Faisal (Founder, Nuun Jewels), Mr. Ahmed Alzubidy (Ministry of Industry and Mineral Resources), and Mr. Siddharth Mahajan (Ministry of Commerce & Industry, India), and discussed pathways for seamless bilateral and global trade.

8. The session on "Retail & Manufacturing: Co-creating the Future of Jewellery for the GCC Consumer" brought together Mr. Abdulaziz Al Othaim (Sulaiman Al Othaim),

Mr. Chandraprakash Siroya (Siroya Jewellers), Mr. Aditya Singh (Titan Limited), Mr. Suvankar Sen (Senco Gold & Diamonds), Mr. Mishal Aldebeyan (Charmant Jewellery), and Mr. Chirag Vora (Bafleh), who exchanged views on consumer trends, innovation, and growth strategies.

9. The final panel, “Labs & Associations: Harmonizing the Market”, saw contributions from Mr. Rajesh Kothari (GIA), Mr. Nirav Bhansali (Prism Jewellery), Mr. Tarun Jain (Gulf Gem Lab), Mr. Chirag Soni (SGL), and Mr. Tushar Gupta (Suntech). Speakers highlighted the importance of laboratories and associations in fostering consumer trust and demand.

10. Together, these panels underscored the shared commitment of India and Saudi Arabia to advance trade, investment, and innovation in the gems and jewellery sector, aligned with the Kingdom’s Vision 2030 and India’s vision of a developed “Viksit Bharat” by 2047.

11. SAJEX 2025, being held from 11–13 September 2025, provides an unparalleled platform for showcasing products, facilitating business networking, and forging long-term partnerships in the Middle East jewellery market. Business entities are invited to explore the exhibition and discover new opportunities. Business visitors can visit at <https://iij.s.gjepc.org/r/67adb88b12a94c3291c3d953> for online registration or on-site at the Superdome. For any enquiries, GJEPC may be visited at: <https://gjepc.org/sajex/>. For Highlights and glimpses of Day 1 of SAJEX 2025 are available at: X: @CGIJeddah; Instagram: @CGIJeddah; FB: @CGIJEDDAH.

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**12 September, 2025**

Photos of Inauguration of Saudi Arabia Jewellery Exposition on 11<sup>th</sup> September 2025



Ribbon Cutting



H.E. Dr. Suhel Ajaz Khan, Ambassador of India to Saudi Arabia



Consul General of India in Jeddah H.E Fahad Ahmed Khan Suri





Chairman of Gems & Jewellery Export Promotion Council (GJEPC) Mr. Kirit Bhansali



Mr. Siddharth Mahajan, Joint Secretary, Ministry of Commerce & Industry, Govt. of India





Mr. Faleh Almutairi, Director, International Relations, Saudi General Authority of Foreign Trade



Mr. Ali Saleh Batarfee Al Kindi, Head of Jeddah Gold Council



Mr. Khalid A. Al-Sheddi, General Manager, Investors Relations at the Ministry of Investment,  
Saudi Arabia













Unveiling of Catalogue of SAJEX & special edition of solitaire Magazine



Panel discussions during the investment forum





# GLOBAL JEWELLERY INVESTMENT FORUM

11<sup>th</sup> September 2025 | Jeddah

## SCHEDULE FOR THE EVENT

Sr.no	Panel Name	Speaker
1	Context Setting	Mr. Sabyasachi Ray, Executive Director, GJEPC
		Mrs.Haya I. Alazman, Senior Relationship Management Coordinator, Saudi Investment Promotion Authority
		Ms.Ghaddah A. Hayat, Senior Large Investor Relations Manager, Ministry of Investment, Saudi Arabia
2	INVESTMENT PROSPECTS FOR GEM & JEWELLERY INDUSTRY: Facilitating Seamless G&J Trade by India & Kingdom of Saudi Arabia with the World	H.E Dr. Suhel Ajaz Khan, Ambassador of India to the Kingdom of Saudi Arabia
		Her Royal Highness Princess Nourah Al-Faisal, Founder, Nuun Jewels
		Mr.Ahmed Alzubidy, Senior Advanced Geologist, Ministry of Industry and Mineral Resources
		Mr.Siddharth Mahajan, Joint Secretary, Ministry of Commerce & Industry, Govt. of India
		Ms. Dana Al Alami, Founder, Dana Al Alami Jewelry
3	RETAIL & MANUFACTURING: Co-creating the Future of Jewellery for the GCC Consumer	Mr. Abdulaziz Al Othaim - CEO, Sulaiman Al Othaim
		Mr. Chandraprakash Siroya, Managing Director, Siroya Jewellers
		Mr. Aditya Singh, Head Jewellery International Business, Titan Limited
		Mr. Suvankar Sen, Managing Director & CEO, Senco Gold & Diamonds
		Mr. Mishal Aldebeyan - CEO, Charmant Jewellery
		Mr. Chirag Vora - MD, Bafleh
4	LABS & ASSOCIATIONS: Harmonizing the Market: How Labs and Associations Drive Consumer Awareness & Create Demand.	Mr. Rajesh Kothari, Vice President – Lab Operations, EMEA Region, GIA
		Mr. Nirav Bhansali, CEO, Prism Jewellery
		Mr. Tarun Jain, Head, Gulf Gem Lab
		Mr. Chirag Soni, Co-Founder and Director, SGL
		Mr. Tushar Gupta, Director, Suntech



specialty curated jewellery-apparel show



VIHARA Musical Troupe

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