

**Embassy of India**  
**Bucharest**  
**Press Release**

**GJEPC Visits Romania to Strengthen India–Romania Cooperation in the  
Gems & Jewellery Sector**

The Embassy of India in Bucharest hosted a high-level business delegation from the Gem & Jewellery Export Promotion Council (GJEPC) on 21–22 May 2026 as part of a multi-country outreach programme covering Poland, Romania, and Serbia. The visit aimed to strengthen bilateral trade relations, promote India's globally renowned gems and jewellery sector, and explore new avenues for commercial cooperation between Indian and Romanian stakeholders.

As part of the programme, the GJEPC trade delegation conducted an intensive market study visit to Băneasa Shopping City Mall in Bucharest on 21 May 2026 with support from the Embassy of India in Romania. The visit provided valuable insights into Romanian consumer preferences, retail trends, luxury positioning, and market opportunities in the gems and jewellery segment.

The programme at the Embassy commenced with opening remarks by H.E. Dr. Manoj Kumar Mohapatra, Ambassador of India to Romania, who welcomed the delegation and representatives from the Romanian business community. In his address, the Ambassador highlighted the strong and steadily expanding economic partnership between India and Romania and underscored the considerable untapped potential for bilateral cooperation in the gems and jewellery sector.

Referring to Romania's position as an emerging market within the European Union, the Ambassador noted that Romania's imports of gems and jewellery currently stand at approximately US\$579 million, while India's share in the market remains around 1.3%, indicating substantial scope for expanding India's presence and enhancing bilateral trade. He encouraged businesses from both countries to explore partnerships in manufacturing, sourcing, design, retail, technology, and investment.

An important factor expected further to accelerate India-EU trade in the gems and jewellery sector is the recently concluded India–European Union Free Trade Agreement (FTA). The reduction of tariffs on gems and jewellery products to zero under the agreement is expected to significantly enhance the competitiveness of Indian exports across European markets, including Romania. The FTA would facilitate smoother market access, reduce trade costs, encourage greater business-to-business engagement, and create new opportunities for partnerships between Indian manufacturers and European retailers, distributors, and luxury brands. Industry representatives noted that the agreement has the potential to substantially increase bilateral trade

volumes and strengthen India's position as a preferred sourcing destination for high-quality gems and jewellery products in Europe.

The delegation was led by Mr. Ashutosh Shrivastava along with senior representatives of the Indian gems and jewellery industry. Addressing the gathering, the delegation leaders presented an overview of India's globally competitive gems and jewellery sector, highlighting the country's leadership in diamond cutting and polishing, coloured gemstones, gold jewellery manufacturing, technological innovation, and skilled craftsmanship. The delegation also showcased India's capabilities in producing high-quality jewellery catering to diverse international markets.

The business delegation comprised representatives from more than ten leading Indian companies, reflecting the growing interest of Indian exporters in strengthening their footprint across Central and Eastern Europe. The participating companies represented a broad spectrum of the industry, including diamonds, gemstones, gold and silver jewellery, luxury products, and jewellery manufacturing technologies.

The delegation also highlighted India's rich legacy of traditional craftsmanship in the gems and jewellery sector, which has been nurtured and preserved by generations of skilled artisans across the country. India's jewellery industry combines centuries-old artisanal expertise with modern technology and design innovation, enabling the production of finely crafted pieces that cater to both traditional and contemporary global tastes. European markets, particularly Romania, stand to benefit from access to India's diverse range of high-quality handcrafted and designer jewellery, competitive manufacturing capabilities, and sustainable sourcing practices. Enhanced cooperation in the sector could also promote greater cultural exchange, design collaboration, skill development, and knowledge-sharing between Indian and Romanian jewellery professionals and institutions.

The event brought together Romanian importers, distributors, retailers, designers, trade associations, and business leaders for discussions on market trends, consumer preferences, certification standards, logistics, and opportunities for increasing bilateral trade in gems and jewellery products.

Dedicated B2B networking and matchmaking sessions enabled direct interactions between Indian and Romanian companies. These meetings provided a valuable platform for exploring commercial partnerships, sourcing arrangements, distribution channels, and long-term business collaborations aimed at increasing trade flows between the two countries.

Following the Embassy programme, the delegation visited Casiani Jewellery House, where members gained further insights into Romanian consumer tastes and preferences in gems and jewellery. The delegation also visited Assamblage School of Jewellery, where they were warmly received by Mr. David Sandu, founder of the institution, and had the opportunity to learn about Romania's jewellery design ecosystem and artisanal craftsmanship.

The Romania visit formed an important component of GJEPC's broader strategy to deepen engagement with European markets and promote India as a trusted global hub for gems and jewellery. The discussions generated considerable interest among Romanian stakeholders and laid the groundwork for future commercial partnerships and enhanced business exchanges.

The Embassy of India in Bucharest reaffirmed its commitment to facilitating stronger India-Romania economic relations and supporting initiatives that promote trade, investment, and business cooperation across key sectors, including gems and jewellery.

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**Friday , 29.05.2026**  
**Bucharest**



Special remarks by Dr. Manoj Kumar Mohapatra, Ambassador of India to Romania



A discussion between the attendees and distinguished experts provided in-depth insights of the gems and jewellery sector.



Ambassador also briefed on the potential of the jewellery market from India.



Visit at the Casiani Jewellery Shop in Bucharest.