



SABIT GROUP PROGRAM

GEMS & JEWELRY PROGRAM FOR PAKISTAN

May 22 – June 12, 2010

SCOPE AND MISSION

The U.S. Department of Commerce's Office of South Asia and its Special American Business Internship Training (SABIT) Program have designed a program to train approximately 15 mid- to senior-level executives and managers from Pakistan's Gem and Jewelry Industry. These delegates, screened and selected by the U.S. Department of Commerce, represent industry leaders who are seeking information on innovations and trends in marketing, design, quality assurance, and general business practices.

PROGRAM OBJECTIVES

The Gems & Jewelry program will allow the delegates to gain a comprehensive understanding of the gems and jewelry industry in the United States. The program will also provide American companies with an opportunity to be directly involved in Pakistan's economic development by encouraging the formation of business relationships among professionals from both countries.

Participants will meet with leading U.S. companies, industry organizations, educational institutions, and government representatives that are involved in the gems and jewelry industry. The participants will return home with the skills and knowledge necessary to affect change and make improvements within their own organizations in Pakistan and the region. This is a technical assistance program designed for participants to develop contacts for potential future sales. Participants will not be selling their products during this program.

BENEFITS OF PARTICIPATION

This is a unique opportunity for U.S. companies to provide industry insight and training while showcasing their products and services to their counterparts from Pakistan. By hosting this SABIT delegation, U.S. companies actively involved with gems and jewelry wholesale and retail operations, design, manufacturing, training, and support services will have the opportunity to establish or expand their operations and relationships in Pakistan. Host companies can potentially use these valuable contacts to explore commercial opportunities, cooperation, and partnerships.

PROGRAM STRUCTURE

The program will begin with approximately one week of training in Washington, DC, which will include capacity building in areas such as policy, standards, certification, business plan development, cross-cultural negotiations, and management for global business. This will be followed by two weeks of comprehensive site visits including training at U.S. company facilities in New York and a visit to the JCK Las Vegas trade show.

HOST THIS DELEGATION

SABIT is currently looking for U.S. hosts to provide training sessions ranging from a few hours up to a full day. Training should emphasize some of the following topics that are of interest to the delegates and represent some of the current challenges faced by professionals involved in the industry:

- Overview of U.S. gems and jewelry industry
- Current industry trends in precious and semi-precious gems, jewelry metals, and jewelry design
- Quality assurance, testing, and certification
- U.S. import regulations, wholesale and retail networks
- Marketing techniques to expand market share
- Business, management, and financial themes

COST OF PARTICIPATION

SABIT will cover the majority of program costs for all delegates, including round-trip airfare to the United States, all U.S. domestic air travel, lodging, insurance, a per diem supplement for meals and incidentals, and program facilitators at all program events. In turn, U.S. host organizations are asked to share their industry expertise.

FOR MORE INFORMATION

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