

Ceylon
Beauty Gems
Fine Collections
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A Dream comes true **GEMS INTRODUCED TO CHINA**

BEAUTY GEMS

Dealers & Exporters of Fine Gems

Beauty Gems is one of the best pioneer Gem Firms located at No. 13, Naufer Jabar, Mawatha, China Fort, Beruwala, in Sri Lanka. The indefatigable efforts made by the three members of one family during the period of three generations, has led the Gem business to boom.

Mr.A.W.M. Nowfel has joined this Firm, established in the year 2003, by his father-in-law Mr.A.Z.M.Zawahir and his father Mr.A.A. Ahamed Wahor.

Responding to questions raised by the members of the Independent Media Association of Lanka, he explained in detail as to how he joined the Firm years back, the ups and down of the gem business, with his taking over Firm.

He said: "having joined this Firm, I had the privilege to visit the American Gem Market located in two separate zones in the united States of America(USA). This enhanced my knowledge and it was an immeasurable opportunity to gather vast



experience in trading gems to the world so wide and large. With the Americans been haunted with malefic effects of the downfall of her economy owing to the introduction of Sri Lankan gems to the American market. With frustrated mind I returned home."

"During this period of uncertainty, Sri Lanka Gem Corporation Chairman Mr. Ajith Perera, asked me whether I would like to make a business tour to China to campaign Sri Lanka Gems. Mr. Fazli Saleem and Mr Akram Mansoor also requested me to join the team going over to China and introduced Sri Lanka Gems to the Chinese Market. This was in the Year 2006. Six companies dealing in gem business joined the team and we visited both Beijing and Shanghai. But the end result of our efforts were an utter failure.

Although prospects of trading gems in areas we visited sounded an utter failure, I found to myself that there are Chinese who were very keen and showed an interest in gem trading. Thanks to the words of encouragement of the Sri Lankan Ambassador in China, Mr. Karunasena Amunugama, I was able to emerge with success in trading gems to both Beijing and Shanghai which painted a gloomy picture there, in our first effort, made as a team. It was a dream come true.

The Sri Lanka Ambassador Amunugama on his part thanked me profusely for the efforts I had made in introducing and convincing the Chinese Market the value of trading Sri Lanka Gems and he extended his unreserved support and cooperation in this regard.

Mr.Nowfel went on speaking a sort of triumph-fully ended adventures in trading gems in China.

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