



"I got the GRS certificate , a certificate of international recognition, needed to sell Sri Lanka Gems in China. I knew fully well the necessity of possessing that sort of certificate if one is keen to proceed in this trade. With this view entertaining in my mind I entered the Chinese Market with a host of new brand names, (colours) like Royal Blue, Corn-flower blue and the like and for Sapphire and Cat's eye,(Apple Green), for ruby peach and blood and vivid."

He says by the year 1999, with better prospects 50 companied joined hands as a result of his efforts in creating awareness among the Small and Scale Business men and he had the received laudable assistance from the Chamber of Commerce, Export Development Board (EDB) and Board of Investment (BoI).

"China Market began to boom, from the year 2010 to 2014 giving satisfaction to me for the initiative, hard-work and efforts made by me facing with courage and confidence the drawbacks and challenges that came my way. I am happy to say that even today the Chinese show and give expressions to the very high regard, they have for me, and I take a modest pride for I have done



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something great taking the first step, against all odds, although we are yet to achieve even one percent to dominate in the Chinese Market so vast and wide.

It is a pleasure to see the Export Development Board (EDB), the Sri Lanka Gem Authority, and the Chamber of Commerce have taken giant strides to popularize the Sri Lanka Gems in major cities such as Kunming , Shenzechen, Hangzbou, Tiangin, Nanging, Guangzhou and Changsha, in China.

He expressed his confidence that Sri Lanka Gems enjoy a lucrative business in the Chinese Market to the extent the country is able to market gems with high quality and efforts should be made to hold fast the opening we have there with the small steps we have taken lng years ago.

### History of diamonds

Popularity of diamond has a 40 year history behind and the businessmen have changed the mindset of the buyer introducing colour stones. Mr. Nowfel is of the view that among those wearing diamond colour stones, are a considerable number school children of today.

"With modest pride we say, that we have promoted Tourism between governments, tea and gem trade, and that fact that tourists arrive to Sri Lanka from lands unheard before include among them and that proves, we have had a role in getting down visitors to our Motherland, Sri Lanka. We have about 300 jewellery shops in Sri Lanka today, giving credence to effort made by me in this sphere. A large portion of our local economy is growing thanks to the arrival of the tourists to see this Land of Wonder, the Miracle of Asia", said with a smile denoting the triumphal achievements of his efforts. .

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