



CIBJO CONGRESS 2014



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CIBJO releases Marketing & Education Special Report, announces initiative to measure environmental impact

MILAN, ITALY: May 26, 2014 - With fewer than eight weeks to go to the opening of the 2014 CIBJO Congress in Moscow on May 19, 2014, the first of the CIBJO commissions' Special Reports has been released. Prepared by the CIBJO Marketing & Education Commission, headed by Jonathan Kendall, the report announces the start of a project aimed at measuring the jewellery industry's impact on the environment .

From a market perspective the jewellery sector cannot afford to ignore research showing that consumers under 35 are concerned by the impact industries have on the environment, writes Mr. Kendall in the report. "As an industry it is time to act, as we are already behind the curve, and in five years' time it will be too late to play catch-up," he notes.

Looking at the market, Mr. Kendall writes that 2014 has started well. "The market in India has improved quite significantly, and China had a successful 'New Year' period. Valentine's Day reminded us romance is not dead and that jewellery is an ideal gift for expressing one's feelings to loved ones," he states

To download a full copy of the report, [PLEASE CLICK HERE](#).

The 2014 CIBJO Congress will take place in Moscow, Russia, May 19-21, 2014, with pre-congress meetings on May 17 and May 18. The congress will be hosted by the Russian Jewellers' Guild, whose headquarters will also serve as the main congress venue.

The official hotel is the five-star Hotel Nikol'skaya Kempinski, one of Moscow's most prestigious establishments, which is offering especially low rates for attendees of the CIBJO congress. Located in an historic building that was constructed in 1870, it is located in the heart of historic Moscow, within short walking distance from the Kremlin, Red Square and the Bolshoi theatre.

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