



THE WORLD JEWELLERY CONFEDERATION

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Steven Benson

+972-52-280-2322

communications_1@cibjo.org

Gaetano Cavaliere visits Yerevan as guest of Armenian president, discusses plans for jewellery to serve as source of economic development

YEREVAN, ARMENIA: APRIL 11, 2012 –Gaetano Cavaliere, the president of CIBJO, the World Jewellery Confederation, is visiting the Armenian capital of Yerevan this week, where on Tuesday he was invited to attend the official inauguration celebrations of President Serzh Sargsyan, who recently was elected for a second term in office. During the visit, he has been holding discussions with senior government and industry officials about plans for the development of the Armenian jewellery sector.

This is Dr. Cavaliere's second visit in four months to Armenia, where he has joined the leadership of the Armenian Jewellers Association, led by the organisation's president, Gagik Gevorkyan, in their discussions with the government about the infrastructural, regulatory and marketing strategies necessary to catapult Armenia to the status of major jewellery centre, with a special focus on Central and Eastern Europe and the western flank of Asia.

"In so many respects Armenia is in an advantageous position," Dr. Cavaliere said. "Its geographic location and its peoples' long tradition in the jewellery industry, both at home and in the very loyal Armenian diaspora, provide it with a tremendous start from which to build. Its government is most supportive, agreeing to the establishment of a duty and tax free zone for the jewellery sector, which not only has the potential to serve as a magnet for the jewellery trades in other countries in the region and around the world, but also will create thousands of jobs at home and serve as valuable national resource for foreign income."

"CIBJO is delighted to be involved in this mission," Dr. Cavaliere said. "It underscores the commitment that we made when we were recognised as the international jewellery sector's representative in the Economic and Social Council of the United Nations, and according to which the industry will participate in the fulfilment of the Millennium Development Goals. This is the essence of Corporate Social Responsibility."

On Wednesday Dr. Cavaliere and the leadership of the Armenian Jewellers Association had a private session with President Sargsyan, and they were scheduled to meet with a range of senior officials, including the governor on the Armenian Central Bank.

CIBJO is the international jewellery confederation of national trade organizations. CIBJO's purpose is to encourage harmonization, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry.

www.cibjo.org