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## **CIBJO president participates in Yerevan Jewellery Show and conference on jewellery production in Armenia**

MILAN, ITALY: OCTOBER 31, 2013 – CIBJO President Gaetano Cavalieri has participated as a guest of honour at the 2013 Yerevan Jewellery Show in Armenia, and during his visit addressed a conference that looked at the current prospects and challenges for jewellery production in the country.

The Yerevan Jewellery Show, which took place October 28-30 in the Armenian capital, is being developed by the Armenian Jewellery Association (AJA) as a key platform for the country's growing jewellery sector, which is drawing on the support and experience of members of the Armenian diaspora, who are active in jewellery centres around the world. The show featured 125 local and international exhibitors, including CIBJO, and it drew 140 foreign buyers.

The trade fair and the industry enjoy strong government support, with the show being opened by the President of Armenia, Serzh Sargsyan, who was joined by country's first lady. The opening ceremony took place immediately following Jeweller's National Day, which is a holiday established by a decree of the Government of Armenia.

A keynote event at the show was a conference focusing on the challenges and prospects for jewellery production in Armenia. During the conference, which also was addressed by the CIBJO President, AJA's Chairman Gagik Gevorkian provided details on a project to establish a jewellery Free Economic Zone in Yerevan, which will serve the regional markets both in Europe and Asia.

"Armenia is terrific example of how cooperation and dedication can transform the jewellery sector into a national asset, which will contribute substantially to the health of the economy, creating revenues, jobs and social benefits," said Dr. Cavalieri. "Jewellery manufacturing has been an integral part of the Armenian culture and identity for centuries, and today with the support of government and the involvement of Armenian peoples from around the world it, the entire country will reap its benefit.

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