

SEMINAR 1: 10:00 AM-11:00 AM, GIOTTO B ROOM

Defending what's yours: Intellectual Property in the jewellery industry

Sara Yood, *Jewelers Vigilance Committee, USA* • Erika Andreotti, *Studio Torta, Patents | Trademarks | Designs, Italy* • Chiara Luzzato, *Studio Torta, Patents | Trademarks | Designs, Italy* • Lisa Koenigsberg, *Initiatives in Art & Culture, USA (moderator)*

CO-ORGANISED BY
Initiatives
in Art and Culture

SEMINAR 2: 11:15 AM-12:15 PM, GIOTTO B ROOM

The coming revolution: Artificial Intelligence and its impact on jewellery

Paola De Luca, *Trendvision Jewellery + Forecasting, Italy* • David Block, *Sarine Technologies, Israel* • Sara Yood, *Jewelers Vigilance Committee, USA* • David Brough, *Jewellery Outlook, UK (moderator)*

SEMINAR 3: 12:15 AM-1:00 PM, GIOTTO B ROOM

ESG and the SDGs: An update on the Watch & Jewellery Initiative 2030

Iris Van der Veken, *Watch & Jewellery Initiative 2030, Switzerland* • Gaetano Cavalieri, *World Jewellery Confederation (CIBJO), Italy* • David Brough, *Jewellery Outlook, UK (moderator)*

WATCH & JEWELLERY
INITIATIVE 2030



**AI, IP
& ESG
IN THE JEWELLERY INDUSTRY**

HYBRID SEMINARS/WEBINARS

Conducted in person at VICENZAORO September 2023 and streamed live worldwide
Sunday, 10 September, 2023: 10:00 AM-1:00 PM Central European Time



**The World Jewellery
Confederation** 



CIBJO Jewellery Industry Voices seminars in Vicenza to look at intellectual property rights, artificial intelligence and ESG

MILAN, ITALY: SEPTEMBER 6, 2023 – CIBJO's popular Jewellery Industry Voices webinar and seminar series will be a featured once again at the VICENZAORO show in Vicenza, Italy. On Sunday, September 10, 2023, three consecutive hybrid seminars will be conducted – in person and simultaneously live streamed – in the Giotto B Room at the Vicenza exposition centre. The event is hosted by the Italian Exhibition Group, and is part of a joint CSR and sustainability educational programme for the jewellery industry, organized by CIBJO and IEG, which has been recognized by the Economic and Social Council (ECOSOC) of the United Nations.

The first seminar/webinar will take place 10:00 AM-11:00 AM Central European Time. Entitled "Defending what yours: Intellectual Property in the jewellery industry," it is co-organized with the New York-based Initiatives in Art and Culture, and will focus on the defense of intellectual property in the jewellery industry, both from a design and marketing perspective, and in particular consider how one acts when copyrights, patents and trademarks have been stolen or infringed upon.

The first seminar's panellists include Sara Yood, Deputy General Counsel at the Jewelers Vigilance Council (JVC), which is a New York-headquartered association providing legal expertise to the U.S. gem and jewellery markets, and who herself is expert in matters related to IP; and Erika Andreotti and Chiara Luzatto, attorneys at Studio Torta in Milan, Italy, a firm which advises Italian jewellery brands in matters related to IP. The moderator will be Lisa Koenigsberg, President of Initiatives in Art and Culture.

The IP seminar will be the second of a three-part series that CIBJO and Initiatives in Art and Culture are organizing on IP protection. The first, which focused on the United States industry and market, took place in New York on July 18. The third part will focus on Asia and take place in Jaipur, India, on October 4, during the upcoming 2023 CIBJO Congress.

The second seminar will take place 11:15 AM-12:15 PM Central European Time. It is entitled "The coming revolution: Artificial Intelligence and its impact on jewellery," and it will look at the growing use and reliance on systems powered by artificial intelligence (AI), which is likely to engender one of the most significant transformations of the jewelry industry, as AI almost certainly will do so in all other sectors.

The second seminar's panellists include Paola De Luca, the jewellery industry's preeminent trends expert, who is also the Co-Founder and Creative Director of Trend Vision Jewellery + Forecasting, which is an independent division of the Italian Exhibition Group that conducts strategic studies on social changes and consumer attitudes; David Block, CEO of Sarine Technologies, a Israeli company producing hi-tech solutions for the diamond and jewellery industries, which is today relying increasingly on AI in the development of advanced manufacturing, grading and identification systems; and JVC's Sara Yood, who will discuss how jewellery designed and branded using AI may impact intellectual property rights. The second seminar will be moderated by David Brough, Editor of Jewellery Outlook.

The third seminar will take place 12:15 PM- 1:00 PM Central European Time. It is entitled "ESG and the SDGs: An update on the Watch & Jewellery Initiative 2030." It will focus on the global initiative launched by Cartier and Kering that focuses on key sustainability goals in three areas: building climate resilience, preserving resources and fostering inclusiveness. The initiative driven by a common conviction that the global Sustainable Development Goals (SDGs) and aspirations for a sustainable industry can only be achieved through collaborative efforts.

The third seminar will feature a discussion moderated by David Brough, Editor of Jewellery Outlook, featuring Iris Van der Veken, the Executive Director of the Watch & Jewellery Initiative 2030, and Gaetano Cavalieri, President of the World Jewellery Confederation (CIBJO).

To view the webinars online, viewers will be able to link directly to the live feed on September 10, 2023, via the The Jewellery Golden Cloud on the VICENZAORO website at: <https://www.vicenzaoro.com/en/>, starting at 10:00 AM Central European Time.

FOR IMMEDIATE RELEASE

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The World Jewellery Confederation (CIBJO) is the international jewellery confederation of national trade organisations. CIBJO's **The Watch & Jewellery Initiative 2030**: Cartier, delegated by Richemont, and Kering launched the Watch & Jewellery Initiative 2030 driven by a common conviction that the UN Sustainable Development Goals (SDGs) and aspirations for a sustainable industry can only be achieved through collaborative initiatives. The global initiative is open to all watch and jewellery players with a national or international footprint. It is committed to a common core of key sustainability goals in three areas: building climate resilience, preserving resources, and fostering inclusiveness. The association is based in Maison de La Paix in Geneva.