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BASELWORLD BUILDING A STRONG RELATIONSHIP WITH CIBJO

Baselworld signs agreement with CIBJO the World Jewellery Confederation, the world's largest organisation representing the jewellery, diamonds, gemstones and pearls sectors.

The most important show for the global industry is now an official member of an association whose member-organisations represent more than 7 million jewellery industry participants on five continents.

BASEL, SWITZERLAND, JULY 8, 2019 – Baselworld has become a Commercial Member of CIBJO (acronym for «Confédération Internationale de Bijouterie, Joaillerie, Orfèvrerie, des diamants, perles et pierres»), the World Jewellery Confederation, and in so doing has taken the initiative to be more firmly rooted in the jewellery, gemstone and pearl industry, to be as close as possible to its stakeholders, to better understand their needs and to better support and serve them in their pursuit of the highest professional and ethical standards and technical skills.

By becoming a CIBJO Commercial Member, as the world's leading trade show for watches, jewellery, gemstones and pearls, Baselworld is not only strengthening its presence alongside all the players in the sector, but is also taking on the role of a proactive partner to offer them the best business platform, driven by a global vision with an attentive approach to each client.

«Baselworld is particularly proud to join the largest international organisation in the jewellery, gemstone and pearl industry,» said Michel Loris-Melikoff, Managing Director of Baselworld. «Becoming a member of CIBJO allows us to actively support the organisation and to participate directly in its development. We are driven by the same values of ambition, tenacity and sustainability. I thank Dr. Gaetano Cavalieri for welcoming us with stimulating enthusiasm. The sector will be able to count on the support of Baselworld.»

Dr. Gaetano Cavalieri, President of the CIBJO, added: «CIBJO is delighted to welcome Baselworld into its ranks. As a jewellery and watch trade show that for decades has served as leader both in Europe and internationally, it provides one of the most effective platforms possible for advancing the mission to harmonise

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industry standards and promote Corporate Social Responsibility and sustainability throughout the value chain. I look forward to working with the Baselworld team.»

CIBJO is the international jewellery confederation of national trade organisations from 45 countries, and additionally includes as Commercial Members many of the world's leading international corporations. Its purpose is to encourage harmonisation, 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. It is the sole jewellery industry organisation to have Special Consultative Status with the United Nation's Economic & Social Council (ECOSOC) and is a member of the UN Global Compact.

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