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# EUROPEAN JEWELLERY

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The European Federation of Jewellery (EFJ) was founded in 2013 by recognised national associations from Belgium, France, Italy and Portugal, which together represent 89% of all jewellery items manufactured in Europe.

The EFJ defends the interests of the EU jewellery sector and promotes the achievement of excellence through high-level education, innovation and exchange of best practices.

**Discover our leaflet**

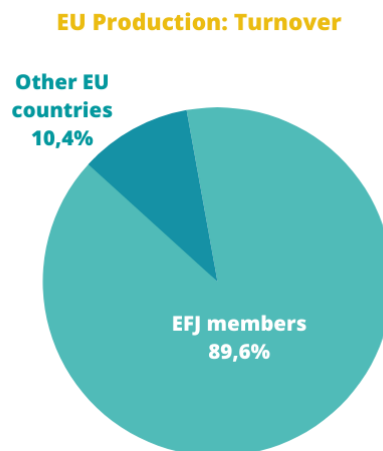
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**The EFJ represents 89% of the total jewellery production**

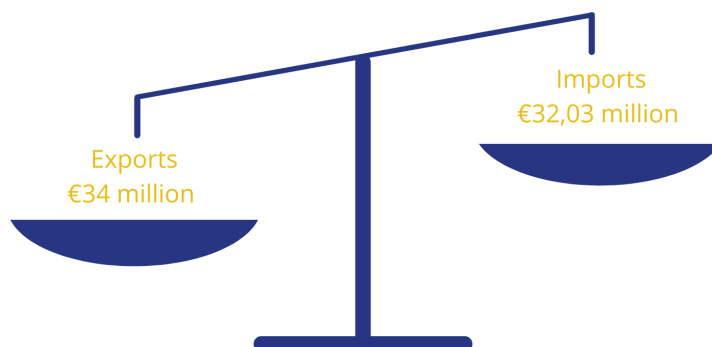
## turnover in the EU

The 2019 statistics are out, here are some important data:

- The EFJ members (Italy, France, Portugal and Belgium) **exported for almost €30.000 million**, which represents 87% of the European jewellery exports. They generated €11.243 million in production turnover, 89% of the EU's total.
- The EU has a **positive balance of trade** of €1,97 million with its imports valued at €32,03 million and its exports at €34 million.
- The European Union counts **27.569 jewellery production companies**, employing 59.451 people. This means that in average each company has 2 employees.
- Concerning the **jewellery retail sector**, the EFJ members gather 22.776 retail companies (Belgian diamond sector excluded), with a total of 69.714 employees.



### EU balance of trade : +€1,97 million



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## The EFJ supports the introduction of a limit for large cash payments of €10.000

*In the wake of the publication in July 2021 of its legislative package on preventing money laundering and terrorism financing, the European Commission launched a public consultation aiming to gather stakeholders' views about the proposals.*

The EFJ answered this public consultation on 17 November, stating **its support for an Union-wide limit for large cash payments of €10.000**. The sector considers that it

is a proportional and reasonable figure, which takes into consideration the different necessities and sensibilities of EU citizens. Moreover, the Federation welcomes the possibility left to Member States to adopt lower ceilings and stricter provisions.

Indeed, the jewellery sector is significantly economically impacted by the current situation where the ceilings largely differ from one country to another and with some Member States having no limit at all.

**Read our full contribution**



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## **The EFJ delivers the Award for Excellence in Technique to Gayane Avetisyan at the Romanian Jewellery Week**

The European Federation of Jewellery was honoured to be part of the jury of the **Romanian Jewellery Week 2021** (ROJW). At the end of this 4-day event, our President Bernadette Pinet-Cuoq delivered the Award for Excellence in Technique to **Gayane Avetisyan**, an Armenian artist specialised in traditional and contemporary art jewellery techniques, now working and teaching in Canada.

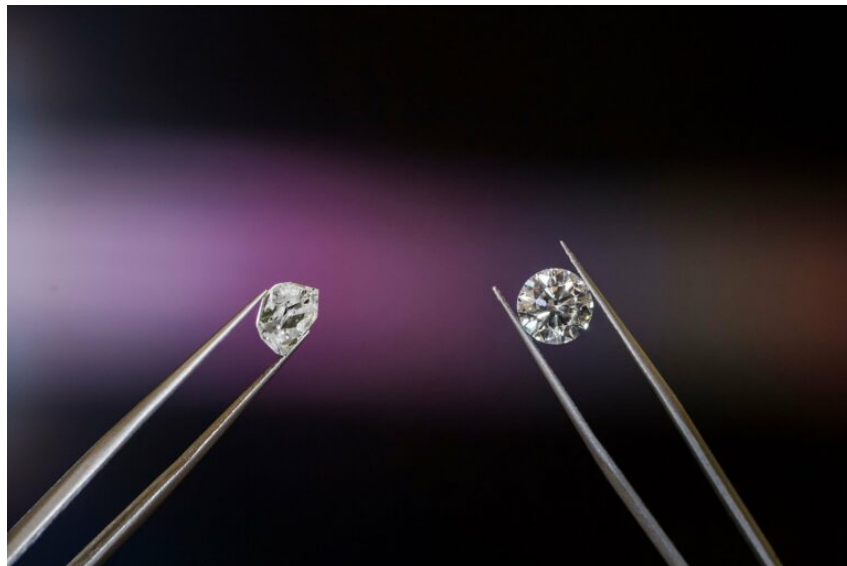
Bernadette Pinet-Cuoq declared that “Ms Avetisyan is the right association between traditional jewellery technics and enamel, in a very delicate spirit and know-how”.  
Congratulations!

*The event, organised by Assamblage – the International contemporary jewellery association and school in Bucharest -, celebrated contemporary jewellery from 30 September until 3 October 2021.*



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## **A lack of clear diamond terminology confuses consumers**



Do consumers grasp completely the meaning of the various terms used to describe natural and synthetic diamonds? Are they duly informed on the product they are buying? To answer these important questions, the French [Collectif Diamant](#) ordered [a survey](#).

One of the challenges highlighted is that laboratory-grown diamonds are not always

clearly labelled and studies have revealed that misleading terms are used. This is notably the case for the indication “**Cultured diamond**” which appears to be the most confusing and misleading terminology.

Regarding the different age categories, the survey notes that **young people are the most exposed to frauds** because 65% of the 25-34 years old plan to buy a diamond in the future. At the same time, they are the most confused by the different terminologies used, which is a source of concern to the diamond sector. It is therefore crucial to give the young generations clear information about the diamonds they are purchasing.

Consumers can clearly be victims of **disinformation and fraudulent practices**. **This is why the EFJ advocates for the adoption of an EU legal (or legally binding) diamond definition.**

[Download the full survey](#)

Read more in our position paper

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## **The diamond value chain: from the Earth's mantle to your jewel**

### **#2: In search of diamonds**

*We started a new series on the diamond value chain, from the diamond formation to the ring on your finger. In this newsletter, we will cover the second step: **diamond exploration**.*

As explained in our last newsletter, diamonds are formed deep within the Earth, far from civilization. However, nature has a habit of bringing these precious stones within human reach. Diamonds are in fact transported through vertical, cone-shaped structures called “**kimberlite pipes**”, named after the town in South-Africa where they were first discovered: Kimberley. These pipes were formed by deep-source volcanic eruptions and carried the diamonds from the Earth’s mantle to its surface. Diamonds can now be found on most continents.

When kimberlite pipes are eroded by the wind, rain, or water currents, diamonds can be **carried downstream** to beaches and riverbeds. There they can be collected relatively easily through alluvial mining without having to dig deep down. Finally, diamonds can also be located in the depths of the **oceans**, through kimberlite pipes or carried by rivers downstream.

**Diamond producers will carefully seek out and evaluate sites** where they can set up new mines to extract the precious stones, whether in rivers (alluvial mining), oceans (marine mining) or in kimberlite pipes (pipe mining).



## EFJ Members

**UFBJOP** - Union Française de la Bijouterie, Joaillerie, Orfèvrerie, des Pierres et des Perles (France)

[www.union-bjop.com](http://www.union-bjop.com)

**ARS NOBILIS** – Fédération Belge du Bijou et de la Montre (Belgium)

<http://www.arsnobilis.be>

**AORP** - Associação de Ourivesaria e Relojoaria de Portugal (Portugal)

<http://www.aorp.pt/>

**FEDERORAFI** - Federazione Nazionale Orafi Argentieri Gioiellieri Fabbrikanti (Italy)

<https://www.federorafi.it>

**AWDC** - Antwerp World Diamond Centre (Belgium)

<https://www.awdc.be>



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