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**EUROPEAN JEWELLERY**

**TRADITION. KNOW-HOW. INNOVATION.**



Riservato Soci Federorafi

## Discover our leaflet

The European Federation of Jewellery (EFJ) was founded in 2013 and is made up by recognised national associations from Belgium, France, Spain, Italy, Portugal and Romania, 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.

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### **The European Federation of Jewellery celebrates its 10<sup>th</sup> anniversary at the General Assembly in Arezzo, Italy**

In Arezzo, the members of the European Federation of Jewellery appointed **two new executive Vice-Presidents** from Italy and France. After 10 years of existence and many challenges taken up, this Vice-Presidency from two founding members will give a **new political momentum** while maintaining continuity in the actions of the Federation. The EFJ members warmly thanked the Founder and current President of the Federation: Ms Pinet Cuoq, whose forward-looking approach and continued commitment have made the EFJ a key and recognised stakeholder among the EU institutions.

The EFJ members were also glad to highlight the persisting economic recovery from the pandemic and rejoiced at the current positive economic perspectives.

Unfortunately, the European jewellery sector **does not yet benefit from the free circulation of goods**, as several intra-EU trade obstacles remain for articles made from precious metals. This is why the EFJ is launching **a work to provide detailed information** on the current barriers and on the possible solutions for an effective Single Market.

As the Federation reaffirmed its commitment to ethical and responsible business practices, the Federation decided to keep closely following the discussions on the “**Corporate Sustainability Due Diligence**” Directive to ensure that the future legislation is consistent with the existing requirements in place for the sector, while adapting the administrative burden to the size and resources available of companies. Furthermore, the Federation keeps pushing in favour of **harmonised cash payment ceilings** across Europe as well as **fighting against misleading and fraudulent advertising practices** when purchasing natural diamonds.

The FEDERORAFI team successfully organised this gathering, completing the General Assembly by a visit to the “Museum Orodautore” combining local gold with contemporary art and to the international jewellery exhibition Oroarezzo. The Federation is **looking forward** to the next gathering!



[Read our full article](#)

## The failing of free circulation for European jewellery products

The Federation remains **committed** to the **Single Market** which is celebrating its 30<sup>th</sup> anniversary this year. The Single Market brought important economic benefits and is responsible for the growth of the GDP of 9% since its introduction. The Federation agrees with the European Commission's recognition of the Single Market as a “**fundamental source of growth and job creation**” in its Communication entitled “[The Single Market at 30](#)”.

However, as of today, several obstacles remain, hindering the free circulation of European jewellery products. While the **principle of mutual recognition** aimed to ensure market access for goods that are not harmonised at EU level, such as jewellery, its implementation has proven to be ineffective due to the many exceptions brought forward by Member States.

To fully comprehend the matter and the reasons why the jewellery sector is not harmonised, some introduction about the jewellery production across Europe is required. A piece of jewellery bears **two marks**, one that identifies the operator (manufacturer/importer) and one determining the fineness, or purity, of the precious metal. While in some Member States, the operator is directly responsible for issuing the fineness mark, in other countries, the fineness mark can only be determined by a laboratory. Furthermore, these countries only recognise the fineness marks determined by their own recognised laboratories, when importing jewellery articles from another country. What's more, each Member State has its own fineness marks for each precious metal, and they do not always recognise the marks from another country. These marks bear an **important historical legacy**, hence Member States are deeply attached to its meaning. Nevertheless the sector **needs to find solutions** allowing operators from any Member State to easily export their articles of precious metals to another one.

Therefore, the Federation welcomes the European Commission's willingness to enforce existing Single Market rules **to overstep Member States-level barriers**, as indicated in the above cited Communication. Furthermore, the Federation calls for the adoption of a legislative proposal **addressing the need to harmonise national legislations concerning articles of precious**

**metals** to ensure their free movement across the European Union.



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## "Bun venit" Assamblage! Our new Romanian Jewellery Association

*The National Association of Contemporary Jewelry Authors and Designers, **Assamblage**, is the new member of the European Federation of Jewellery since January 2023! Launched in 2015 by David Sandu, Ioana Andrei and Valentina Buzamurga, Assamblage is the most*

*important platform for authoring jewellery in Romania. They aim to represent the **general interests of the sector** as well as maintaining strong connections with related fields such as **architecture, design and fashion**.*

*“**Joining the European Federation of Jewellery is an important milestone for Assamblage National Association and the Romanian jewellery field as a whole.**” –  
**Valentina Buzamurga**, *Founding Member of Assamblage**

Assamblage settled at the European level for the past few years, becoming a respected and regular attendee of major European events like London Fashion Week, Joya Barcelona, Milano Jewelry Week, Designblok Prague Design and many more.

They are developing a very stimulating network across many activities: monitoring, training, events, networking. To meet Romanian needs in design, David Sandu created the **School of Contemporary Jewellery of Assamblage** in 2010. It was the very first school addressing exclusively the field of contemporary jewellery and it counts today more than 1000 alumni so far. Another big achievement is the **Romanian Jewelry Week** taking place every year since 2020. This event gathers hundred of designers, thousands of pieces of art and prestigious exhibits, schools, and associations from all over the world, such as the Legnica Silver Festival, Global Design Graduate Show, Budapest Jewelry Week, etc. The last two years, our President, Bernadette Pinet-Cuoq was honoured to be part of the jury and attributed an award. The European Federation of Jewellery is looking forward to the next edition, the **Romanian Jewellery Week 2023**.

*« **We had the honour of collaborating with EFJ through the Romanian Jewellery Week official jury since 2021, and we have been closely following the activities, projects, and initiatives of the federation. This new stage of being directly involved as a member will provide important resources for an emerging and growing community in Romania of jewellery designers and companies, through connections, information, visibility, dialogue and, most importantly, the opportunity to align the national practices of the sector to those in other countries at a European level.** “ –*

***Valentina Buzamurga**, *Founding Member of Assamblage**

Together, the European Jewellery Federation becomes stronger, and we can promote the positions of the European jewellery industry more effectively.

**Warm welcome, Assamblage!**



ASSAMBLAGE

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## **The diamond value chain : from the Earth's mantle to your jewel #5: the cutting and polishing of diamonds**

In our series on the diamond value chain, from the diamond formation to the ring on your finger, we review the different steps needed to create diamonds. In this newsletter, we are going to cover the fifth step: **the cutting and polishing**.

In the latest newsletter, we went over the mining process of diamonds. Kimberlite ore is processed, from which we extract rough diamonds and sort them. Next, producers inspect, clean, and prepare the diamonds for rough-diamond sales in Antwerp, Dubai and Mumbai.

What happens to those rough diamonds after sale? During this phase, polishers **transform rough diamonds into finished polished diamonds**. But it is also a difficult and critical

step in the process as diamonds tend to lose a lot of weight: between 50% and 60%.

Did you know that in order **to maximise the diamond's brilliance, polishers must polish perfectly symmetrical facets**? The process is very complex: polishers have to study each diamond individually to determine the most appropriate way to cut it. They have developed a number of diamond shapes to take advantage of the various stone properties, from the round brilliant, or ideal cut, to fantasy cuts with a variety of shapes, such as oval, heart, square or pear. This process can take anywhere from a couple of hours to several months.

**Since the 1970's, there has been a shift from historical cutting and polishing centres such as Antwerp to Asian centres, notably in India.** Today the western Indian state of Gujarat is the largest place for these activities, employing more than 700,000 people, whereas only very large, exceptional and valuable diamonds are still cut in Antwerp. In recent years many African diamond producing countries have implemented legislation requiring that a certain percentage of the cutting and polishing must be achieved locally, in a system called "beneficiation", which led to the growth of a local industry, for example in Botswana.

The next item in our newsletter will be dedicated to the pricing of polished diamonds.





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## 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>

**AEJPR** - Asociación Española de Joyeros, Plateros y Relojeros (Spain)

<https://www.xn--asociacionespaoladejoyeros-urc.es>

**Assamblage**- Asociatia Nationala a Autorilor si Designerilor de Bijuterie Contemporana

<https://www.assamblage.org/welcome>



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