
International Jewellery Exhibition In Yerevan Draws 125 Companies From 23 Countries

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YEREVAN - One hundred and twenty-five companies from 23 countries will take part in the 3rd international jewellery exhibition "Yerevan Show-2013" opening here on Monday. It has been organized by the World Armenian Jewellers Association (AJA) under the patronage of Armenia's President Serge Sargsyan and with the participation of the Republic's Ministry of Economics.

The world-famed jewellery and horology companies, producers and distributors of adornments have brought their wares here for displaying at the show: jewellery articles made from precious and semi-precious stones ornaments with pearls, corals, and watches. Fashion jewellery, equipment and jewellery making tools will be also on view at the Yerevan Show.

Due to AJA's support and to Armenian government subsidies, over 25 jewellery companies of the Republic got an opportunity to represent their products side by side with the world's eminent brands.

It has been pointed out that the organizers have also created conditions for the arrival of more than 150 wholesale buyers of jewellery from Russia, Belarus, Israel, India, Kazakhstan, Canada, the United Arab Emirates, the United States, Ukraine, and France.

The exhibition programme provides for a conference on the theme of "The Modern State of the Jewellery Sector, Problems and Prospects", at which a project will be presented for the establishment of a jewellery free economic area in Yerevan.

Within the scope of the Yerevan Show, an exhibition of the works of prominent Paris-based sculptor David Erevantsi (Babayan), who was also a jeweller at the start of his creative career, will be held. In particular, he sculpted a monument to Armenian composer Komitas. The monument has been erected in the centre of the French capital.

A ceremony will be also held to introduce AJA's charity research foundation, the programmes of which include the study of the history of Armenian jewellery business, and the granting of student scholarships for studies at the world's best higher learning establishments.

AJA Vice-President Artak Udumyan has told Itar-Tass that interest in the exhibition is also evinced by both the professional jeweler community and the public at large. The number of exhibitors has trebled as compared with that last year, he pointed out.

According to Gagik Gevorkyan, AJA chief, Chairman of the Jewellery Guild of Russia, and President of the Moscow Jewellery House "Aesthete", "The projects being implemented by the Association become increasingly serious and large-scale". "In the long term, the programme can exert positive influence not only on the development of the jewellery sector but the entire economy of Armenia," he said.

"The implementation of a programme for establishing a jewellery free economic area in Yerevan, the idea of which has been supported by the country's authorities, will make it possible to turn the jewellery sector and diamond working into a powerful source of receiving revenue from

abroad, create new jobs and secure a substantial breakthrough resultant of technological advancement", Gevorkyan expects. His opinion is that "This will enable the Republic to become one of key sectoral players in the international arena".

On June 11, Gevorkyan was appointed Adviser to the President of Armenia as a social service worker. By a Decree of the Head of State, he "has been assigned to represent jewellery business of the Republic on the international scene".

Gaetano Cavalieri, President of the World Jewellery Confederation (CIBJO), believes that "In the world, there are several countries and nations which are famed for their qualified jewellers; Armenia and Armenians are among them". His conviction is that "The Republic affords an immense potential to occupy one of foremost positions in the world jewellery industry".

"Due to its unique geographical position, Armenia is as if a link between Asia and Europe and this is fraught with important possibilities", Cavalieri pointed out.

Armenia is the world's only country where a Jeweller Day has been instituted and is on the list of State holidays. The Jewellery Day is marked on the last Sunday of October.

Favorable Conditions For Jewelry Production Available In Armenia - Gagik Gevorgyan

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The area for a free economic jewelry production zone is available, but tremendous work has to be done both in and outside Armenia, Chairman of the Russian Guild of Jewelers and of the Armenian World Association of Jewelers Gagik Gevorgyan told Tert.am.

"We must be able to implement programs. This means that people must come and open up businesses in Armenia. Armenia's authorities have done their best and created the most favorable conditions. We should convince Armenian businessmen that they can establish their businesses here, make valuable jewelry and sell it in their countries," he said.

Armenian businessmen are now making jewelry in India, China, Vietnam and the United Arab Emirates.

Much has changed in Armenia, Gevorgyan says.

"Many businessmen are ready to come to Armenia and cooperate with local jewelers. And Armenian jewelers' works are competitive."

The businessmen wishing to establish production in Armenia will bring their style and design to the country.

"How can Armenian jewelers know the demand in the French market?"

Businessmen coming from there are expected to bring their design here, form a group of the best jewelers and make the jewelry they want. If Armenian jewelers can offer anything interesting, foreign businessmen are willing to employ their potential. I hope it will happen," Gevorgyan said.

Asked about the measures to ensure the import of Armenian jewelry, he said that it has nothing in common with the free economic zone, but necessary work will be done.

"Thousands of businessmen will come here from different parts of the world. If they establish necessary contacts, they will bring foreign culture here and our culture will be disseminated there," Gevorgyan said.

He is sure that the program will bring world fame to Armenian jewelry, which has centuries-old traditions.

"We have peculiar ornaments. We have our Armenian spirit, ideas and design. I am happy we can preserve it and present to the entire world.

I hope Armenian jewelry will gain world fame in the future," Gevorgyan said.

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