



## NEWS RELEASE

### RJC AND INDUSTRY EXPERTS GATHER TO DISCUSS THE ROLE OF RESPONSIBLE BUSINESS PRACTICES IN THE FUTURE OF THE JEWELLERY INDUSTRY

**Hong Kong: Friday, 2 March 2018** – The Responsible Jewellery Council (RJC) hosted an industry panel discussion at the 35<sup>th</sup> Hong Kong International Jewellery Show in Hong Kong on Thursday, 1 March 2018. Moderated by Edward Johnson, RJC’s newly appointed Director of Business Development, the discussion focused on the commercial case for responsible business practices in the jewellery industry.

Jewellery industry experts, Mr. Ken Lo, Chairman of the Hong Kong Jewellery & Jade Manufacturers Association (HKJJA); Mr. Victor Chan, Vice Chairman of HKJJA and the Chairman and Executive Director of Continental Jewellery (MFG) Ltd (RJC certified company since 2015); Mr Jonathan Kendall, Senior Vice President of Forevermark (Certified entity of RJC founding member, De Beers Group of Companies) and Dr. Guido Grohmann, Managing Director of German jewellery trade association, BV Schmuck+Uhren joined Johnson on stage to spotlight the importance of responsible business practices in the future of the jewellery industry.

Mr Ken Lo delivered welcome remarks by highlighting the relevance of the RJC to the industry and confirming HKJJA’s ongoing support for the RJC’s vision of a responsible world-wide supply chain that promotes trust and accountability in the global fine jewellery and watch industry..

The panelists discussed the increasing demand for transparency and accountability from consumers and were in agreement about the need for companies to establish clear corporate social responsibility objectives in response to this shifting trend

Delegates were introduced to Generation Z, the post millennial age group and future consumers who are inseparably connected to technology, have a high expectation of transparency and are risk averse.

Beyond the pressure of consumer scrutiny, the discussion highlighted the value of RJC certification in helping its members demonstrate leadership and establish a culture of excellence and integrity which should translate to the consumer. Panelists touched briefly on the vital role of technology in the detection of laboratory grown diamonds and product disclosure.

To conclude the panel discussion, each panelist was asked to summarise the reason for their company’s RJC membership in just one word. “Trust”, Integrity” and “Leadership”, three words that will play a very important role in the future of the jewellery industry.

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Edward Johnson, RJC Director of Business Development said “This was a thought provoking conversation that highlighted the need for continuous improvement within the jewellery industry to secure its future. Joining the RJC and achieving certification against our Code of Practices enables businesses worldwide to not only meet these shifting consumer demands but also to stay ahead of legislation, manage risk and protect their reputation for a bright and prosperous future.”

The event came to a close with attendees having an opportunity to network and continue the conversation about this very important subject in the industry. The event was hosted in association with the Hong Kong Jewellery & Jade Manufacturers Association (HKJJA) and the Hong Kong Trade Development Council (HKTDC).

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**About RJC**

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 1,000 member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC’s Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a Full Member of the ISEAL Alliance – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit [www.responsiblejewellery.com](http://www.responsiblejewellery.com)

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