



## NEWS RELEASE

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### RESPONSIBLE JEWELLERY COUNCIL ANNOUNCES MEDIA UPDATE AND INDUSTRY BRIEFING AT BASELWORLD 2012

LONDON –The Responsible Jewellery Council (RJC) will hold a media update with its certified Members and an industry briefing together with the London Bullion Market Association (LBMA) at BASELWORLD 2012, the World Watch and Jewellery Show and RJC official Supporter.

The media update will take place on Wednesday, March 7<sup>th</sup> at 2pm in room 'Guangzhou', Congress Center. The session will focus on "*RJC Certification: Responsibility and Assurance in the Jewellery and Watch Industry.*" Opening the session will be Bernard Keller, Communication Director, Baselworld, while addressing the event will be Nawal Ait-Hocine, Corporate Responsibility Director, Cartier International and Chair of RJC's Membership Committee; Luisa La Via, Corporate Social Responsibility and Internal Communication Executive Director, Bulgari; and Catherine Sproule, Chief Operations Officer, RJC.

The next day, RJC together with LBMA will present an industry briefing on the theme "*Do you know where your gold comes from? RJC Chain of Custody and LBMA Responsible Gold: providing support for supply chain due diligence*". The event will take place on Thursday, March 8<sup>th</sup> from 2:00 to 3:30 pm in Room 'Samarkand', Congress Center. The aim of the event is to brief attendees on why conflict-sensitive sourcing has become increasingly important in the watch and jewellery supply chain, the role of gold refiners, the concrete efforts of each organisation towards common objectives of Responsible Gold and Chain-of-Custody, and connections between industry initiatives. Speakers at the event will be Dr. Fiona Solomon, Director - Standards Development, RJC and Ruth Crowell, Commercial Director, LBMA.

All Trade Media, RJC Members and Baselworld attendees are invited and welcome to attend.

For further information and to arrange an interview please contact:  
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#### About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 350 member companies committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum group metals jewellery products. The Council has developed the RJC Member Certification System, a certification system, which will apply to all Members' businesses that contribute to the diamond, gold and platinum group metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third-party auditors to verify their conformance with the RJC's Code of Practices and become certified under the RJC Member Certification System. A full list of its Members and [RJC Certified Members](#) can be found on the web at [www.responsiblejewellery.com](http://www.responsiblejewellery.com)

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The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.  
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