



Responsible Jewellery Council

NEWS RELEASE

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WORLD RENOWNED TRADE FAIR BASELWORLD BECOMES A SUPPORTER OF THE RESPONSIBLE JEWELLERY COUNCIL

LONDON – The Responsible Jewellery Council (RJC) today announced that Baselworld, the World Watch and Jewellery Show, has become an official Supporter of the Council.

In becoming a Supporter of the Council, Baselworld is the first jewellery trade fair to align its commitment to transparent business endeavours with the RJC's mission to advance ethical practices throughout the jewellery supply chain from mine to retail.

Baselworld's Supporter status strongly underlines a significant milestone for the Responsible Jewellery Council. Baselworld's leadership position worldwide, with its 100,700 trade buyers from 100 countries, is the perfect platform for the RJC to reach a wide breadth of the industry with its message of responsible business practices backed by independent, third-party audits.

Through 2010, RJC will be working on the development of a chain-of-custody initiative as an optional complement to the existing RJC certification. The RJC aims to assist RJC Members who may wish to seek voluntary certification of chain-of-custody systems. "Baselworld can greatly contribute to the work the RJC is currently undertaking," says Michael Rae, the RJC's Chief Executive Officer.

"We are keen to assist our exhibitors in this crucial goal of consumer confidence and believe that our support of the Responsible Jewellery Council will achieve this objective. Through the Council we seek to ensure the responsible and ethical advancement of the industry," says Sylvie Ritter, Managing Director, Baselworld.

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The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.
The Council for Responsible Jewellery Practices Ltd, First Floor, Dudley House, 34-38 Southampton Street, London, UK, WC2E 7HF.
The Council for Responsible Jewellery Practices Ltd is registered in England and Wales with company number 05449042.

About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 230 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 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 System. A full list of its Members can be found on the web at www.responsiblejewellery.com

About BASELWORLD

With 100,700 industry professionals from all over the world, BASELWORLD offers watch and jewellery brands, and also the entire watch and jewellery industry, the world's perfect setting for providing specialist dealers and consumers with a fascinating, high-quality brand experience. Each spring, some 2000 companies from the watch, jewellery and precious-stone industries, together with related sectors, showcase their latest developments and innovations in Basel. The world's most renowned brands display their products at BASELWORLD. About 100,000 visitors from the specialist retail and wholesale trade make their way to Basel from all over the world to discover the current trends and view the latest creations from the watch and jewellery sectors. The presentation staged at BASELWORLD is truly unique, providing an opportunity to experience brand worlds at the topmost level. More information on www.baselworld.com

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