



## Responsible Jewellery Council

### NEWS RELEASE

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#### RESPONSIBLE JEWELLERY COUNCIL ANNOUNCING PRESS CONFERENCE AT BASELWORLD

London – The Responsible Jewellery Council (RJC) will hold a press conference focusing on its unique initiative in the gold and diamond jewellery sectors at the Baselworld Show on Wednesday, March 25<sup>th</sup>, 2009 at 2:00 p.m. at the conference room Luzern, 2<sup>nd</sup> floor, Exhibition Building 1.

Addressing the event will be John Hall, Vice Chairman of the Council, joined by Pamela Caillens, Chair of the Membership Committee. Mr. Hall and Ms. Caillens represent Rio Tinto and Cartier respectively, with both companies being Founding Members of the Council.

The press conference will underscore the paramount importance of the RJC Certification Scheme, unique in its ability to offer independent, third party verification of an organization's business activities. Known for its robust content, the RJC system advances and implements high ethical standards in the diamond and gold jewellery supply chain, from mine to retail.

"We are very pleased by the encouragement and support offered to the RJC by the Principals of the Basel Fair. The Fair's attendees and exhibitors are a valuable audience for the RJC to reach with its message of solid, responsible business practices," says Mr Hall.

RJC members are preparing to start self assessments of their organizations in the second quarter of 2009. These self assessments, using the tools in the guidance documents, will start to provide a foundation toward RJC Certification. RJC Certification will help Members to improve their practices, protect their reputation within the jewellery trade and, ultimately, enhance confidence with consumers.

"Our members tell us that in joining RJC they have a business advantage in these tough challenging times. Jewellery organizations now have an opportunity to demonstrate their integrity and can defend themselves from a perceived lack of trust", says Michael Rae, CEO, RJC.

Since 2005, the Council's Membership has grown from 14 to 90 organisations that are committed to advancing responsible jewellery practices. Council Members are grouped into sectors representing various parts of the diamond and gold jewellery supply chain (i.e. trade associations, service industries, mining, diamond trading, cutting and polishing, gold refining hedging-trading, jewellery manufacturing-wholesale and retail).

[www.responsiblejewellery.com](http://www.responsiblejewellery.com)

Any company or organization that is actively involved in the diamond and/or gold jewellery supply chain is eligible to subscribe to become a Commercial Member and will be working towards achieving RJC Certification. At the issue time of this release, RJC Members exhibiting at the Baselworld Show this year include; Harry Winston, Chanel Horlogerie/Joaillerie, Bulgari S.p.A., Boucheron, Roberto Coin Inc, Carrera y Carrera, Cristofol Paris, Rosyblue, Christian Bernard Diffusion SA, Dimexon Diamonds Ltd., Just J Jewels, 5C- Jewelry and Colormasters Gem Corp.

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