FIRST INTERNATIONAL JEWELLERY SHOW IN ARMENIA

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Hamo Moskofian, 21 October 2011

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Famous Armenian jewellers from around the world, including the United States, Canada, Switzerland, Russia, France, Italy, Thailand and Lebanon, participated in the exhibition. The best pieces from more than 30 companies owned by our fellow nationals from Armenia and the Diaspora ("Estet", Bergio, Waskoll, Yessayan Jewellery and others) were on display at the Yerevan show. The AJA plans to hold similar exhibitions around the world, particularly in Las Vegas, Hong Kong, as well as in Russia and Italy.

The globe-girdling AJA expects to launch new projects in cooperation with Armenia. Association spokesman said priority will be given to the establishment of a free economic zone in the next two years so that the jewellers from around the world can establish businesses in Armenia and export manufactured products without barriers, thus creating new job opportunities. In addition, the AJA plans to organize large-scale educational programs to train designers who would become the stars of future exhibitions.
Reflecting the great importance Armenia attaches to the development and promotion of the jewellery business, President of Armenia Serzh Sargsyan attended the inauguration of the three-day exhibition.
As part of the exhibition, the Yerevan gathering featured a conference titled "The Role of the AJA in integrating the jewellery industry of Armenia into the international jewellery community." Deputy-Prime Minister Armen Gevorgyan spoke at the conference and exhibitors discussed ways of cooperation between governmental agencies and leading Armenian jewellery companies to develop this sector in Armenia. Diaspora jewellers also learned about investment and business opportunities in the country, which has recently experienced significant changes in the procedures for opening new production facilities.

Last year Armenia adopted a law to open free economic zones. It is expected that by the end of the year there will be significant progress in legislative proceedings. President of AJA, Gagik Gevorgyan, has presented to the president of Armenia a plan to create a special economic zone for jewellers. The establishment of such zones will encourage the development of the industry in Armenia. AJA members have already expressed interest in establishing businesses in such zones.

The Yerevan show was attended by the First Lady of Armenia Rita Sargsyan and Catholicos Garegin II.

The AJA members and the exhibition guests visited the Tsitsernakaberd memorial and museum to the Armenian Genocide, paying tribute to the memory of the innocent victims. At Holy Echmiadzin they were welcomed by Catholicos Garegin II. At the "Give a Life" charity event Gevorkian donated $5,000 to the fund. Major Armenia media provided extensive coverage to the exhibition and conference.