

Brazil's Goal: To Export US\$ 1 Billion in Jewels

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Brazilian jewellery and precious stone exports generated US\$ 237 million in the first four months of the year, meaning an increase of 31% in comparison to the same period in 2004.

These figures were published by the Brazilian Institute of Gems and Precious Metals (IBGM).

According to the institute, Brazil currently exports to over 40 countries. The Arab countries, especially the United Arab Emirates and Bahrain, are among the emerging markets that are already among the main destinations for the sector products.

"We are betting on diversification and seeking new opportunities in developing countries," stated the president of the IBGM, Hécliton Santini Henriques, according to a spokesperson. Among the new markets there are also countries in South America, and Russia.

Just to give an idea, in 2004 the Emirates were in the fifth place among the main Brazilian ruby, sapphire and emerald markets worldwide, in eighth place among the manufactured jewel markets, and in second place in that of cut diamonds. Bahrain, in turn, was the fourth for finished jewels.

Last year, 10 Brazilian companies participated in Jewellery Arabia, which took place in Bahrain, with the support of the IBGM and of the Arab Brazilian Chamber of Commerce (CCAB). They all closed deals. This year the event will take place again between November 8 and 12.

With regard to the performance in the first four months of 2004, Henriques pointed out a 47% increase in the shipping of finished products, like gold jewels, plated jewellery and cosmetic jewellery, which generated US\$ 63 million.

"The success of jewel exports is due, among other factors, to the modern design, happiness, color and sensuality, characteristics that have greatly appealed to the taste of many countries," he declared, always through a spokesperson.

The United States, Switzerland, Israel, Italy and France are also among the main markets for Brazilian products. The IBGM has a target of reaching US\$ 1 billion in annual exports next year.

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