

Brazil's Goal: Exporting US\$ 1 Billion in Jewels in 2006

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Brazilian companies that are makers of gems and jewels should end the year of 2005 with exports of US\$ 766 million, according to forecasts by the Brazilian Institute of Gems and Precious Metals (IBGM). The value will represent growth of 3.3% over foreign sales in 2004, which totaled US\$ 741 million.

The figures were supplied by the institute, Thursday, December 15. On the Brazilian market, sales of domestic gem producers should reach US\$ 1.9 billion this year, with growth of 5% over 2004, when they reached approximately US\$ 1.8 billion.

The jewelry and gem sector includes producers of rough gems, cutters, products and artifacts made out of stones, gold in bars, threads and plates, ready jewelry, plated jewelry and costume jewelry made out of common metals, among other products for industry.

For 2006, the sector target is to export US\$ 1 billion. The Arab countries, especially the United Arab Emirates and Bahrain, are among the main destinations for Brazilian jewelry on the foreign market.

In 2004 the United Arab Emirates purchased US\$ 7.5 million from Brazil, 81% more than in 2003, and the Arab country is the second main importer of Brazilian cut diamonds, the fifth main buyer of rubies, sapphires and emeralds, and the eighth main buyer of manufactured jewelry. In the case of Bahrain, the country was the fourth main market for Brazilian ready jewels.

The marketing manager at the IBGM, Natália Salomão, stated that one of the factors that has been providing an impulse to sales is the partnership made six years ago with the Brazilian Export and Investment Promotion Agency (Apex).

"This year alone, the IBGM and Apex have taken around 35 Brazilian companies to 15 foreign fairs," he said.

One of them was Jewelry Arabia, one of the largest fairs in the Middle East, which took place between November 23rd and 27th, 2005, in Manama, the capital of Bahrain. The Brazilian stand, organized by the Arab Brazilian Chamber of Commerce, included four Brazilian companies.

According to Natália, the choice of fairs and events for Brazilian companies to participate in throughout the year of 2006 is being defined and will be published up to February.

"Initially, promotion will follow the success strategy that has taken place over the last few years. Participation in Arab fairs should take place, but that has not been closed yet," she added.

Currently, the main destination for Brazilian jewelry is the United States, which is also the largest jewelry importer in the world.

The Brazilian jewel and gem industry is working hard to add value to the products exported, especially through work on design. The measure is seen as one of the alternatives to bring more funds to the country. This year, the country is going to export US\$ 100 million in ready jewels.

Brazil is the second largest world producer of emeralds, the 14th producer of gold and occupies the 18th position in the rank of exporters. The country is also the only world producer of Imperial Topaz and Paraíba Tourmalines.

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