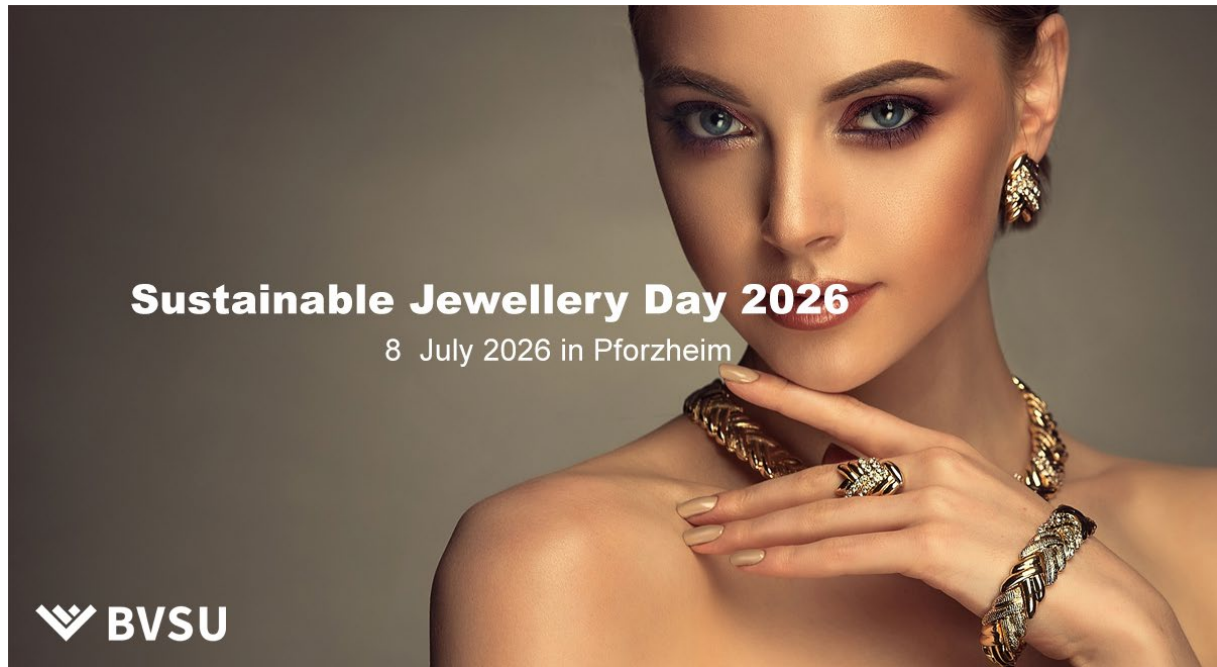


SUSTAINABLE JEWELLERY DAY 2026



Transparency. Trust. Responsibility.

On 8 July 2026, the German jewellery and watch industry will once again bring together leading international voices on sustainability, transparency and responsible business practices at the Sustainable Jewellery Day 2026 in Pforzheim. Hosted by the Bundesverband Schmuck, Uhren, Silberwaren und verwandte Industrien e.V. (BVSU), the conference will take place at the Turmquartier Pforzheim, the historic heart of Germany's jewellery industry.

Following the successful premiere of the format in 2024, the Sustainable Jewellery Day 2026 will be further developed as a high-level European conference with a clear focus on transparency, full disclosure and practical implementation in the jewellery and watch value chain.

Venue

The conference itself will take place at the Turmquartier Pforzheim, a modern inner-city district that combines the traditional services of the local Sparkasse bank with shopping, restaurants, and event locations that is in walking distance of the hotel.

Address: Poststrasse 3, 75172 Pforzheim, Germany.

Program of the Day

09:00 – 09:15 Arrival of the participants

09:15 – 09:30 Welcome and introduction by Guido Grohmann

The welcoming remarks by Guido Grohmann will set the stage for the Sustainable Jewellery Day. It will provide an overview of the objectives of the event, the main themes of the day and the role of industry initiatives and partnerships in driving meaningful progress toward more responsible and future-proof value chains.

09:30 – 10:15 Keynote: Global Standards, Local Impact: CIBJO's Role in Building Trust by Dr. Gaetano Cavalieri

In an increasingly complex and globally interconnected marketplace, transparency has become a defining factor for long-term success in the jewellery industry. In his keynote address, Dr. Gaetano Cavalieri will explore why consumer trust is not only a competitive advantage, but the most valuable asset our industry possesses. The presentation will examine how evolving consumer expectations, regulatory developments, and technological innovation are reshaping the way companies approach transparency, traceability, and responsible business conduct. Against this backdrop, Dr. Cavalieri will highlight the critical role of the CIBJO – The World Jewellery Confederation as a global standard-setting body. The session will also present key guidelines, tools, and ongoing initiatives developed by CIBJO to strengthen responsible sourcing, enhance transparency across the supply chain, and build lasting consumer confidence, while offering a forward-looking perspective on the industry's path toward greater accountability and trust.

10:15 – 10:45 Unlocking SMEs Resilience: Shaping Responsible Value Chains for the Future by Iris van der Veken

This session explores the mission of the Watch & Jewellery Initiative 2030, a multistakeholder action platform dedicated to uniting the global value chain to advance climate resilience, resource preservation (nature & biodiversity), and fostering inclusiveness. At the center of this talk is the SME Solutions Lab, a WJI 2030 program developed in collaboration with CIBJO, specifically designed to strengthen the resilience of small and medium-sized enterprises (SMEs) by providing a tailored, stepwise pathway to embed sustainability into

their day-to-day operations and long-term strategies. By addressing the growing regulatory complexity that impacts the industry, the session offers practical insights into turning compliance demands into strategic opportunities for de-risking and competitiveness. Participants will learn how to navigate these requirements through maturity-aligned pathways - Starter and Baseline - utilising open-source tools, virtual training, and the SME Workbook to operationalize ESG practices. From conducting materiality assessments to developing KPIs and ensuring transparency, this talk demonstrates how SMEs can actively shape the future of responsible value chains.

10:45 – 11:15 From Standards to Business Reality: What the Jewellery Industry Must Do Next – Panel discussion with Dr. Gaetano Cavalieri, Iris van der Veken and Guido Grohmann

This panel discussion will explore how global initiatives, industry standards and technological innovations can be effectively implemented in daily business operations – particularly for small and medium-sized enterprises. It will also address how the industry can communicate responsibility and impact in a credible and compelling way to a new generation of consumers.

11:15 – 11:30 Coffee Break

11:30 – 12:30 Collaboration for Impact: Raising the Bar Together on Responsible Practices – panel discussion hosted by Purvi Shah

This panel is hosted by the Responsible Jewellery Council. It explores how meaningful collaboration can drive higher standards and practical impact across the jewellery supply chain, with a particular focus on inclusion and credibility. This session explores

- What good collaboration looks like in practice and how it is embedded at the RJC
- Where there is scope to improve, particularly in amplifying SME voices
- How collective action strengthens both credibility and practicality

12:30 – 13:30 Lunch Break

13:30 – 15:30 Sustainability & Transparency in the Diamond Value Chain – Practical Solutions for Origin, Trust and Future Readiness presented by Alexander Gul, Johanna Levi, Emanuela Morando, Mahiar Borhanjoo

As expectations around sustainability and provenance continue to rise, traceability is becoming a defining factor in the diamond industry. This session highlights how innovative approaches—ranging from blockchain-based tracking to independent origin verification—are converging to create a new level of transparency. Featuring contributions from De Beers, Tracr, GIA and A. Gul KG, it illustrates how joint efforts across the value chain can translate into real impact for businesses and consumers alike.

15:30 – 16:00 Coffee Break

16:00 – 16:45 Communicating impact and purpose to a new generation of consumers by Raluca Anghel

Who are the next generation of diamond jewellery consumers? What is their ethos? How can you best align your values? In this session, we will discuss the modern jewellery consumers and look at concrete examples of communicating to them in an impactful and responsible way.

16:45 – 17:30 Digital Traceability Solutions for the Precious Metal Supply Chain by Jennifer Moriconi

Digital traceability in precious metals: a practical look at how tracking technology can drive compliance, defend brand reputation, and create compelling marketing value. This presentation explores digital traceability in the precious metals sector; what it is, how it works, and why it matters. From fiscal and ESG compliance to brand visibility and marketing, we look at what leading companies and countries are already implementing, and where the industry is heading. With a case study from iTraceiT's work in Colombia, we examine the real-world difference between traceability for large and small players, because sustainability is also about inclusion. We'll make the case for traceability not as a control mechanism, but as a tool to demonstrate efforts.

17:30 Farewell, drinks and get-together in the exhibition of Deutsche Schmuck und Uhren

Speakers

Dr. Gaetano Cavalieri – President CIBJO

One of the most prominent leaders in the international jewellery industry today, Dr. Gaetano Cavalieri has served for more than 20 years as president of CIBJO, The World Jewellery Confederation. Uniting national jewellery and gemstone associations from more than 40 countries, and including many of the industry's major corporations and international associations, CIBJO is the industry's oldest international organization, having been established in 1926.

As president of CIBJO, Dr. Cavalieri was responsible in July 2006 for the organization receiving "Special Consultative Status" with United Nations Economic and Social Council (ECOSOC), making it the first and only jewellery and gemstone representative to be officially recognized by the international body. Together with the United Nations, he established the World Jewellery Confederation Education Foundation (WJCEF), which is responsible for promoting Corporate Social Responsibility education in the international jewellery and gemstone industries.

In addition to being president of CIBJO, Dr. Cavalieri has served as president of the Italian Federation of Gold, Silver and Jewellery Wholesalers, has been a member of the International Executive Council of the Gemological Institute of America (GIA), a member of the Goldsmiths' Company of London, a member of the European Assay Association, a member of the International Coloured Gemstone Association (ICA), and chief financial officer of the World Diamond Council.

Dr. Cavalieri was a consultant to the Italian Ministry of Industry and Commerce and the Ministry of Welfare, and to the European Economic Commission in the areas of harmonization of standards and value added tax (VAT) on gold. He is a consultant to trade fair organizers across Europe, specializing in the luxury industries, and was chief of the International Relations Office of Confcommercio (Italian General Trade organization), a delegate to the Commission of Foreign Trade, a member of the board of the Italian Trade Commission, and an Italian representative to the World Trade Organization and the Transatlantic Business Dialogue.

Iris van der Veken - Executive Director & Secretary General @ Watch & Jewellery Initiative 2030

Iris Van der Veken is Executive Director & Secretary General of the Watch and Jewellery Initiative 2030 (co-founded by Kering and Cartier, delegated by Richemont) and Member of 100

Women @Davos' Inclusive Leadership Council. She has a background in law, public affairs and sustainability. Iris has over 25' years experience on the ground in India, China, Africa, Thailand, Sri Lanka, working on the sustainability agenda as a driver for business resilience. She has worked across the supply chain on many topics including human rights due diligence, decent labour, nature, environmental standards implementation, and traceability. Iris has been an active ambassador on gender and women's rights for the industry, which have resulted in shaping strong partnerships with UN Women on gender equality and gender responsive procurement. She was the first chairwoman under the Ministry of Foreign Affairs of UN Global Compact Belgium. Iris is known as a strong coalition builder and now has been the Executive Director of WJI 2030 since 2022.

Purvi Shah - Executive Director @ Responsible Jewellery Council

In early February 2026, Purvi Shah was appointed as Executive Director of the Responsible Jewellery Council (RJC). She is a respected leader with more than 15 years' experience advancing sustainability and responsible business practices in the jewellery industry. Purvi joined the RJC from De Beers, where she served as the group's Head of Ethical and Sustainable Value Chains, spearheading transformative initiatives that embedded responsible practices into commercial strategy and operations across the diamond value chain. She led the evolution of the De Beers Best Practice Principles and Pipeline Integrity programmes, recognised as industry benchmarks for advancing ethical standards, provenance assurance and supply chain accountability.

Mahiar Borhanjoo - Chief Commercial Officer @ De Beers Group

Mahiar Borhanjoo is the Chief Commercial Officer (SVP of the Polished Division) at De Beers Group. With over 20 years of global leadership across luxury, technology, and financial services, he has led transformative initiatives in the diamond industry. At De Beers, he headed global rough diamond sales and later served as Managing Director of Venus Jewel International, a leading manufacturer of +1 carat gem-quality diamonds. As CEO of UNI Diamonds, he built the industry's top data-driven platform for polished diamond pricing and real-time inventory.

Mahiar has worked closely with luxury brands and independent retailers to modernize supply chains and enhance in-store experiences through technology. He is known for his motivational leadership, cross-cultural team building, and commitment to sustainable industry growth.

Raluca Anghel - Global Head of External Affairs and Industry @ Natural Diamond Council

Raluca Anghel, Global Head of External Affairs and Industry Relations, is responsible for global external engagement and public affairs at the NDC. Raluca heads the ASSURE Program and leads consumer protection and industry impact communication initiatives. She also spearheads communication and marketing efforts in Europe. During her career, Raluca worked on Microsoft's European storytelling agenda before transitioning to the European Institutions. She has also held the role of Spokesperson for the Romanian Presidency of the European Union Council. With an extensive 12-year tenure in Brussels, Raluca now lives in the UK.

Emanuela Morando - Chief Commercial Officer @ TracR

Emanuela Morando is passionate about traceability, with nearly two decades of experience at De Beers Group, where she supported the supply chain for leading traceability initiatives. She joined Tracr to bring a diamond industry perspective, to a team rich in technological expertise and currently serves as Chief Commercial Officer. Emanuela is a strong advocate for innovation and responsible business practices, firmly believing in their power to protect and enhance our global ecosystem.

Jennifer Moriconi - International Business Development and Partnerships Manager iTraceiT

Jennifer Moriconi brings 18 years of international business development experience to the intersection of value chains, gender, and responsible trade across diverse sectors. Of Danish and Italian heritage, she has lived and worked across multiple continents and is a vocal advocate for business ecosystems that are both profitable and sustainable. Jennifer holds a strategic role at iTraceiT, a digital traceability platform for minerals, and is Co-founder OWIT Brussels (the Organisation of Women in International Trade); while also contributing to research and strategic thinking with institutions and governments in this space.

Johanna Levi - VP Communications and Corporate Affairs @ GIA (Gemological Institute of America)

Johanna Levi is Vice President of Communications and Corporate Affairs at the Gemological Institute of America (GIA). With 20 years of international experience managing high-impact brand & sustainability projects and driving growth, Mrs. Levi develops and implements the global communications strategy that reflects GIA's mission, objectives, and brand identity. She serves as a trusted advisor to the CEO and executive leadership on all matters related to communications, brand reputation, and public perception.

Alexander Gul - Chief Operating Officer @ A.Gul KG

Alexander Gul is Chief Operation officer of A. Gul KG, a major diamond wholesaler and market leader in Europe with headquarters in Pforzheim, Germany. As COO of A. Gul KG, Mr. Gul leads strategy, operations, and international commercial development across European markets. In parallel, he contributes to industry bodies like the Responsible Jewellery Council, the World Diamond Council, and the German industry association BVSU shaping standards, responsible sourcing frameworks, and the future positioning of natural diamonds in a shifting regulatory and consumer environment.

Dr. Guido Grohmann - Managing Director @ BVSU (Host)

Guido Grohmann is host of the Sustainable Jewellery Day and Managing Director of the German Association of Jewellery, Watches, Silverware and supplying Industries (BVSU). He is primarily responsible for all matters relating to the association and its subsidiaries. He is involved in the World Jewellery Confederation CIBJO and the European watch associations EUROTempus and CPHE. He represents the interests of the watch and jewellery industry in the Federation of German Industries (BDI), the Responsible Jewellery Council (RJC) and the Watch & Jewellery Initiative 2030. He is also a passionate member of the advisory board of the INHORGENTA jewellery fair.

Sponsors



[Gul KG](#)



[iTraceiT](#)



[Inhorgenta Munich](#)



[VALORIMA](#)



[Ferrari Group](#)



[Tracr](#)



[Deutsche Schmuck und Uhren](#)

Registration

<https://sustainable-jewellery.com/>