



مركز دبي للسلع المتعددة  
DUBAI MULTI COMMODITIES CENTRE

**CIBJO, THE WORLD JEWELLERY CONFEDERATION  
ANNUAL CONGRESS  
APRIL 14<sup>th</sup>-16<sup>th</sup>, 2008  
Dubai, United Arab Emirates**

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**AGENDA  
MARKETING & EDUCATION COMMISSION**

President: Jonathan Kendall  
Vice-President: Tawhid Abdullah

**Tuesday, April 15th, 2008**  
**2:00 p.m. – 6:00 p.m.**  
**Grosvenor House Hotel**  
**Conference Room: Windsor**

1. A review of 2007:
  - A brief look back at key activities and successful milestones.
2. Providing the industry with the tools to compete:
  - Preview of our latest publication:  
*The Retailers' Guide to Understanding Diamonds, Gemstones, Pearls and Precious Metals.*
3. Key issues affecting our industry in 2008:
  - The rise of the ethical consumer.
  - The importance of corporate responsibility to the long term success of the jewellery industry.
4. Creating a new platform for action:
  - Announce the vision for CIBJO's relationship with the Economic and Social Council of the United Nations.
5. The way forward.