

NEGOTIATIONS UNDER WAY

Jewellery "Made in Europe" to be sold in China

EuroFashion Bijoux to open shops and showrooms in Italy and Asia this year

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In order to strengthen the position of "Made in Europe" fashion jewellery, EuroFashion Bijoux, the company created to manage the pan European brand of fashion jewellery and accessories, has agreed to adopt a retail strategy, that will allow European manufacturers to sell their articles direct, and an elements strategy that will encapsulate a series of specific actions for the manufacturers of components and semi-finished products. The two new plans of action will extend EFB's activity which, until now, has been centred on the two major European fairs - EuroBijoux&Mibi (Palma de Mallorca) and Mibi&EuroBijoux (Milan) - and participation in other contests and exhibitions within the European Union and abroad.

Under the project designed by EFB, details of which were finalised at various meetings held during the EuroBijoux&Mibi Fair currently being held in Palma, the retail strategy will allow manufacturers to commercialise specific lines of products through shops in large stores, commercial centres and the Internet. EFB's executives aim to start the strategy in Italy and China and negotiations are under way with a large Italian chain and a Chinese company to set up showrooms and open shops before the end of this year. Similarly with the elements strategy for components, a plan of action is being drawn up to improve recognition of accessories made in Europe, based on a high quality fashion jewellery production.

Following the agreement reached at the EFB board meeting, the manufacturers held a meeting yesterday to follow up on the aims set at a meeting in Barcelona last November, analyse the trade fair's progress and learn of EFB's new strategies. At the end of the meeting, those attending expressed their satisfaction at the advances made within the framework of the Strategic Plan 2010-2011, in which the retail and elements strategies are the keynotes, and for the support given to the fairs in Palma de Mallorca and Milan.

During the afternoon a meeting was held in the Exhibition Centre with representatives of the Chinese company to negotiate opening showrooms and shops in the Asian country.

STRATEGIC PLAN 2010-2015.

The major manufacturers of "Made in Europe" fashion jewellery and accessories agreed the Strategic Plan 2010-2011 last year. The plan was based on three main themes: collaboration, brand and I+D+I (investigation, development and innovation).

The first of these referred to the development of common policies for commercial promotion and resulted in an agreement to unify the European fair calendar. Collaboration between European manufacturers has increased during the last year with a meeting being held in Barcelona last November which was attended by representatives from Spain, Italy, France, Austria, Germany



and the Czech Republic.

The second theme was the creation of EuroFashion Bijoux, a distinctive trademark for a quality product giving precedence to fashion and design and a production process that respects workers' rights and the environment. Originally this initiative envisaged the use of the trademark right up to the point of sale, through franchises, agreements with chain stores, on-line shops etc., which would make the European product recognisable and accessible to the consumer. Following the EFB board meeting in Palma de Mallorca this week it has been agreed to give a further boost to this initiative.

The third section of the plan



EXPORTS. Products currently on show in Palma could soon be seen in Chinese shops



Confraria del Via Crucis

Església de Sant Francesc d'Assís - Maó

Diumenge del Ram

A las 10,30 h: Benedicció de rams i palmes i a continuació celebració de l'Eucaristia.

A les 11.45 h: Assemblea general a sa capella de la Comunió.

A les 17.00 h.: Admissió de confreres.

A les 18.15 h.: Celebració del Via-Crucis amb l'assistència de totes les confraries de Maó i amb la presència del Sr. Bisbe, Salvador Giménez. Acabarà l'acte amb una pregària, davant l'església de Sant Francesc.