

January 2023

## Message from the CEO of the Jewellery Council of SA

Tough market conditions prevailed for the jewellery industry over the past year, which included challenges such as load-shedding, food-cost increases and fuel price hikes.

Post-covid, jewellers are picking up the pieces and although future prospects and opportunities grow in this new environment, it may take years to get to where they once were.

Over the past year, the Jewellery Council has continued to assist members with important issues that affect their businesses.

One of the most important legislative changes has been the new VAT regulations which introduced the **Domestic Reverse Charge (DRC)** that affects vendors buying and selling gold and gold jewellery. We have provided members with resources and offered guidelines, webinars and online question and answer sessions with the assistance of Metal Concentrators tax experts and ENSAfrica, who have provided amazing support to the industry.

The Council worked closely with Ernst and Young for over a year. They had been appointed and funded by the Department of Trade Industry and Competition (dtic) and the Industrial Development Corporation (IDC) to analyse the **challenges and opportunities experienced by the jewellery manufacturing industry** in South Africa. Their report was published late last year, a copy of which was circulated to government and industry.

The **JZA consumer-retail magazine**, which was officially endorsed by the JCSA, continues to be published and brings jewellery retailers and their offerings directly to the consumer through online store traffic and foot traffic in stores. It also ensures that consumers can identify with the JCSA member code of conduct to buy jewellery with confidence.

The Jewellery Council established a relationship with **YourLuxury Africa**, which is a new luxurious publication from art, heirloom timepieces, cars, wine and includes an annual Watches, Jewel, Luxury and More edition. Many of our members advertised their most luxurious watches and jewels in their first November edition.

As mentioned last year, as with any other business, the Council needs to remain sustainable, and we once again resumed our projects in 2022.

Our first project in April was the launch of the **Mother's Day pop-up shop** at Eastgate, which was an opportunity for retail and manufacturing retail jewellers to sell their jewellery collections. Unfortunately, the show was cancelled as we believe it was too close to the end of covid and many jewellers were not in a position to participate.

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JEWELLERY  
COUNCIL  
SOUTH  
AFRICA

**The Jewellery Council of South Africa**

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Website: [www.jewellery.org.za](http://www.jewellery.org.za)

**Directors:**

Chris van Rensburg – Chairman

Nthabiseng Xaba – Vice Chair

Lorna Lloyd – CEO

Ernie Blom; Aroon Bhoora; Bruce Gault;

Howard Fevrier

**A Non-Profit Company**

**Reg. No:2007/002791/08**

**NPO No: 067-544-NPO**

**VAT No: 4640 113 025**

We took a decision last year to continue to promote the Jewellex brand and as follows:

**Jewellex365:** an online business-to-business platform, giving suppliers, wholesalers, manufacturers and other supporting industries an opportunity to sell goods and services to the local and international trade.

**ShopJewellex:** a retail-consumer jewellery show, aimed to present the latest collections, designs from some of South Africa's most loved and favourite jewellery retailers and designers, selling directly to the public.

**Jewellex Africa:** Africa's premier jewellery and watch trade exhibition, which has not been hosted since 2019.

The **Jewellex365 online business-to-business platform** which we are still rolling out, allows participants on the platform to continuously upload and display new products and services throughout the year, which will encourage an ongoing flow of potential buyers.

Members have been offered free participation on the platform until end August 2023. The offering is also open to non-members at a cost.

For more information please visit: <https://jewellex365.co.za/>

Please note that each registration will be vetted and non-members will be required to submit certain documentation to be approved. Further information can be viewed as per the below.

Exhibitors register here: <https://jewellex365.co.za/exhibitor-info/>

Buyers register here: <https://jewellex365.co.za/buyers/>

**ShopJewellex**, our first retail-consumer jewellery show that was held over Black Friday weekend in November at Montecasino was poorly supported by the industry, coupled with a buying market that is cautious of luxury goods purchases. We plan to circulate a survey in due course and would appreciate your participation and valuable input.

Please view the website here: <https://www.jewellex.co.za/>

**Jewellex Africa** has been on the minds of many and the Jewellery Council has received numerous inquiries about when this trade show will once again be hosted for the industry. We are looking at the feasibility of this show in 2023 and will be in touch with you on your views

The Council continues to assist members with important business tools such as special group rates on **e-commerce websites**. Small jewellers can now invest in an online presence at a reasonable cost.

Please contact Elsa da Silva, [elsad@jewellery.org.za](mailto:elsad@jewellery.org.za), for more information.

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The dtic opened funding for **international shows** last year and the Jewellery Council made application to fund 13 companies to exhibit at Jewelers International Showcase in Miami in October, which was a huge success. Our plan this year is to take up to 20 SA manufacturers to exhibit their jewellery and open export markets at JCK Las Vegas in June, New York Now in August and JIS Miami in October.

Very importantly, we continue to face huge crime challenges in the jewellery industry. Our **Jewellery Council Risk Initiative** worked closely with the Consumer Goods Council of SA and private security, the SA Council of Shopping Centres, Insurance Companies, NPA and SAPS, who have given their undertaking to give the jewellery sector priority, to continue the fight to reduce crime.

The Jewellery Council has collaborated with a company that will be offering an AI and facial recognition service to the industry. In addition to this, we negotiated special rates on correct camera systems for member jewellers at affordable prices.

Some of the other areas which we continue to assist members is with legislative requirements; Jewellers Permit applications and renewals; 2<sup>nd</sup> hand goods requirements; Consumer Protection Act guidance; training opportunities; job seekers; assistance in the resolution of consumer and trade complaints and disputes; Professional Technical Skills Certificates; VAT refunds for tourists; Valuations; favourable bank rates, and many more.

In closing, members would have received a communication to advise that we moved out of our offices towards the end of last year, as the building had been sold. The council's staff will be working remotely until we are able to secure suitable offices.

Any Association is only ever as strong as the total sum of its members and we therefore invite you to participate and make use of the opportunities offered by the Jewellery Council.

For more information on the Council, its activities and how to become a part of a responsible jewellery community, visit our website on [www.jewellery.org.za](http://www.jewellery.org.za); our JCSA Closed Facebook page for members: JCSA Members Group; WhatsApp groups; Instagram.

Contact us on 011 484-5528 or email [admin@jewellery.org.za](mailto:admin@jewellery.org.za)

**Lorna Lloyd**  
**Chief Executive Officer**

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