

KENYA GEM & JEWELLERY FAIR 2019

11TH – 12TH JULY, 2019



**“RESPONSIBLE SOURCING OF MINERALS, PRECIOUS STONES AND
METALS IN AFRICA”**

Report

29th July, 2019

1. Introduction

This report highlights the main activities at the Kenya Gem & Jewellery Fair 2019. The 2019 Kenya Gem & Jewellery Fair was held at Movenpick Hotel Nairobi Kenya on the 11th and 12th July, 2019. The theme for the Fair was **“Responsible Sourcing of Minerals, Precious Stones and Metals in Africa”**.

2. Background

Kenya Gem Jewelry Fair(KGJF) is an annual event organized by the Association of Women in Extractives in Kenya (AWEIK) in conjunction with the Ministry of Petroleum and Mining (State Department for Mining) in Kenya.

The Fair objective is to position Kenya not only as a gem-trading hub, but also as the gateway for colored stones and jewelry in Africa. Kenya currently boasts the availability of over 10 different precious colored gemstones namely: Ruby, Tsavorite, Yellow Tourmaline, Green Tourmaline, Red Garnet, Aquamarine, Amethyst, Lolite and Blue Sapphire.

3. Kenya Gem & Jewellery Fair 2019 – Conference

DAY ONE

i. Welcoming remarks

The welcoming remarks was delivered by **Mr. Fredrick Ndambuki**, Secretary Administration, (State Department for Mining).

ii. Viewing of Exhibition

The delegates and dignitaries of the Kenya Gem & Jewellery Fair 2019, were then ushered and welcomed to view the exhibitions.



Hon. Ps. Omenge and Patron AWEIK Betty Gikonyo and other visitors viewing the exhibitions



Viewing of the Gem & Jewelleries

iii. Presentations

The first presentation was by **Edward Omito**, Geologist, State Department for Mining and Head of the Voi Gemstone Value Addition Center.

The second presentation was from the Chief Guest **Hon. John M. Omenge**, FGSK, R. Geol. Principal Secretary, State Department for Mining, Ministry of Petroleum and Mining.

iv. Panel discussions

The first panel discussion of the conference was titled “Promoting Investment Opportunities in Kenya’s mining sector”. It was moderated by **Dr. Gathuru Mburu**, the Managing Director of Kipya Africa and member of the Kenya Mining Rights Board.

The panel comprised of:

- **Mr. John M. Omenge, FGSK, R.Geol- Principal Secretary, State Department of Mining, Ministry of Petroleum and Mining**
- **Ms. Betty Gikonyo- Patron, Association of Women in Extractives in Kenya (AWEIK).**
- **Mr. Stephen Kuria C.E.O Mineral Rights Board.**
- **Mr. Thomas Mutwiwa C.E.O National Mining Co-operation.**
- **Mr. Moses Njeru- C.E.O Kenya Chamber of Mines.**

The second panel discussion was on “Catalyzing formalization of the ASM Gold Sector and Inclusive value chain development in Kenyan Gold”. The session was sponsored by **Fairtrade Africa**. Fairtrade Africa is a member of the wider International Fairtrade movement which represents Fairtrade certified producers in Africa and the Middle East. Fairtrade is a global movement which addresses the injustices of conventional trade by supporting smallholder farmers and workers to secure better terms of trade.

The panelists were:

- David Sturmes, The Impact Facility
- Dr. Assheton Carter, The Impact Facility
- Gonzaga Mungai, Fairtrade Africa



Panel Discussions

DAY TWO

Day two comprised of number of events carried out in collaboration with the Chicago Responsible Jewellery Conference. The Chicago Responsible Jewellery Conference aims at bring people together from across the world to discuss how to make jewelry supply chains more transparent and make jewelry business more beneficial to all members of the industry vertical.

The second day it started with a presented by Susan Wheeler, founder of Chicago Responsible Jewelry Conference on behalf of **Mr. Eric Branwaurt**- Columbia Gem House, Faire Trade Gems on “Responsible Sourcing and Value Addition of Gemstones and Jewellery in Kenya”.

Followed by another presentation on “Why Responsible Sourcing and how to form sustainable relationships across the continents” by **Klemens Link**, Head of Development at Gübelin Gem Lab.

Happening at the same time was a breakaway session by Robert Weldon (TBC) on the topic “The Rough Gem Guide for Artisanal Miners Building Value for Miners in Tanzania”



Breakaway Session

By Robert Weldon and Mavin Wambua

Later on that day, there was a panel discussion on “Women Participation in the Gemstone and Jewellery Industry: Mines to Market” and “How PACT works with TAWOMA to bring gemstones directly to Consumers”. This panel discussion comprised of:

- Eunice Negele from TAWOMA
- Cristina Villegas- PACT
- Norbert Massay from PACT Tanzania
- Rebecca Villalobos
- Shiksha Naheta- Empresa Jewels Inc.

Later on there was a presentation by **Patricia Mweene** on “Design Thinking for Extractives Communities”.

Day two’s afternoon session comprised of a panel discussion “Responsible jewelry designers discuss how they put responsible sourcing and transparency at the forefront of their businesses to create beautiful jewelry”.

The panel was comprised of:

- **Jessica Hudson**
- **Susan Wheeler**
- **Sumer Homeh Local Aid and AWEIK Member**

What followed was a presentation by **Carrie George Everledger** on “Low Tech and Smart Tech to bring more credibility and value for mining communities”

There was then a panel discussion on “Establishing relationship between Artisanal and Small Scale Miners and Host communities for sustainable sourcing?” This panel comprised of **Mr. Yianni Melas and Monica Stephenson**.

Presentation by “Responsible Jewelry the Whole Picture and Global Outlook” by **Andrea Hill**

The conference ended with closing remarks by **Dr. Melba Wasunna**, Acting Board Member AWEIK.



Participants at the Kenya Gem and Jewellery Fair (Conference)

4. The Kenya Gem & Jewellery Fair 2019 – Exhibition

4.1 Sponsorship

In preparation to the Kenya Gem & Jewellery Fair we approached the following organizations and institutions requesting for sponsorship

- Ministry of Petroleum and Mining (State Department for Mining).
- Turkana County Government.
- Taita Taveta County Government.
- Kakamega County Government.
- Kitui County Government.
- Base Titanium Limited.
- Fairtrade Africa.
- UBA Bank.
- Equity Bank.
- Mennonite Economic Development Associates (MEDA).
- Rockland Jewellery Limited.
- African Development Bank.
- Gulf African Bank.
- Embassy of Italy in Nairobi.
- Qatari Embassy in Nairobi.
- American Chamber of Commerce-Kenya Offices.
- CFC Stanbic Bank.
- Delegation of German Industry and commerce in Kenya.
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).
- Dubai Chamber International Office – Kenya.
- Embassy of Hungary.
- Export Promotion Council.
- High Commissioner of Canada in Kenya.
- KenInvest Kenya.
- KfW Development Bank.
- South African High Commission – Kenya.
- Netherlands Embassy in Nairobi.
- The Business Advocacy Fund.

The following entities responded with sponsorship:

- i. Ministry of Petroleum and Mining (State Department for Mining).
- ii. Base Titanium Limited.
- iii. Turkana County Government.
- iv. Fairtrade Africa.
- v. Minerals and Energy for Development Alliance (MeFDA).

We had provided a sponsorship package to every potential sponsor, to give me the liberty to select on what package is suitable for them. The following are details of the sponsorship package:

- i. Ruby- Kshs. 500,000**
- ii. Tsavorite – Kshs. 350,000**
- iii. Aquamarine- Kshs 200,000**

4.2 Partnership

We approached the following organization, being Key Industry players, to partner with us:

- i. Kenya Chamber of Mines.
- ii. Chicago Responsible Jewelry Conference.

The partnership package entailed the following:

- i. Publicizing the event among their members.
- ii. Securing a booth.
- iii. Endorsing the event and sharing their logo as partners on our marketing materials.

4.3 Venue

The Kenya Gem & Jewellery Fair 2019 was held at Movenpick Hotel, Nairobi Kenya.

4.4 Supplier

The Kenya Gem & Jewellery Fair 2019 had the following procured services of different suppliers Booth Supplier, E-shot designer and marketing material editing, Glass display supplier and the Website.

4.5 Marketing

In readiness for the Kenya Gem & Jewellery Fair 2019, we used the following platforms to market and advertise the event:

- i. Social Media (Instagram, Twitter and Facebook).
- ii. E-shots. Inform of fliers.
- iii. Newspaper articles. The Newspaper articles, were published on the 28th May, 2019 28th June, 2019 and 7th July, 2019

4.6 Exhibitors

The Kenya Gem & Jewellery Fair had Ten (10) exhibitors taking up the Exhibition and Nine (9) table exhibitors.

- i. The Ministry of Petroleum and Mining (State Department for Mining) which took Four (4) booth. Two (2) booths contained information on the State Department for Mining, the 3rd booth was for what the State Department for Mining is doing at the Value Addition Centre in Voi, the 4th Booth was for the artisanal miners from the counties showcasing what they mine.
- ii. One (1) booth sponsored by Base Titanium for Five (5) artisanal small scale miners from Kuranze in Kwale County - This booth were sponsored by Base Titanium.

- iii. Aqeeq Galleria jewelries designers.
- iv. Mr. G Collection- jewelries designers.
- v. Sparta Jewelry - designers and retailers of ruby, tanzanite, amethyst and tourmaline jewellery.
- vi. Amor Gems- designers and retailers of ruby, tanzanite, amethyst and tourmaline jewellery.
- vii. Shop Soko- jewelries designers.
- viii. Mbaka Gems- traders of tsavorite, tanzanite, ruby, amethyst, red garnet among other gemstones.
- ix. Local Aid- jewelries designers.
 - x. East Africa International Arbitration Conference (EAIAC).
 - xi. Artisanal small scale miners from Kisii and Migori County.
 - xii. Artisanal small scale miners from Kakamega County.
 - xiii. Artisanal small scale miners from Samburu County.
 - xiv. Artisanal small scale miners from Taita Taveta County.
 - xv. Pilly Amenya- jewelries designers.



Exhibition Area



Artisanal small scale Miners from Kakamega County



Exhibitors and buyers and the KGJF 2019

4.7 Participants

KGJF 2019 had over Five Hundred (500) participants, with participants from Twenty Two (22) countries including Kenya, United States of America, United Arab Emirates, India, Malawi, Mozambique, Botswana, South Africa, Tanzania, Sri Lanka, Pakistan, United Kingdom, Sweden, Cyprus, Nigeria, Uganda, Zambia, Ethiopia, Madagascar, France, Australia and China.

The category of participants cut across the mining value chain. They included Gemstones traders, Jewellers, Small-scale and Artisanal miners, Financial Institutions, Academicians, Large scale miners, Investors, Mining engineers, Lawyers in the extractive industry and civil servants working in the State Department for Mining.

The local participants come from Twelve (12) counties in Kenya, which is Taita Taveta County, Nairobi County, Migori County, Kisii County, Kakamega County, Samburu County, Kitui County, Kwale County, Kajiado County, Embu County, Nyamira County and Turkana County.





Participants at the KGJF Conference

4.8 Gala Dinner

The culmination of the Kenya Gem & Jewellery Fair was the gala dinner which was graced by a number of invited guests. The Principal Secretary in charge of the Ministry of Petroleum and Mining, Hon. John Omenge was the Chief Guest.

Also present the exhibitors of the 2019 Kenya Gem & Jewellery Fair, AWEIK Board members and members as well as other invited guests. The dinner had a total of with 80 guests.



*Ps. Hon. John Omenge
At the Gala Dinner*



*Dr. Melba Wasunna
Acting Chair-person AWEIK*



SPONSORS

