



AGENDA

FEI CUI SESSION

October 4, 2023 – 3:45 PM-4:45 PM

Session moderator: Mr Kent Wong

Welcome speech by Dr Gaetano Cavalieri

Presentation topic: New Market Development through Innovative Design: A New Product and Branding Strategy of Fei Cui

Speaker: Mr Kent Wong

Presentation topic: Core Elements and the Framework of the International Fei Cui Standard Discussion Draft

Speaker: Dr Norman Siu

Interactive discussion panel section: Industry concerns in B2B transactions

Moderator: Mr Kent Wong, Chairman of Jewellers' and Goldsmiths' Association of Hong Kong (JGAHK)

Panel Session Speakers:

- Dr Gaetano Cavalieri, President of CIBJO
- Dr Edward Liu, Chairman of Gemmological Association of Hong Kong (GAHK)
- Mr Sumed Prasongpongchai, Director of Gem and Jewelry Institute of Thailand (GIT) and/or Mr Thanong Leelawatanasuk, Deputy Director of GIT
- Mr Ken Scarratt, President of CIBJO's Sector A
- Dr Hanco Zwaan, President of CIBJO Gemmological Commission
- Prof Dr Ren Lu, Distinguished Professor of Gemmological Institute, China University of Geosciences (Wuhan)
- Prof Dr Yang Mingxing, Former Dean and Professor of Gemmological Institute, China University of Geosciences (Wuhan), Convenor of Professional Writers Team of the International Fei Cui Standard Discussion Draft
- Dr Norman Siu, Director of GAHK, Deputy Convenor of Professional Writers Team of the International Fei Cui Standard Discussion Draft

CIBJO CONGRESS 2023, JAIPUR, INDIA

www.cibjo.org/congress2023/

CIBJO CONGRESS FEI CUI SESSION SPEAKERS' BIOGRAPHY



**Dr Gaetano Cavalieri, President
CIBJO, The World Jewellery Confederation**

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 around the world, and also including many of the industry's major international corporations and international representative associations, CIBJO is the industry's oldest international organization in jewellery sector, having originally been established in 1926. It covers the entire jewellery, gemstone and precious metals sectors vertically, from mine to marketplace, and horizontally within each of the component sectors in the various production, manufacturing and trading centres.

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, 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, 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.



**Mr Kent Wong
Chairman, Hong Kong Jewellers' & Goldsmiths' Association;
Member, CIBJO/GAHK Fei Cui Working Group; Member,
Consultation Advisors Team of International Fei Cui Standard
Discussion Draft; Managing Director, Chow Tai Fook Jewellery Group
Limited; GAHK Fei Cui Standard Project Industry Adviser**

Mr Kent Wong Siu-Kee is the chairman of executive committee of the Hong Kong Jewellers' & Goldsmiths' Association and vice chairman of the Gems & Jewelry Trade Association of China. Being the Managing Director of Chow Tai Fook Jewellery Group Limited, Mr Wong is responsible for the strategic planning and overall management of the Group.

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Dr Norman Siu

GAHK Director of Certification & Label Scheme, International Affairs, Education; Member, CIBJO/GAHK Fei Cui Working Group; Deputy Convener, Professional Writers Team of International Fei Cui Standard Discussion Draft; Project Specialist, GAHK Fei Cui Standard Project; Co-Founder, International Association of Jewellery Merchandise Planning Professionals (IAJMPP)

Norman Siu Wai-chung joined the industry as a jewellery designer in early 1980's and mainly served the international jewellery brand clients as outsourcing design consultant. During his professional career, Norman has received many competition awards, including jewellery design, ceramic art and poster design etc. Norman has his first art & design exhibition, "Enamel and Titanium Jewellery Design Exhibition", in Hong Kong Art Centre in 1986. In 1990, Norman was granted the "Hong Kong Outstanding Disabled Person Award." Having obtained the Gemmology Diploma of the Gemmological Association of Great Britain (Gem-A, UK), Norman has gained a master degree in design in 1995 and PhD degree (Jewellery Design) in the School of Design, the Hong Kong Polytechnic University (PolyU) in 2001. In 2004, Dr Siu led a Hong Kong - Pearl River Delta jewellery industry manpower survey project and he participated the similar nature research in 2006/2007 and 2009/2010 respectively. In 2014, Dr Siu completed a large-scale research jewellery industry project in Macau with the focus on studying Macau and China consumers' preferences and buying behaviour. Dr Siu was a subject leader and visiting lecturer of six jewellery specific modules of an Executive Diploma in Management (Jewellery) programme hosted by the Hong Kong Polytechnic University (PolyU). He was also a programme leader of an executive course for jewellery senior designers, marketers, management executive and managers for ten years. Dr Siu has published widely in the areas of jewellery and product design, marketing and branding strategy, design thinking, quality management and computer aided design technology application on jewellery. He was appointed as Sector/Subject Specialist (Jewellery Art & Design) by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications since 2006. Currently Dr Siu is a member of the Technical Committee 174 (Jewellery & Precious Metal) of the International Organization for Standardization (ISO), advisor of Macau Goldsmiths' Guild, and master student supervisor (dissertation writing) of the Gemmological Institute, China University of Geosciences, Wuhan, China (GIC).