



ARMENIAN JEWELLERS FOUNDATION AT YEREVAN SHOW 2013

11/15/2013

Yerevan Show 2013 was held at the Karen Demirchyan Sports & Opera Complex in Yerevan, Armenia, from October 28-30, 2013. Already in its 3rd year, the show has been evolving into an effective international business platform, aimed at developing the jewelry industry in Armenia. Organized by AJA, Yerevan Show is traditionally held under the patronage of the President of Armenia, Serzh Sargsyan. The President and First Lady, Rita Sargsyan, attended the opening ceremony and toured the pavilions.

AJA Foundation was among the 100 plus exhibitors at Yerevan Show 2013, displaying the special limited edition Frank Muller series of stainless steel and gold watches celebrating the Armenian alphabet.

During the 3-day event, AJF organized, in collaboration with AJA International, a press conference and a lottery fundraiser; the winner received one of the limited edition Franck Muller watches.



Photo (left to right): AJF Regional Director Aza Babayan, AJA International President Gagik Gevorkyan, RA President Serzh Sargsyan, AJF Chairman Mr. Pierre Akkelian

Jewellery Industry in Armenia: A Priority Sector



Photo (left to right): Mr. Pierre Akkelian, Mr. Tigran Sargsyan, Mr. Gagik Gevorkyan.

Armenia is the only country in the world to celebrate National Jeweller's Day. On this occasion, the Prime Minister of Armenia, Mr. Tigran Sargsyan, welcomed guests of Yerevan Show 2013 at an official reception, which was held at the Government Conference Hall: **"The Government has undertaken the jewellery industry in Armenia as a priority sector, and is providing the most favorable conditions for its development. In this regard, the establishment of the free economic zone will be a strong impetus for the development of the jewellery industry in our country."**

A press conference entitled "Modern Jewellery: Problems and Perspectives" was organized at the Karen Demirchyan Sports and Concert Complex. AJF Chairman Pierre Akkelian introduced the mandate of the foundation and its current projects.



Photo (left to right): Mr. Pierre Akkelian, CIBJO President Dr. Gaetano Cavalieri

The Foundation will be publishing, in cooperation with the Saint-Petersburg Ethnography Museum, a catalogue depicting Armenian life and culture in 1916. Famous 20th century Russian Professor Alexandr Millar collected 225 traditional Armenian artefacts that include jewellery, costumes, and embroidery from historic Armenia (Vaspurakan, Van, Mush and Bitlis).



The detailed study and discovery of Armenian jewellers and their Jewellery history is just one of the projects of the Foundation.

Mr. Pierre Akkelian emphasized, "A great part of Armenian jewellery heritage has been kept in the dark, in the repositories of world museums. Even when exhibited, they are not correctly identified as Armenian. This must be rectified, and the heritage shared with the public, so our generation can know and be proud of their ancestral heritage."

In line with foundation's mandate, promising young Armenians will be awarded scholarships to study at leading jewellery schools around the world.

Special Limited Series of 38 Gold & 38 Stainless Steel Watches



[AJF offers two sponsorship packages:](#)

\$15,000 sponsors receive a Franck Muller stainless steel limited edition watch.

\$25,000 sponsors receive a Franck Muller gold limited edition watch.

All sponsors will be mentioned in the Foundation's publications.

Franck Muller is producing 38 gold and 38 stainless steel watches as a special limited edition series of watches celebrating the Armenian alphabet; each one engraved with one of the letters from the alphabet.

Several prominent figures, who have already acquired Franck Muller watches, became sponsors of the Foundation's charity projects.

During the Yerevan Show 2013/AJA dinner on October 30, 2013, the Minister of Diaspora, Hranush Hakobyan, drew the winning lottery ticket for a stainless steel Franck Muller watch. The winner, Mr. Arshak Manukyan, is a Yerevan based jeweller and AJA Armenia Chapter member.



Photo (left to right): AJA President Gagik Gevorkyan, AJF Chairman Pierre Akkelian, Mr. Arshak Manukyan.

The Armenian Jewellers Foundation thanks everyone who supported and participated in the raffle!

Media about AJF:

[Civilnet TV](#)

[GALA TV](#)

[Panarmenian](#)

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The Armenian Jewellers Foundation is an exciting new effort that will explore the global heritage of jewellery, discover key jewellers and their contribution to the industry and provide funds to establish educational programs and scholarship programs for young emerging jewellers from all over the world. For more information, please visit our website www.ajafoundation.org or write to office@ajafoundation.org