

British Jewellery & Giftware International

NY NOW, USA – Event Details

6-9 February 2022



 **CREATIVITY
IS
GREAT**

BRITAIN & NORTHERN IRELAND



British Jewellery & Giftware
International

These are the event details for the UK Gift/Stationery pavilion stand organised by British Jewellery & Giftware International at NY NOW 6-9 February 2022

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Contacts

For more information, please contact:

Taran Sahota

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British Jewellery & Giftware
International
A division of the British Allied
Trades Federation
10 Vyse Street
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Birmingham
B18 6LT

Find out more, visit our website:
www.batf.uk.com/international

**DEADLINE FOR
APPLICATIONS
Thursday 28th October 2021**

Government funding and group organiser

OFFICIALLY ANNOUNCED THIS SUMMER THE PREVIOUS FUNDING SUPPORT (TAP) PROVIDED BY DIT HAS NOW BEEN WITHDRAWN, THERE ARE DISCUSSIONS OF A REPLACEMENT FUNDING SCHEME BEING INTRODUCED, DETAILS OF THIS ARE YET TO BE DISCLOSED BY HM TREASURY. AS SOON AS BJGI ARE MADE AWARE OF ANY REPLACEMENT FUNDING SUPPORT WE WILL NOTIFY ALL EXHIBITORS.

WE APPRECIATE FOR SOME BUSINESSES FUNDING IS VITAL TO BE ABLE TO PARTICIPATE AT AN INTERNATIONAL SHOW, BELOW WE HAVE OUTLINED THE CURRENT FUNDING SUPPORT AVAILABLE TO COMPANIES LOCATED IN ENGLAND.

INTERNATIONALISATION FUND

The Department for International Trade (DIT) has launched its new Internationalisation Fund for eligible businesses in England.

Match-funded grants of between £1,000 and £9,000 will be available for future activity (subject to eligibility and availability).

To secure a grant, you'll need to fund a proportion of your costs yourself. This varies according to where your business is based and will be either 40 or 50% of the total cost.

The Fund is currently available throughout England except Cornwall & Isles of Scilly, which has its own similar scheme.

The fund can be used to support areas including (but not exclusively limited to):

- Market research
- IP (intellectual property) advice
- Translation services
- International social media/SEO
- Trade fairs (where no TAP funding is available)
- Independent market visits
- Consultancy and other international commercial services

Is your business eligible?

The company must be based in England

The company must be a small or medium sized enterprise (SME) with up to 250 employees

No more than 25% of the business is owned by an enterprise which is not a SME

Annual turnover does not exceed €50 million or annual balance sheet does not exceed €43 million

The fund is supported by the European Regional Development Fund (ERDF).

PLEASE BE AWARE THAT TERMS AND CONDITIONS APPLY.

The internationalisation funding application will need to be made with your International Trade Advisor at DIT, BJGI can connect you with your ITA.

GROUP ORGANISER

British Jewellery & Giftware International is the leading industry-based trade association representing the UK's giftware, tableware, jewellery and travel accessories industry. We are part of the British Allied Trades Federation (BATF) is a company limited by guarantee which comprises five trade associations. Together these represent approximately 2,500 enterprises from the jewellery, giftware, surface engineering and travel goods and accessories industry sectors. Collectively BATF members employ an estimated 46,000 people and produce annual sales worth in the region of £22 billion.

BATF membership is made up of micro to medium size companies, mainly suppliers such as manufacturers, designers, craftworkers, wholesalers, distributors and retailers.

To ensure Member's voices are heard on matters affecting them, the Federation works closely with every level of Government, the EU, as well as local authorities, chambers of commerce and other influential organisations.

The Federation is a national organisation and has been around for 125 years, existing to champion its members and help them flourish across the UK and abroad.

We organise several overseas exhibition events per year. We are pleased to announce that, we will again be organising a UK group area at NY NOW 6-9 February 2022. This pavilion has, for several years, been supported by the British Government and many participants have been able to receive grants towards their participation.

Our experience at other overseas shows has shown that the prestige of being part of the British pavilion and the additional on-site support offered by our organisation are still of benefit to UK exporters, so we aim to arrange a pavilion for those companies who have expressed a wish to attend the show regardless of funding.

The event

Event: NY NOW 6-9 February 2022
Organiser: Emerald Expositions
Contact: Stephanie Gaspari
E-Mail: stephanie.gaspari@nynow.com
Phone: +1 914 421 3366

The last in person edition to host a UK pavilion was the Winter 2020 edition of NY NOW®, the Market for Home, Lifestyle, Handmade + Gift, took place February 1-5, 2020 at New York City's Jacob K. Javits Convention Center. NY NOW features three comprehensive collections — HOME, LIFESTYLE and HANDMADE — that encompass tens of thousands of products in hundreds of product categories. The five-day show, combined with the co-location of NSS®, welcomed buyers from across the country and beyond to discover a merchandised show floor designed for buyers to find the newest distinctive products and emerging brands among 2,000 exhibiting companies with offerings spanning more than 35 leading product categories.

Newness was the highlight of the market with NY NOW welcoming 300 new exhibiting companies to show. The Winter 2020 market also launched a New Brand display presentation, which showcased a curated collection of nearly 200 products from first-time exhibitors. Together with a tailored programming featuring the latest topics in the categories of Sustainability, Smart Technology, and creating memorable in-store experiences, the aisles were abuzz with steady order writing and networking events fostering new business connections and collaborations.

The Winter 2022 edition of NY NOW® will take place February 6-9, 2022 at New York City's Jacob K. Javits Convention Center. NY NOW is owned by Emerald Expositions, a leading operator of business-to-business trade shows in the United States. Emerald currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2018, Emerald's events connected over 500,000 global attendees and exhibitors and occupied more than 7.0 million net square feet of exhibition space.

NY NOW is fast evolving towards an even more sophisticated and dynamic experience-driven event where independent retailers and designers come to be inspired. Success in retail is now all about experience and presenting what is unique, distinctive and innovative.

Source taken from www.nynow.com

For more information about the show, please contact British Jewellery & Giftware International on Tel: +44 (0) 121 237 1114 or email: taran.sahota@batf.uk.com

Event package

LOCATION	The British group allocation will be located within the Gift/Stationery area at the Javits Convention Centre, Level 3.
THE PACKAGE	Each individual stand will include space rental, 8' high hardwalls, carpet, lights and a street sign with company name and booth number. (Additional furniture / fittings must be ordered from the show manual)
STAND SIZE	We anticipate that most spaces available within the pavilion will be between 12 x 10 (120sqft), 10 x 10 (100sqft) & 8 x 10 (80sqft) but may be able to offer other sizes. Please indicate the preferred stand size on your application form on page 9.
STAND CONSTRUCTION	To be completed by the appointed stand contractor. Order forms for extra furniture will be sent to you at a later date with the exhibitors' service manual.
FACILITIES	Exhibitors in the UK group will also benefit from shared facilities of: communication services, information stand/office area, refreshments, group advertising, stand cleaning after set up, British Jewellery & Giftware International management service prior to, during and after event and full installation supervision during build-up period. Please note that it may not be possible to provide all facilities in each stand location.
PROMOTION	We plan to take out an advertisement or produce a group brochure to promote the British Pavilion. Please send a quality photograph, digital image or transparency of your product if you would like to take advantage of this free advertising opportunity.

The cost

COST PER SQ FT FOR STAND & CONSTRUCTION

£55.25 per SQ FT for stands under 90sqft
£50.75 per SQ FT for stands over 100sqft

MANAGEMENT FEE

British Jewellery & Giftware International will provide management and promotion for exhibitors (listed on page 5). To cover the cost of these facilities, British Jewellery & Giftware International will charge a management fee, as shown below.

£550.00 for BJGI members
£950.00 for non-members

If you decide to apply for membership, please send a cheque for the member fee plus the appropriate membership fee with page 9 (application for space at the show) and page 10 (application for membership).

STAND COSTS Based on 100 sq ft	Price excluding funding	Price including Internationalisation fund
Price of 100 sq ft stand - based on price per sq ft = £50.75	£5075.00	£5075.00
Match funding	N/A	50%
Member management fee	£550.00	£550.00
Total payable by Members of BJG international	£5625.00	£2812.50
Additional non-member fee	£400.00	£400.00
Total payable by non-members	£6025.00	£3012.50

STAND COSTS Based on 80 sq ft	Price excluding funding	Price including Internationalisation fund
Price of 80 sq ft stand - based on price per sq ft = £55.25	£4420.00	£4420.00
Match funding	N/A	50%
Member management fee	£550.00	£550.00
Total payable by Members of BJG international	£4970.00	£2485.00
Additional non-member fee	£400.00	£400.00
Total payable by non-members	£5370.00	£2685.00

ADDITIONAL COSTS: To assess the total cost of exhibiting, participants should also take into account freight charges, public liability insurance and travel and accommodation costs.

Please note we are able to offer larger stands to the above, should you wish to apply for a larger stand, please specify this on page 9 (stand application)

CORNER BOOTH SUPPLEMENT – Please note that there will be a surcharge of £595.00 on stand costs for all cross-aisle corner booths.

Other stand sizes may be available please indicate preferred stand size on stand application can be found on page 9.

Additional information

EXCLUSIONS

We reserve the right to exclude from the group any exhibitor who is indebted to the British Allied Trades Federation or any company or product which is considered for any reason to be unsuitable by the British Allied Trades Federation or the show organiser.

EXPORT AGENTS

UK-based export agents must provide a signed declaration from their principal(s) confirming the agent is their accredited representative.

MINIMUM GROUP

10 companies (otherwise the event may not be viable) In the event that we had to withdraw our group booking, we would endeavour to support any company who had already booked a space with us in an individual application to take over that space.

EVENT CANCELLATION

Application If the event were to be cancelled due to the current circumstances, a full refund would be provided without any penalty to the exhibiting company. An option to defer the payment to the next edition would also be available.

PAYMENT SCHEDULE

please see terms and conditions clause 4

- **Management fee is payable at the time of application in order to reserve a space within the group.**
- **50% of stand costs** must be paid **120 days** prior to the opening of the event - for this event the payment deadline is at time of booking
- **The remaining balance** of stand costs must be paid in full **60 days** prior to the opening of the event - for this event the payment deadline is **8th December 2021**.
- Failure to meet any of these deadlines will result in the re-allocation of your booth to a company on the waiting list.

How to apply

1. Complete the British Jewellery & Giftware International Application Form – page 9 of this document.
2. If applying for or have successfully applied for the Internationalisation fund please do let us know.
3. Make a BACS payment for the Management fee to:

British Allied Trades Federation
20-07-74
20524468

Or please call Taran on 0121 237 1114 to make a debit/credit card payment.

4. Decide on method of payment of stand costs (Bacs/credit card/direct debit/) and request the appropriate form. (please see payment schedule as detailed in the terms and conditions clause 4 and also on page 7 of these details)
5. Send a quality digital image of the product for use in publicity materials to taran.sahota@batf.uk.com or post to the below address (images must not be larger than 3mb and 300dpi if emailed)
6. Forward items 1-5 to:
- 7.

Taran Sahota
British Jewellery & Giftware International
Federation House
10 Vyse Street
Birmingham B18 6LT

If you have any queries, please do not hesitate to contact Taran Sahota on tel: 0121 237 1114 / +44 (0) 7776 526 566 or e-mail: taran.sahota@batf.uk.com

IMPORTANT: Closing date for applications and fees:

All applicants: 27th October 2021

Please note: Failure to meet the deadline can result in the booth being allocated to another company on the waiting list.

Space application form – Gift / Stationery

A Bacs payment has been made or a cheque is enclosed made payable to **The British Allied Trades Federation** for the Management fee:-

£550.00 for BJGI Members

£950.00 for Non-members



Our stand costs will be paid by bacs/cheque /direct debit*

*delete where applicable (please see payment schedule as detailed in the terms and conditions clause 4 and also on page 7 of these details)

We have noted and agree to abide by the British Jewellery & Giftware International Terms & Conditions, (pages 12-13 of these details), the UK Government terms and conditions received with this application form and the show organisers T&Cs (available on request). In the event of withdrawal, we understand that once the cut-off date for applications is reached or stands are allocated, all participation fees are non-returnable, unless a replacement can be found, space is insufficient, or for some reason the event is cancelled. In addition, we will reimburse British Jewellery & Giftware International any additional costs it has incurred on our behalf up to a maximum cost of £55.25/£50.75 per sq ft for stand space and stand construction allocated. We also understand that applications for specific sites within the group cannot be accepted.

We understand that responsibility for insurance rests with individual exhibitors for all risks, including “Force Majeure”. We acknowledge that the British Jewellery & Giftware International will not be liable for the consequences of any such risks or costs incurred. We confirm that we have Public Liability Insurance in force in respect of this trade fair with a limit of indemnity of £2 million. **An invoice for the full cost of your participation will be sent on receipt of this application.**

NAME:	POSITION:
COMPANY:	
ADDRESS:	
TEL:	WEBSITE:
EMAIL:	
VAT No. _____	Please tick if not VAT registered <input type="checkbox"/>
COMPANY Reg no. _____	Please tick if not registered at Companies House <input type="checkbox"/>
STAND SIZE REQUEST - _____	
CORNER BOOTH REQUEST - YES <input type="checkbox"/>	NO <input type="checkbox"/>
CORNER BOOTH SUPPLEMENT: Please note there will be a surcharge of £595.00 on your stand costs for a corner location in a cross aisle.	
SIGNED:	DATE:
By signing this form you agree to allow BJGI to contact you and to pass your data to approved partners. Please see points 23, 24 and 25 of the T&Cs on page 13 for more information.	

Membership application form

Members of one of the following Trade Associations (TA) within the Federation can apply for membership of British Jewellery & Giftware International at a rate of £189.00 + VAT per year (10+ employees), £139 + VAT (4-9 employees), £89.00 +VAT (up to 3 employees).

National Association of Jewellers (NAJ), Giftware Association (GA), Jewellery Distributors Association (JDA), British Travelgoods & Accessories Association (BTAA), Surface Engineering Association (SEA)

Companies who are not members of one of the above associations can subscribe to British Jewellery & Giftware International for £309+VAT (10+ employees), £223.50+VAT (4-9 employees), £138+VAT (3 or less employees).

If you decide to apply for membership, please make a payment for the member fee plus the appropriate non-member fee with this page and page 8 (application for space at the show).

Company Name _____

Contact _____ Position in company _____

Address _____

_____ Tel _____

Email _____ Website _____

Which Association are you currently a member of? (Please tick)

- | | |
|--|--|
| <input type="checkbox"/> Giftware Association | <input type="checkbox"/> Jewellery Distributors' Association |
| <input type="checkbox"/> National Association of Jewellers | <input type="checkbox"/> British Travelgoods and Accessories Association |
| <input type="checkbox"/> None | |

Type of Trade? (please tick)

- | | | |
|---------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Manufacturer's Agent |
|---------------------------------------|-------------------------------------|---|

Other _____

Which of the services are currently of most interest to your company? (please tick)

- | | | |
|---|--|--|
| <input type="checkbox"/> Overseas Exhibitions | <input type="checkbox"/> Trade Missions | <input type="checkbox"/> Seminars |
| <input type="checkbox"/> Government Services | <input type="checkbox"/> Overseas Market Information | <input type="checkbox"/> Catalogue and Sample Displays |

Are there any other services not currently provided that you would like to see offered?

I hereby apply to subscribe to British Jewellery and Giftware International and agree to pay the annual membership subscription.

Signed _____ Date _____

Contacts list

GROUP MANAGEMENT:

Contact: Taran Sahota
British Jewellery & Giftware International
Federation House
10 Vyse Street
Birmingham
B18 6LT
Tel: 0121 237 1114
E-mail: taran.sahota@batf.uk.com

FREIGHT FORWARDER:

Mark Saxton
Sales Manager
GBH Exhibition Forwarding Limited
10 Orgreave Drive, Handsworth,
Sheffield, United Kingdom, S13 9NR
tel: +44 (0)114 269 0641 - fax: +44 (0)114 269
3624 email: mark@gbhforwarding.com

Joanna Pietrzela
Agility Fairs & Events Logistics Ltd
ExCeL, London, E16 1XL, UK
Tel: +44 (0)207 069 5305
jpietrzela@agility.com

Department for International Trade:

If you need assistance in making contact with buyers, agents, distributors in the market prior to attending a trade show or visiting the market, the Department for International Trade may be able to help. For details of the chargeable services on offer, please contact your local International Trade Advisor via the DIT website: www.gov.uk/dit or tel: 020 7215 8000 **Please note that many of these services require at least a 12 week lead time**

BRITISH CONSULATE GENERAL:

Ashley Bell
Department for International Trade
British Consulate General
845 Third Avenue
New York
NY 10022
Tel: +1 212 745 0471
Email: Ashley.Bell@mobile.trade.gov.uk

Terms and conditions

IMPORTANT: Before completing the application forms please read the following Terms and Conditions. If you have any queries you should contact the event co-ordinator.

1. Applications must be submitted through the British Jewellery and Giftware International (BJGI) by the specified deadline.
2. The exhibitor undertakes to indemnify and keep indemnified BJGI against all costs, charges, expenses, legal costs, claims or losses of any nature suffered by BJGI as a result of the exhibitor's actions, omissions or failure to comply with the show organiser's Terms & Conditions.
3. The exhibitor undertakes to comply with its contract with the BJGI and indemnify and keep indemnified BJGI against all costs, charges, expenses, legal costs, claims or losses of any nature suffered by BJGI as a result of the exhibitor's failure to comply with its contract with BJGI.
4. **Payment of the management fee must be made at the time of booking. 50% of the stand costs must be paid 120 days in advance of the event and the remaining balance must be received by BJGI 60 days in advance of the event, unless special circumstances have been previously arranged. Failure to send in payment will result in withdrawal of the exhibitor's application for space and / or re-allocation of the space to a company on the waiting list.**
5. Exhibitors must acquaint themselves and comply with the conditions laid down by the exhibition organiser for this event and with any other relevant national, regional or local, technical, legal, safety or other requirements or regulations. BJGI will not be responsible for any claim arising from the exhibitor's failure to comply with such regulations.
6. Any exhibitor that cancels from this event due to the inability to travel to the United States due to government-imposed travel bans can receive a refund if they do not choose to roll over to a future event. We still expect the cancellations to take place within the window between 4-6 weeks out from the event. Note that the US has announced that beginning November 1 vaccinated passengers will be able to begin traveling again to the United States.
7. It is the exhibitor's responsibility to ensure they are fully vaccinated to attend the show, there will be no refunds for those are not vaccinated or chose not to get vaccinated.
8. The exhibitor shall ensure that it has full insurance cover against accident, injury, loss or damage of any nature including public and product liability, and "Force Majeure". Exhibitors will be liable for third party claims arising from their own stand fittings and for their proportion of the stand construction. The exhibitor shall also comply with any requirements of BJGI, the exhibition organiser and any applicable law in this regard.
9. In the event of any exhibitor becoming bankrupt or of a limited company being wound up, the BJGI space application shall be binding and all monies already paid shall be retained by BJGI.
10. BJGI shall not be held responsible should the official British Group have to be cancelled because of lack of support or for any other reason. In this event, every effort will be made to negotiate for space direct with the organisers on behalf of those exhibitors who still wish to proceed.

Terms and conditions

11. If the exhibition is cancelled or postponed for any reason, after BJGI has incurred all or part of its costs, then payments (or a proportion of them) will be retained. Every effort will, of course, be made to keep these costs to a minimum and to reclaim any payments made to the organisers and/or contractors.
12. BJGI cannot under any circumstances be held liable for any cancellation, variation or alteration made by the exhibition organisers or nominated contractors or any party which is outside the control of BJGI or the failure of others to discharge their obligations to BJGI.
13. If it becomes clear that design requirements or space allocation necessitate providing a larger or smaller area than applied for, an adjustment to the space and stand costs will be made to reflect this change. You should note that there can be no guarantee that you will receive a specific site within the group.
14. The stand construction is based on the present-day cost of materials, labour and transport (including the cost of conforming to obligations imposed by statute or Government order.) In the event of any unforeseen rise in such costs or unforeseen fluctuation in currency exchange rates, BJGI reserves the right to make a corresponding increase in the charge to the exhibitor, after due notification.
15. Self-build exhibitors' design and colour scheme should not detract from the overall presentation of the UK group and is only allowed with the complete agreement of BJGI.
16. Participants withdrawing from the exhibition after an application has been accepted and stands allocated will be liable for the total cost of the space, stand construction and management fees. BJGI will make every effort to find a replacement exhibitor in order to minimise these expenses, but it is not liable and cannot guarantee to do so. Any exceptions to this will be at the discretion of the BJGI. In the event that a company withdraws an application prior to the event cut-off date, or prior to allocation of stands, the BJGI reserves the right to retain all or part of the management fee in compensation for any administrative or other costs incurred.
17. BJGI appoint travel and freight agents in the interest of reducing exhibitor costs. Exhibitors are free to make use of these services but do so at their own risk. All transactions between exhibitors and any appointed agents will be direct and BJGI cannot and does not accept any liability whatsoever for any claim or dispute between exhibitors and the agents. BJGI would of course try to resolve any dispute that may arise.
18. An exhibiting company must ensure delivery of its exhibits to the stand at least 24 hours in advance of the opening of the show to ensure that exhibits are properly set up and displayed. They must also ensure that their stand is properly manned for the duration of the event by personnel, who must be in attendance at least 24 hours in advance to set up all exhibits and display items. Exhibitors who fail to turn up at the exhibition and / or set-up their exhibits on time or who fail to man their booth properly for the duration of the show will be required to pay any further costs incurred by BJGI in making good the empty or unmanned space.
19. The exhibitor understands that it is their responsibility to make sure that they comply with any terms and conditions relating to any funding which they may receive from the British government
20. Applications for government funding under the Tradeshow Access Programme (TAP) are subject to the

Terms and conditions

terms and conditions imposed by the UK government. A copy of UK government terms and conditions are enclosed with this document. Any company who wishes to apply should acquaint themselves with the eligibility conditions set down in sections 1.1, 1.2 and 1.3. BJGI will process valid application forms but cannot process forms where applicants cannot confirm that they meet the eligibility criteria.

21. The exhibitor is responsible for the safe keeping of any furniture, fixtures and fittings that may be hired through or supplied by BJGI, the organisers or contractors and in the event of any article being damaged or lost through any cause whatsoever, the exhibitor will pay the full replacement cost of such articles.
22. Any complaint with regard to BJGI services or levels of fees must be made in writing to BJGI in the first instance. If on site, a verbal complaint must be confirmed in writing immediately after the exhibition in order that the BJGI may investigate fully. No liability for claims will be accepted unless this condition is complied with.
23. BJGI reserve the right to prevent the promotion of any products or items which may be considered “embarrassing or unacceptable” to our organisation, the host country or the event organiser.
24. The exhibitor understands that BJGI reserve the right to close an exhibition stand in the event of an inappropriate display of goods or behaviour deemed inappropriate, embarrassing or unacceptable by our organisation or the event organiser during the event.
25. For the exhibitors' benefit we will pass on details of all exhibitors to the show organisers, UK government Commercial officers based in Embassies & Consulates overseas, Business Links & government regional offices in the UK, and our supply partners, (ie; stand constructors, travel agents, and freight forwarders). By completing & submitting the application form, exhibitors confirm their acceptance and agreement to this practice. If any exhibitor is unwilling to have their details forwarded, they should contact the event coordinator at BJGI.
26. By signing the application form, you agree to receive information relating to this show, future editions of this show and any other shows and/or initiatives that BJGI feel are appropriate and beneficial for the exhibitor.
27. By signing the application form, you agree to receive the BJGI monthly newsletter *interconnect*.



DIT

The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions frDisclaimer

Whereas every effort has been made to ensure that the information in this document is accurate the Department for International Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

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This document is also available on our website at gov.uk/dit. Any enquiries regarding this publication should be sent to us at enquiries@trade.gov.uk

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