



EUROFASHION BIJOUX, the leading brand in European fashion jewellery

EUROFASHION BIJOUX (EFB) is a non-profit organization founded on the 16th of March 2007. This entity appeared after joining together the Spanish and Italian sector, whose shareholders are both associations representing it (SEBIME and MIBI Fabbriche Italiane respectively).

EFB's main goal is to encourage the development and foster a good market position of European fashion jewellery and fashion components manufacturers within the international markets.

Manufacturers from Italy, Spain, Germany, Greece, Israel and France are members of EFB.

EFB is the new brand (the butterfly) made to help buyers recognize the special quality and added value of the "made in Europe" accessories. Every product bearing this brand label guarantees that the making process, its design and its component control complies with the highest European standards.

The EFB brand strengthens (both for manufacturers and buyers) the need to differentiate within the fashion industry the high quality made and produced in Europe against other imitations made in other countries without the necessary rules and guarantees control. The creation and start of this brand is the outcome of a historical agreement between the Spanish and Italian fashion jewellery manufacturers. This project is the result of an agreement that was thought over by the leading figures of the "European Fashion Jewellery" sector. It also covers any countries in Europe that may wish to join it.

EUROFASHION BIJOUX means "Made in Europe", that is to say, the recognition of a manufacture process with the highest respect for style, design, originality, quality, customer service and environmentally-friendly.

Furthermore, EFB offers his logistic, technical and assessment support to all the associated companies so that they can take part in all both international and European fairs and exhibitions of the sector in the best conditions.



EUROFASHION BIJOUX and its commitments:

- ✧ Exhibitions and fairs organized to foster the direct sale of products made by its members in a tailor-made setting to make business and close deals.
- ✧ To organize two large European fairs to sell to wholesalers, one held in Barcelona and another one in Milan.
- ✧ The organisation of specific commercial events such as the participation in national fairs or commercial tours for components or finished products.
- ✧ The arrangement for member manufacturers to attend the industry's leading fairs held both in Europe and Asia.

Further promotion activities:

- ✧ Opening of points of direct sale
- ✧ Commercial agreements with the Asian and U.S. market
- ✧ Participation of the sector as a group in international fairs
- ✧ *Business-to-business* (B2B) commercial activities in other countries
- ✧ To act as a lobby with regard to those regulations published by the European Union in keeping with the use of specific materials in fashion jewellery.

EFB Exhibition agenda 2014

- ✧ 9th -11th May. **EuroBijoux & MIBI** (Barcelona) International Fair of European Fashion Jewellery and Findings Manufacturers at the **Barcelona Bridal week**.

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- ✧ 3rd -5th August. **Eurofashion Bijoux at Accessories the Show. New York.**



🌀 September. **Mibi & EuroBijoux Milan.**

🌀 11th – 14th October. **Eurofashion Bijoux at Jewelers International Showcase. Miami.**

🌀 7th – 8th November. **Start Up Brussels.** – Findings Exhibition for Fashion Jewellery and Accessories.

NOTES:

🌀 For more information, please contact info@eurofashionbijoux.com

🌀 Photos: You will find photos of our companies in www.eurobijoux-mibi.com – “contact exhibitors” and click on each company name.

🌀 www.eurofashionbijoux.com

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🌀 Follows us on: Facebook Eurofashion Bijoux, Twitter @EFBBIJOUX, Pinterest EUROFASHION

🌀 **For more information during the fair please contact:**

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