

SURVEY OF U.S. ASSOCIATIONS

Three U.S. industry associations were contacted in order to supplement information provided by individual importers and to provide an industry perspective on trade in the jewellery industry. The associations contacted and their mandates are as follows:

- Jewelry Industry Council, NY, NY, provides the media with jewellery and fashion updates. It represents retailers, wholesalers and manufacturers.
- Manufacturing Jewellers and Silversmiths of America (MJSA), Providence, R.I., acts as a trade association for manufacturers of jewellery, silver and gold products and brass filled products. This association produces educational and information publications for member organizations, organizes shows and exhibitions and produces a Buyer's Guide which provides listings of articles and who supplies them.
- Jewellers of America, NY, NY, assists retail jewellers in streamlining business activities and promotions, conducts sales surveys and compiles statistics which it distributes to member organizations. It also sponsors the two largest trade shows in the U.S.

We obtained the following information from our interviews with these associations:

- market trends and forecasts for the industry
- the effect of the devalued dollar on trade in jewellery in the U.S.
- information regarding major industry trade shows
- information regarding major industry publications
- the potential effect on the industry of the Canada-U.S. Free Trade Agreement
- perceived strengths and weaknesses of the Canadian industry.

Interview Results

The only association interviewed which produces its own market forecast statistics is Jewellers of America, and these statistics specifically relate to their own membership. However, the general views of associations were that a 4 - 5% annual growth in costume jewellery and a 2% annual increase in gold and fine jewellery were expected through 1990.