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**POSITION PAPER**

# *UKGCC Jewellers & Artisans Roadshow 2025*

*Strengthening Ghana's Jewellery Sector*

*December 2025*



## 1. Overview

The UKGCC Jewellers & Artisans Roadshow 2025 was a targeted trade mission designed to strengthen Ghana's jewellery sector through international exposure, standards alignment, and institutional collaboration. Delivered by the UK-Ghana Chamber of Commerce (UKGCC) in partnership with the Jewellers Association of Ghana (JAG) and the Ghana Export Promotion Authority (GEPA), the mission brought together key public and private sector stakeholders to engage directly with the UK's jewellery ecosystem.

A defining outcome of the mission was its direct contribution to Ghana's integration into the international hallmarking and precious metals control framework.

Following engagements during and after the mission, the Standing Committee of the International Hallmarking Convention granted the Ghana Standards Authority (GSA) Observer status. This milestone positions Ghana as the first African authority to receive Observer status under the Convention, marking a significant step towards global recognition of Ghana's jewellery standards and quality assurance systems.

## 2. Background and Rationale

Ghana's jewellery sector holds significant potential for value addition, export diversification, and job creation, particularly for small-scale jewellers and artisans. However, limited exposure to international hallmarking systems, fragmented institutional coordination, and gaps in quality assurance infrastructure have constrained the sector's competitiveness in global markets.

The Roadshow was conceived following earlier attempts by JAG to organise a UK value chain tour, which faced implementation challenges. UKGCC subsequently supported programme design and delivery, leveraging its bilateral mandate and UK networks to develop a structured, outcome-oriented mission. GEPA's sponsorship ensured broad participation and aligned the mission with Ghana's national export development priorities.

The programme was intentionally designed to combine technical learning, institutional dialogue, and commercial exposure, with a strong focus on hallmarking, assay systems, and regulatory best practice, areas critical to enhancing international market access.

### 3. Participants

The delegation comprised representatives from:

- Ghana Export Promotion Authority (GEPA)
- Ghana Standards Authority (GSA)
- Ghana GoldBod Jewellery Ltd.
- Jewellers Association of Ghana (JAG)
- Ghana High Commission, London (Trade Section)
- Independent Ghanaian jewellers and artisans

This mix of regulators, industry bodies, exporters, and practitioners enabled practical, cross-cutting discussions and reinforced the mission's multi-stakeholder approach.

### 4. Programme Highlights

The Roadshow delivered a carefully curated programme across London and Birmingham, including:

- Birmingham Assay Office – Technical training sessions and roundtable discussions on hallmarking, assay testing, laboratory governance, and quality assurance systems.

- UK Department for Business and Trade (DBT) – Industry briefings and interactive discussions on regulatory compliance, safety standards, and the UK jewellery market landscape.
- Industry Site Visits – Engagements with the Birmingham Jewellery Quarter, Hockley Mint, and H.S. Walsh, providing first-hand insight into production processes, supply chains, and export-ready business models.
- Birmingham City University, School of Jewellery – Exposure to academic-industry linkages, student showcases, and discussions on potential training, exchange, and curriculum collaboration.
- Private Sector Engagement – A business development meeting with Gravalot, a UK-based men's fashion and jewellery brand exploring partnerships with Ghanaian jewellers and artisans.
- Cultural and Design Exposure – A visit to the Victoria and Albert Museum to inspire innovation and contextualise Ghanaian craftsmanship within global design narratives.

## 5. Strategic Outcomes and Impact

### 1. Ghana Standards Authority (GSA) and International Recognition

A major institutional outcome of the mission was the advancement of GSA's engagement with the International Hallmarking Convention. As a direct result of the technical exposure and institutional dialogue initiated through the Roadshow, the Convention's Standing Committee granted GSA Observer status.

Key implications include:

- GSA becoming the fourth authority globally to hold Observer status and the first from Africa.
- Ghana gaining formal access to Standing Committee meetings and technical discussions.
- A clear pathway towards future participation in the Convention's Round Robin (interlaboratory proficiency testing scheme for precious metals).

Current Observers include:

- Ghana Standards Authority
- Assay Office of Moldova
- Bureau of Metrology, Montenegro
- KRISOS (Spain)

This development significantly enhances Ghana's credibility in international precious metals control and signals readiness to align with global hallmarking standards.

## 2. Strengthening National Quality Infrastructure

The mission accelerated momentum around:

- Upgrading GSA hallmarking and assay laboratories and procuring internationally compliant equipment.
- Simplifying hallmarking symbols to improve clarity, consumer confidence, and export acceptance.
- Strengthening collaboration between GSA and the Gold Board on the legislative framework governing hallmarking and jewellery standards.

## 3. Industry Capacity and Export Readiness

- Ghana GoldBod Jewellery Ltd. advocated for structured training in refining, alloying, and karat measurement, and committed to expanding access to refining services.
- JAG highlighted the need for coordinated engagement with courier companies, Customs, and regulators to streamline jewellery exports.
- Delegates identified gaps in compliance knowledge, logistics, and documentation as key barriers for small-scale exporters.

#### 4. Trade Promotion and Coordination

GEPA proposed:

- Establishing a joint working committee to coordinate hallmarking, export logistics, and trade promotion.
- Organising a local jewellery mini-trade show to raise sector visibility.
- Improving data collection, export tracking, and joint funding models to support sector growth.

#### 6. Policy Implications and Recommendations

The outcomes of the Roadshow point to several policy priorities:

1. Standards and Regulation: Accelerate Ghana's alignment with international hallmarking systems as a foundation for export growth.
2. Institutional Coordination: Formalise multi-agency collaboration between GSA, GEPA, GoldBod, Customs, and industry bodies.

**3. Capacity Building:** Invest in continuous training for jewellers and artisans on quality control, compliance, and export readiness.

**4. Market Access:** Use Observer status under the International Hallmarking Convention as a strategic stepping stone towards full participation.

## 7. Conclusion

- The UKGCC Jewellers & Artisans Roadshow 2025 demonstrated the tangible value of well-structured trade missions that combine technical learning with institutional diplomacy. Beyond knowledge exchange and commercial exposure, the mission delivered a landmark outcome: Ghana's entry into the International Hallmarking Convention framework through GSA's Observer status.
- This achievement positions Ghana as a continental leader in jewellery standards development and lays a strong foundation for future reforms, exports, and international partnerships. With sustained commitment from public and private stakeholders, the Roadshow represents not a one-off intervention but a strategic step towards transforming Ghana's jewellery sector into a globally competitive industry.

## About the UK-Ghana Chamber of Commerce (UKGCC)

The UKGCC, established in 2016 with the support of the UK's Department for Business and Trade, is the leading private sector organisation promoting trade and investment between the UK and Ghana. UKGCC champions business growth through trade facilitation, capacity building, policy advocacy, and strategic networking.



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