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Our Organization

The World Gold Council is the market development organization for the gold industry. Working within the investment, jewellery and technology sectors, as well as engaging in government affairs, our purpose is to provide industry leadership, whilst stimulating and sustaining demand for gold.

We provide insights into the international gold markets, helping people to better understand the wealth preservation qualities of gold and its role in meeting the social and environmental needs of society. We develop gold-backed solutions, services and markets that create structural shifts in demand for gold across key market sectors.

Our Mission and Our Members

Our mission is to stimulate and sustain demand for gold and to create enduring value.

At present the World Gold Council has 22 members who include the world's leading and most forward thinking gold mining companies, representing approximately 60% of global corporate gold production. They are headquartered across the globe and have mining operations that stretch to almost every inhabited continent.

Our Investment Team

The varied activities of the investment team cover fundamental and gold investment research, marketing gold as an asset class worldwide to investors and partnering with financial services institutions to develop new gold investment channels and launch gold investment products. We work with institutional investors, pension funds, wealth managers, financial intermediaries and family/multi-family offices to present the case for gold as a foundation asset in portfolios, a portfolio diversifier and as a discrete financial and monetary asset class.

The World Gold Council's market development programs make gold more accessible to investors around the world. In recent years this has been achieved with the inception and growth of physical gold ETFs, investment in new internet gold investment channels such as BullionVault in the UK, and the development of new retail gold

AT A GLANCE

Based in the UK, with operations in India, the Far East, Turkey, Europe and the USA, the World Gold Council is an association whose members include the world's leading and most forward thinking gold mining companies. Our purpose is to provide industry leadership, whilst stimulating and sustaining demand for gold.

The investment team works with institutional investors, pension funds, wealth managers, financial intermediaries and family/multi-family offices to present the case for gold as a foundation asset in portfolios, a portfolio diversifier and as a discrete financial and monetary asset class.

Year Founded: The World Gold Council was established in 1987.

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investment channels in Asia such as partnering India Post to sell gold through the postal system or partnering ICBC in China to launch a new gold accumulation plan.

Sustainability

The World Gold Council is committed to the development of a truly sustainable gold mining industry.

Mining has broad social and economic benefits for developing and developed countries alike. Responsibly produced gold contributes to the economic and social development of local communities whilst providing important national revenue for countries with gold reserves. Our members make considerable contributions to developing the economies and social prosperity of the countries in which they operate, through taxation, employment and investment. Wherever possible, our members take steps to minimize risks to the environment from processes involved in gold mining, extraction and smelting. World Gold Council members employ significant numbers of people, and are committed to eliminating work-related injuries and illnesses.