



PRESS RELEASE

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IDMA Treasurer discusses reshaping and challenges of diamond industry at 2010 China Diamond Conference in Shanghai

Antwerp, Belgium – December 2, 2010: Stephane Fischler, Treasurer of the International Diamond Manufacturers Association (IDMA), the representative body of the world's diamond manufacturers, addressed the 2010 China Diamond Conference in Shanghai on the need for long-term competitiveness to ensure the viability of the global diamond manufacturing industry.

Fischler, who also appeared in his capacity as chairman of the International Diamond Council (IDC), discussed the geopolitical shifts and the financial dynamics the industry has experienced, and in particular the development of new consumer markets in India and China.

He addressed issues such as the effect the proportional increase of the ageing population has on both the traditional and newer consumer markets; the need to support and raise awareness among industry members about consumer confidence issues; and sticking to best business principles.

Within this framework, Fischler introduced and presented the Chinese translation of the IDC Rules. "These will no doubt contribute to enhancing the trust and comfort level of the Chinese consumer in diamonds and diamond jewellery."

Fischler's speech and PowerPoint presentation can be downloaded from the IDMA website.

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About IDMA

IDMA was founded and convened for the first time in 1946, in Antwerp. It is committed to fostering and promoting the highest ideals of honesty and best practice principles throughout the global diamond industry, as well as full compliance with all relevant national and international laws. The organization has developed and adopted a Code of Conduct, which is binding on all 15 member associations. IDMA also works to encourage fair and honorable practices and decent working conditions for industry employees; and to preserve, protect and promote consumer trust and confidence in diamonds. It encourages and supports social responsibility by the industry in respect to all citizens of the world. The Association has played an active role in establishing the Kimberley Process Certification Scheme and is a co-founder of the World Diamond Council.

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