



IDMA
INTERNATIONAL DIAMOND
MANUFACTURERS ASSOCIATION

PRESS RELEASE

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IDMA's resolves to join RJC and launches new website on first day of 2011 Presidents' Meeting in Gaborone, Botswana

Gaborone, Botswana, – April 4th 2011: During their first, preliminary meeting, the participating members in the 2011 Presidents' Meeting of the International Diamond Manufacturers Association (IDMA) voted unanimously for IDMA to apply for membership in the Responsible Jewelry Council (RJC).

"RJC's principles and objectives are in line with IDMA's Code of Conduct. Therefore, as we recognize and support the activities of the RJC, we want to be part of RJC's ongoing efforts," said IDMA Secretary General Ronnie VanderLinden.

At the meeting, the IDMA board also presented the new IDMA logo. In addition, the members were given a demonstration of new IDMA website, which was completed recently and was launched on occasion of the event. The new IDMA web site can be accessed at www.idma.co.

In an online message, to the IDMA members, VanderLinden said that with the launch of the new IDMA website, IDMA now has a useful tool to communicate with its members, as well as with the diamond business community at large.

"The site's home page has a number of elements, all which will be changed regularly to reflect IDMA's activities as well as relevant developments in the global diamond industry. We invite our members take a close look at the various sections on the web site and offer their comments and suggestions to improve this website to keep it current, fresh and as cool as we can" he stated.

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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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