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### **IDMA: Transparency is crucial to recovery of diamond industry**

*Belgium – April 5, 2009:* While the two chief topics tabled last week in Antwerp at the the Presidents' Meeting of the Internatonal Diamond Manufacturers Association (IDMA) were the measures needed to sustain the stable and viable long-term growth of the diamond industry and in particular the changes needed in the industry's financial business model, the participants also discussed at length corporate and social reponsibility issues, and in particular the rules and regulations purveyors of rough diamonds need adhere to.

"Our members are a significant force in the rough diamond markets and therefore it pertinent they conduct their purchasing in a transparent and responsible manner," IDMA president Moti Ganz stated. "Consumers need tangible proof that the diamonds and diamond jewelry they purchase is untainted. Our members need to ascertain unequivocally that the diamonds they manufacture have been procured according to the rules of the Kimberley Process Certification Scheme (KPCS). This is absolutely crucial to the industry's survival and recovery," he stated.

Ganz noted that IDMA is a founding member of the World Diamond Council and all the countries where IDMA members operate are KPCS signatories. In addition, he noted, IDMA is an active supporter of the Diamond Development Initiative and its efforts to improve the working and living conditions of artisinal diamond miners and their communities in Africa.

At its recent meeting, IDMA addressed concerns about Zimbabwe's violations of the Kimberley Process Certification Scheme and issued a call to all members of the trade to exercise vigilance in dealing with diamonds originating from the Marange deposits.

In a statement released earlier this month, the organization wrote that "comprehensive data, descriptions and photographs of rough diamonds mined at the Marange deposits have been widely circulated by the Kimberley Process working group of diamond experts aimed at making identification of the illicit diamonds easier. The ban does not extend to diamonds mined at Murowa since that production is in compliance with the Kimberly Process."

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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.