



PRESS RELEASE

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IDMA announces it will hold 2008 Presidents' Meeting in Gaborone, Botswana with emphasis on need for generic diamond marketing and promotion campaign

New York, September 5, 2008 — Moti Ganz, president of the International Diamond Manufacturers Association (IDMA), the representative body of the world's diamond manufacturers, announced that his organization had accepted an invitation from the Botswana Diamond Manufacturing Association to hold its 2008 Presidents' Meeting in Gaborone, Botswana, November 10-12.

The invitation, extended by BDMA president Mervin Lipschitz on behalf of his organization and the Botswana Diamond Trading Company, will enable participants not only to address the issues that are of specific interest to IDMA, but also to catch a glimpse of the developments in the world's newest and fastest growing diamond manufacturing centre, Botswana.

"I am extremely pleased that IDMA has accepted our invitation," Lipschitz said. "Participants will be able to see for themselves that the local cutting industry has already evolved into a modern manufacturing hub that can compete effectively and profitably with other major cutting centers in the world. In addition, we will also, in cooperation with Dr. Akelong Tombale, who has been appointed by President Ian Khama to oversee the overall development of the Botswana's diamond hub, organize visits to the various diamond mining operations in the country."

Moti Ganz noted that Botswana's initiative was an example of the growing importance of diamond cutting in southern African diamond mining countries. "Our members need to gather in locations that are directly related to diamond manufacturing, and BDMA has offered us that opportunity," he stated.



The IDMA meeting's full agenda will soon be announced. Ganz als said mining ministers and other dignitaries from neighbouring countries would be invited to attend the meeting.

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.