



NEWS RELEASE

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IDMA among first organizations to contribute to DDI fundraising campaign

Antwerp, October 10, 2012 - The International Diamond Manufacturers Association (IDMA) was among the first industry associations to help kick start the annual industry fundraising campaign of the Diamond Development Initiative International (DDI International). IDMA is among the first contributors, along with the Antwerp World Diamond Centre (AWDC).

IDMA Secretary General Ronnie VanderLinden said his organization fully supports DDI's goals and principles. "Our mission statement says clearly that IDMA *"works to encourage fair and honorable practices and decent working conditions for those employed in the diamond industry,"* VanderLinden said.

"We therefore fully underwrite the DDI's endeavors to achieve fair prices, safe working conditions, education, and the safeguarding of human rights in the African and South American diamond industry. In our view, by financing, promoting and advancing these efforts, we will also achieve greater consumer confidence in diamonds and diamond jewelry products," he added.

IDMA Treasurer Stéphane Fischler, speaking in his capacity as president of the Antwerp World Diamond Centre said: "We hope that our contribution[s] will encourage others in the industry to join this campaign and to help build a solid base for DDI's excellent work in Africa and South America. DDI is working to improve the lives of people who are very much part of our industry."

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About DDI

DDI was started five years ago as a way of bringing industry, governments and civil society together to tackle the problem of Africa's 1.5 million artisan diamond diggers. The diamonds they produce and the places they work are where conflict diamonds began and where the potential for renewed violence remains. Although the diamond wars have ended and the Kimberley Process tracks the international rough diamond trade, little has changed for the average digger, who earns a dollar a day, working under appalling conditions

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.