



PRESS RELEASE

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At 33rd WDC, IDMA announces diamond marketing and promotion campaign, elects Moti Ganz as president, welcomes Armenia and Botswana as members

Shanghai, China, May 15, 2008 — The International Diamond Manufacturers Association (IDMA), the representative body of the world's diamond manufacturers, has concluded its meetings at the 33rd World Diamond Congress, which is the biennial gathering of IDMA and the World Federation of Diamond Bourses (WFDB).

IDMA elected Moti Ganz, president of the Israel Diamond Manufacturers Association (IDMA), as its new president, and Ronnie Vanderlinden, as its new Secretary General. Vanderlinden succeeds Stephane Fischler, who served in that capacity for the past 10 years. The members appointed outgoing IDMA president, Jeffrey Fischer, Honorary President.

Speaking after his election, Ganz said he is excited for the opportunity to represent the interests of the IDMA's international membership during a time of increased globalization and the challenges to the diamond industry at large.

IDMA also voted to accept two new members – Armenia and Botswana. The organization has also received a membership application from Namibia

During its meeting, IDMA announced the launch of the "Global diamond marketing and promotion campaign." The initiative is intended to raise awareness of the need for effective advertising and promotion of polished diamonds and diamond jewelry, to drive increased consumer demand. In September 2008 in Mumbai, IDMA will convene a meeting of industry stakeholders, for the purpose of establishing a platform that will coordinate industry-wide advertising and promotion of diamond jewelry on a global scale.

IDMA invited Michael C. Barlerin, a former executive of the World Gold Council, to be a key note speaker, and he shared with the trade IDMA's vision and plans. Barlerin spoke during the joint session of IDMA and WFDB on May 14.



IDMA invited industry consultant Chaim Evan Zohar to make a presentation regarding the ramifications on the diamond industry and trade, of the Basel II minimum capital adequacy requirements for the banking system.

The IDMA meeting reconfirmed its commitment and support for the diamond Development Initiative.

IDMA reconfirmed its commitment to remain involved in the Council for Responsible Jewelry Practices, (CRJP),

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.