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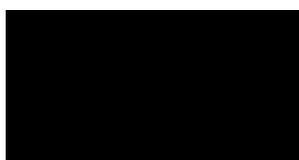
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Speakers at 35th World Diamond Congress address industry transparency and synthetics IDMA president calls on producers to address profitability of supply chain

Mumbai, October 16, 2012 – The 35th World Diamond Congress kicked off at the Taj Land's End Hotel, Bandra, Mumbai, with an Inaugural Ceremony that included a traditional lamp lighting ceremony. The ceremony was attended by the chief guest of honor, Shri Prithvirat Chavan, Chief Minister of the state of Maharashtra, and was followed by the first joint session of the International Diamond Manufacturers Association (IDMA) and the World Federation of Diamond Bourses.

In his address to the first joint session of the congress, outgoing IDMA President Moti Ganz urged the diamond producers "to give manufacturers stronger backing by vouching for rough supplies that will in turn enable the manufacturers to commit to their clients with consistent and continuous supplies of polished." He warned that if retail jewelers cannot be guaranteed a continuous and consistent supply of polished diamonds, offered at competitive prices, they may look at alternative gemstones – including synthetic diamonds – that promise better profit margins. Ganz noted that a lack of sustainable supplies of rough may also push diamond cutters toward the production of synthetic diamonds.

US Ambassador Gillian Milovanovic, Chair of the Kimberley Process, noted in her address that the KP needs to discuss and eventually adopt a new definition of the term "conflict diamond," one that will encompass agreed situations of conflict in which diamonds are directly involved. "There should be a definition that applies clearly and predictably to every participant, and one that ensures that KP Certification Scheme assurances correspond to the evolving expectations of consumers," she stated.



Varda Shine, CEO of the De Beers' Diamond Trading Company, offered an overview of some of the issues the DTC is addressing. She noted that with the new markets in China and India, the DTC and other diamond suppliers needed to adapt their production outlook and to look carefully at the needs of the new markets. Shine also noted that with Botswana becoming the DTC's global rough sorting and selling centre, Southern Africa would become the leading region for rough supplies to the global diamond industry since it was home to many rough diamond sources.

Shine also noted that the DTC did not view gem-quality synthetic diamonds as a threat to natural diamonds, but emphasized that the detection and proper disclosure of synthetic diamonds were essential for these products to become accepted among the gemstones that are for sale in the market.

It was noted that for the first time in the history of IDMA and WFDB World Diamond Congresses, there was gender parity at the head table at the congress' joint session.

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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.