



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **IDMA applauds establishment of International Diamond Board**

*Antwerp – July 21, 2009* - The International Diamond Manufacturers Association (IDMA) welcomed the establishment the International Diamond Board (IDB) which is to become the first industry-wide supported organization to create and sustain strong consumer demand for diamonds worldwide through effective category marketing.

"With the final creation of the board, the generic marketing process that was started many years ago has finally culminated in a concrete result," said IDMA Secretary General Ronnie VanderLinden. "At the beginning of this century the De Beers Group publicly renounced its role as custodian of the diamond industry and vowed not to carry the burden of generic diamond promotion any longer. IDMA has been one of the driving forces to create an all-industry body for generic diamond promotion that would draw its power and resources from the major diamond miners as well as leading diamond manufacturers and jewelers."

"IDMA wishes to see a lean and effective organization that spends its funds on its core mission: "Sustaining strong consumer demand through effective category marketing." At IDMA, we will do our utmost to guarantee that this organization will succeed," he stated.

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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.