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**"Diamond Beneficiation Pitso" to be highlight
at upcoming IDMA Presidents' Meeting in Botswana**

Antwerp -- March 29, 2011: Intensive discussions among stakeholders and academic experts on measures and policies which will potentially generate the greatest domestic added value and opportunities through diamond beneficiation for the people of Botswana, will be at the center of the upcoming Presidents' Meeting of the International Diamond Manufacturers Association early April at the Grand Palm Casino and Convention Resort, Gaborone, Botswana.

Three prominent, Botswana organizations, together with IDMA and its members, will be hosting a "Diamond Beneficiation Pitso." A "Pitso" in local language means a stakeholders round table, a kind of forum of where decisions are proposed and made. The pitso will be attended by key government officials and Botswana business leaders, professionals involved in diamond beneficiation, opinion-makers and policy-makers, as well as a group of foreign diamond manufacturers. All in all, some 250 people are expected to attend this major event.

The Diamond Beneficiation Pitso will be co-hosted by the Botswana Institute for Development Policy Analysis (BIDPA), the Botswana Diamond Hub, IDMA and the Botswana Diamond Manufacturers Association (BDMA). The Pitso is scheduled to take place on April 4, from 08:30 a.m. to 12:30 p.m., at the Gaborone International Convention Centre (GICC).

The main participants at the Pitso include: His Honor, the Acting Vice President of the Republic of Botswana, Dr PHK Kedikilwe; the DTC's International CEO, Mrs. Varda Shine; the ex-Deputy Governor of the Bank of Botswana, Dr. Keith Jefferis; BIDPA Managing Director, Dr. Tebogo Seleka; BIDPA Professor Roman Grynberg; and a host of other Botswana notables and diamond manufacturers.

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The objective of the Pitso is to conduct an intensive discussion among stakeholders and academic experts on those measures and policies which will create the greatest domestic added value and opportunities for the Batswana people through diamond beneficiation.

The Pitso will be co-moderated by Miss Letsema Mbayi, a researcher and doctoral student who has worked for the World Bank as a consultant on diamond development policies and skills competitiveness, together with the international industry consultant and commentator Chaim Even-Zohar.

Moti Ganz, president of the International Diamond Manufacturers Association (IDMA), the representative body of the world's diamond manufacturers, said he expected frank and passionate discussions in Botswana. "One of the specific topics I hope that we will discuss in Gaborone is how beneficiation can become a good business model in the diamond supply pipeline and how it can be sustained economically on the long term, serving the interests of all parties involved," Ganz 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.