



NEWS RELEASE

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Martin Rapaport to address keynote session of 36th WDC in Antwerp

Antwerp, Belgium – June 15, 2014: The organizers of the 36th World Diamond Congress have announced that the international diamond industry analyst Martin Rapaport will be addressing during the keynote session of the congress that will be held June 17 in Antwerp, Belgium. World Diamond Congresses are the biennial gatherings of the International Diamond Association (IDMA) and the World Federation of Diamond Bourses (WFDB). The 36th WDC runs from June 16 to 19.

"As the WFDB's very first congress took place in Antwerp in 1947, it is not surprising that this meeting is returning to our city," Stephane Fischler, president of the Antwerp Diamond World Centre (AWDC), said. "With a share of 84 percent of rough diamonds and half of all polished diamonds passing through Antwerp, the city is still the world's number one diamond trade center. Synonymous with diamonds for over 550 years, Antwerp has for centuries been the forum where the main players of the global diamond industry meet and set the stage for the future," Fischler, who is also the IDMA Treasurer, added. The AWDC is the chief host of the 36th World Diamond Congress.

In his talk, Martin Rapaport will address the theme of the 36th WDC: "*The marketing of jewelry in a competitive luxury market,*" and as such will be along the lines of a presentation he recently gave at the Las Vegas JCK show, entitled: "*The last 18 inches - interacting with the jewelry trade*".

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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.



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Please visit the dedicated congress website for more information and news of the latest developments. www.diamondcongress2014.com

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