



WFDB

World Federation of Diamond Bourses

Executive Director's Report Dubai, May 2016

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Agenda

- Background
- The WFDB Executive Director
- WFDB 7 Strategic Pillars
- Working together

Office of the Executive Director

BACKGROUND

30 Bourses, 21 Countries



Structure

- President - Mr Ernie Blom
- EXCO - President, Vice President, Secretary General and Treasurer and eight additional executive members including the Executive Director and at least one member each from every one of the five major manufacturing and trading centres
- Committees
 - Main; Judicial, Trade and Business, Promotion
 - Smaller; Lab, FATF, Producing Countries

Office of the Executive Director

YOUR EXECUTIVE DIRECTOR

The Role of the Executive Director

- In conjunction with EXCO, Your Executive Director;
 - Provides leadership and counsel
 - Proposes strategy and implements agreed strategy
 - Develops and grows membership
 - Represents the WFDB at various forums
 - Promotes and protects the reputation of the WFDB and its members with key stakeholders
- **Your Executive Director is a catalyst for change**

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WFDB STRATEGY

WFDB SWOT

Strengths

Global reach
Size
Expertise through pipeline
Code of conduct and by laws
History
Reputation

Weaknesses

No full time commitment
Traditional reputation
No succession planning
Perception of limited delivery

Opportunities

Leadership voice
WDM
Use midstream position with unique view to producers and consumers to bolster authority and relevance
Increase membership
95% of all diamonds traded are through a Bourse or a member

Threats (incl external)

Potential for irrelevance
Industry Reputation
Lack of Transparency
Profitability
Bank requirements
Money laundering/TF
Synthetics/Grading/Disclosure

WFDB Agreed Strategy

The WFDB will lead, advise and manage its affairs with the objective of securing a growing, profitable, respected, and sustainable international diamond industry.

The WFDB will fulfill its responsibility by upholding and ensuring standards, protecting the industry's reputation and, where necessary, instituting disciplinary measures.

WFDB 7 Strategic Pillars

1 To be the 'go to voice' of the diamond industry

2 To be the authoritative trade organisation in the diamond industry

3 To increase membership - Bourse, Associate and Nation Affiliated

4 To work with members and the industry to grow profit

5 Develop engagement with Producers, Banks, Government and NGO's

6 To strengthen industry standards - reputation, due diligence

7 To successfully introduce a global communications strategy

1 To be the 'go to voice' of the diamond industry

- WFDB has recently introduced a communications strategy to deliver our position as the 'go to voice' of the industry
- WFDB has strengthened its proactive global media engagement programme

2 To be the authoritative trade organisation in the diamond industry

- WFDB are collaborating with other leaders in the industry for the benefit of our members and the wider community, as the largest diamond trade organisation we are continuing to build on our global reputation to be the most authoritative

3 To increase membership - Bourse, Associate and Nation Affiliated

1. Bourse Membership
2. Nation Affiliated Members (diamond producing countries)
3. Associate Membership (bodies deriving their income from diamond related businesses)

4 To work with members and the industry to grow profit

- WFDB are leaders in the industry and work closely with other leading players to ensure an industry for growth and profitability
- The WFDB's World Diamond Mark (WDM) is making great strides in increasing industry awareness of the importance of generic marketing
- The WDM initiative has the potential to make a real difference to the pull through of polished diamonds in its markets and instilling a new confidence with the retailer and consumer

5 Develop engagement with Producers, Banks, Government and NGO's

- Developing outreach programmes in order to support members and the long term profitability, opportunities, reputation and longevity of the diamond world;
 - Producers
 - Banks and other financing companies
 - Civil Society
 - FATF
 - OECD
 - KP

6 To strengthen industry standards - reputation, due diligence

- WFDB encourages self regulation of the diamond industry and supports coherent initiatives
- Introduction of a crisis and issues management programme to strengthen our preparedness;
 - Synthetics, disclosure, treatments, over grading, conflict diamonds, financing, reputation, consumer confidence
- Local and international arbitration forms the cornerstone of the WFDB
- WFDB Code of Conduct, Chain of Warranties and Bylaws; globally recognised standards
- KYC - working with GJEPC to introduce global and robust programme for benefit of our members

7 To introduce a global communications strategy

- Define the ‘WFDB story’ in a relevant, accessible and engaging manner
- Manage news flow to support the ‘WFDB story’
- Enhance relationships with tier one media
- Address low-levels of understanding among industry and media
- Develop consistent comms brand and templates
- Create ‘themes’ to support the ‘WFDB story’
- Develop new editorial content and image library

Office of the Executive Director

WORKING TOGETHER

Working together



Working Together

- To deliver WFDB strategy and therefore benefits to our members, we need to work closely with colleagues in bourses and other organisations
- If we don't lead, shape solutions and implement them very quickly , we will lose ground, lose the confidence of the banks, leading players and consumer credibility

We Need You!

- We need your help to;
 - To raise the profile of the WFDB both inside and outside the diamond industry
 - To be part of the new WFDB excitement
 - The only way our plans can be made to work is if all the capable people here and your teams back home support the WFDB goals (YD's, MD's)
 - To respond in a timely fashion to requests for support, data and input
 - A designated rep to contribute to fortnightly calls using 'Getting from A to B' template
- You will have the satisfaction of seeing results in real time, the industry moving forward and the WFDB leading the way



WFDB

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Thank you

Any Questions?