



## News Release

Contact: [secretariat@wfdb.com](mailto:secretariat@wfdb.com)

### WFDB Congratulates New DPA Vice Chairman and CEO

*Antwerp, Belgium – February 16, 2016:* The World Federation of Diamond Bourses (WFDB) has congratulated Jim Pounds, executive vice-president of Dominion Diamond Corp, on his appointment as Vice Chairman of the Diamond Producers Association (DPA) and Jean-Marc Lieberherr as Chief Executive Officer.

"I wish Jim and Jean-Marc all the best in their endeavours," said WFDB President Ernie Blom. "This is a critical time for the global diamond industry and we need experienced heads to help guide it forward. Generic diamond marketing is one of the largest challenges facing the industry and is vital in creating increased consumer demand for our amazing product.

"The WFDB created the World Diamond Mark three years ago with the aim of increasing consumer awareness of diamond jewellery, and we would be delighted to work together with the DPA in the generic promotion of diamonds. It is vital that the industry stand united in dealing with this challenge, and we stand ready to join forces," Blom concluded.

#### **ABOUT THE WFDB:**

The World Federation of Diamond Bourses (WFDB) aims to professionalise the diamond industry by promoting better understanding and closer cooperation between people around the world who earn their livelihood in the diamond trade.

The WFDB protects the interests of its 30 bourses and their members, and enables the amicable settlement or arbitration of disputes between individual members and/or between affiliated bourses. Members of affiliated bourses pledge to uphold the traditions, principles of mutual trust, consideration and friendship which prevail among the members of the bourses world-wide.

The WFDB has established The World Diamond Mark, a not-for-profit organisation, to promote consumer desirability and confidence in diamonds.



WFDB President Ernie Blom.