



News Release

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WFDB Announces Peter Meeus to Head World Diamond Mark

Antwerp, Belgium – July 11, 2018: The World Federation of Diamond Bourses (WFDB) has announced that former Dubai Diamond Exchange (DDE) President Peter Meeus will take over as head of its World Diamond Mark (WDM) programme. Meeus is a diamond industry veteran who served as President of the DDE from 2009 to 2018 and was Managing Director of the Hoge Raad voor Diamant (HRD), now the Antwerp World Diamond Centre, from 1999 to 2006.

WFDB President Ernie Blom said: “I am delighted that Peter has agreed to take over as Chairman of the World Diamond Mark which was created by the WFDB in 2012. Peter has enormous experience in the diamond sector and is known throughout the global diamond trade. I am sure he will take the WDM on to the next level.

“The work of the WDM is critically important in spreading awareness of diamond jewellery and in helping to boost diamond sales globally and have a positive effect on the entire diamond pipeline. The WDM aims to engage all diamond industry stakeholders, and invites them to take part in WDM’s many programmes.

Peter Meeus said: “The World Diamond Mark aims to build trust in the jewellery shop and, as a result, support demand for diamonds. Through education and digital marketing, the WDM will provide retailers with the tools to showcase their integrity and create a consumer confidence programme that will strengthen public trust in diamonds.”



Peter Meeus, the new Chairman of the World Diamond Mark.

ABOUT THE WFDB:

The World Federation of Diamond Bourses has 30 affiliated bourse members and exists to protect the interests of affiliated bourses and their individual members, and also to further the amicable settlement or arbitration of disputes between individual members of the affiliated bourses and/or between affiliated bourses. The WFDB participates in the promotion of world trade and encourages the establishment of new diamond 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 worldwide. They also pledge themselves to abide by and hand down these principles and to ensure that they will forever serve as a basis in business relations between members of affiliated bourses.