



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**CONTACT**

**Ya'akov Almor**

**Tel: +972-52-352-2685**

**E-mail: [almor@mdirect-business.com](mailto:almor@mdirect-business.com)**

### **WFDB Mark Program Unveiled for Asian Jewelry Market at September Hong Kong Jewellery and Watch Fair**

Antwerp, September 16, 2006 — For the first time ever, the World Federation of Diamond Bourses (WFDB) will have an information booth at the 24<sup>th</sup> Hong Kong Jewellery and Watch Fair. The booth, provided by show organizer CMP Asia, is located in Hall 5 of AsiaWorld-Expo (AWE), the new exhibition center located next to Hong Kong International Airport.

“This is the very first time that the WFDB has an opportunity to present its WFDB Mark programme to the wider jewellery trade,” said WFDB President Ernest Blom. “The location of the booth (Hall 5, booth no. A01), at a standalone location close to the entrance of the hall, will allow us to hand out information, and most importantly, explain to people what the WFDB and the WFDB Mark are all about.”

The WFDB Mark is a trademarked logo that approved members of the WFDB's 26 affiliated diamond exchanges will be able to display to show clients and suppliers that they abide by the World Federation Code of Principles (WFCOP). This code is a set of ethical business practices that individual diamond exchange members are required to follow. It is based on resolutions passed by the WFDB since 1992, all of which relate to the various ethical challenges that we have been facing and that continue to confront the diamond and jewelry business today.

“Through its adoption of the WFDB Mark programme, the WFDB is investing serious efforts in informing the players in the downstream market—wholesalers, jewellery manufacturers, retailers, and ultimately the consumer—of our commitment to consumer confidence in diamond jewellery products,” Blom said. “By exhibiting at the world's major jewellery trade fairs, we hope to familiarize the WFDB's own membership and other industry members with the program, thus emphasizing our industry's social and corporate responsibility and our adherence to the strictest of business practices.”

“Since its inception in 1947, the WFDB has always taken pride in its bourses' internal judicial systems, for they guarantee our ability to audit, monitor and enforce our ethical code. This existing system already gives the WFDB an advantage over other ‘better business systems’ being promulgated in the industry today,” Blom added. “The WFDB Mark programme is destined to be recognized by all who work in the jewellery industry as a decisive quality mark.”

Blom said he is grateful to the show organizers for hosting the WFDB in Hall 5, where many international diamond firms, including many members of WFDB-affiliated bourses, display their goods for buyers and visitors.

#####

**Editors:** You are invited to visit the WFDB booth at the AWE location, Hall 5, booth A01. It will be staffed by Ms. Sheryl Katz. The chairman of the WFDB Promotion Committee, Mr. Suresh Hathiramani will be present during the show and we'll be glad to set up an interview/meeting with him for you. Please mail Ya'akov Almor ([almor@mdirect-business.com](mailto:almor@mdirect-business.com)) or Ms. Katz ([Sheryl@mdirect-business.com](mailto:Sheryl@mdirect-business.com)) to coordinate a time.