



## 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)

### **Alrosa president to deliver keynote address at the opening of World Diamond Congress**

ANTWERP, BELGIUM: MAY 1, 2008 – Sergey Vybornov, the president of Alrosa, Russia's premier diamond mining company, has been invited to deliver the keynote address at the opening ceremony of the World Diamond Congress on May 13. The congress, which is being held at the Portman Ritz-Carlton hotel in Shanghai, will close on Thursday, May 15.

Vybornov was appointed Alrosa's president in February 2007. Prior to taking over the presidency of Alrosa, he served from 2002 to 2007 as director general of the OJSC Investment Group Alrosa. He joined Alrosa after filling senior management positions at Norilsk Nickel. He is a graduate of the prestigious Moscow State Institute of International Relations, and he also studied at the Wharton School of Business Administration at the University of Pennsylvania.

"We are delighted at Mr. Vybornov will be able to join us in China, and address the conference," said Michael Vaughan, the WFDB Secretary General and Executive Director. "In the changing rough diamond market, the WFDB is intent on developing bridges between the diamond trade and all the important rough diamond producers. Alrosa, which is today the second largest producer of rough after De Beers, and is active in Africa as well as Russia, is a growing force in our business."

Traditionally considered to be the most important and influential regular gathering of diamond industry leaders, the biennial World Diamond Congress is the venue at which assemble the general assemblies of the diamond industry's two leading organizations, the World Federation of Diamond Bourses (WFDB) and the International Diamond Manufacturers Association (IDMA). This year marks the 33rd time the congress has been held.

The hosts of this year's event are the Shanghai Diamond Exchange and the CCJP Diamond Manufacturers Association.

#### **WORLD FEDERATION OF DIAMOND BOURSES**

Pelikaanstraat 62, B-2018 Antwerp, Belgium. Phone: +32 (0) 3 234 91 21, Fax: +32 (0)3 226 40 73

E-mail: [info@worldfed.com](mailto:info@worldfed.com), Internet: [www.worldfed.com](http://www.worldfed.com), [www.wfdbmark.com](http://www.wfdbmark.com)