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Contact: Andrew Meyer

E-mail: andrewm@isikhova.co.za

Launch of World Diamond Mark

Mumbai, India – 16 October 2012: The World Federation of Diamond Bourses (WFDB), the largest diamond organisation representing 28 affiliated diamond bourses worldwide, is pleased to announce a new partnership initiative: the World Diamond Mark®.

This non-profit organisation, operating from Hong Kong, is to be the new marketing arm of the entire diamond and diamond jewellery sector, with the unique mission to ensure the health and future growth of the industry in the luxury segment.

The 35th World Diamond Congress in Mumbai, India was chosen as the opportune occasion to launch the new entity and officially invite the entire industry comprising of trade organisations, federations, manufacturers, sightholders and miners to be partners of this global initiative.

The World Diamond Mark® signals the beginning of a new era in the diamond and diamond jewellery industry; it's the beginning of the largest accreditation and marketing programme in the history of the diamond sector. It's the beginning of the "Authorised Diamond Dealer®".

A global strategy and action plan is based on three fundamental principles: education, confidence and generic marketing to generate the best-sustained returns for the industry, to bring direct benefits to members and make diamonds and jewellery synonymous with the world's most desirable luxury items.

This initiative will be launched with the new slogan "When the world loves, We are here®",

Further announcements and details relating to the initiative will be released soon.

For more information, contact:

Andrew Meyer at: andrewm@isikhova.co.za and/or Adi Popov at: adi@worlddiamondmark.org.

