



News Release

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World Federation of Diamond Bourses Begins First Day of 2015 Presidents Meeting With Wide-Ranging Discussions

Antwerp, Belgium – June 14, 2015: The World Federation of Diamond Bourses (WFDB) began the initial day of the 2015 Presidents Meeting in Tel Aviv with discussions that will set the theme for the gathering which will be formally opened on Monday. The main event of the morning session on Sunday was a World Diamond Mark Generic Marketing Think Tank that discussed progress so far by the body and ideas for how it can progress further.

Earlier in the day, the WFDB Judicial and Trade and Promotion Committees met, with members at the latter meeting hearing about the social media campaigns that the committee has launched to bring widespread attention to the work of the WFDB via Facebook and Twitter.

The afternoon session of the first day of the June 14-16 meeting began with a meeting of the body's Executive Committee Meeting, before members moved to the Israel Diamond Exchange where the GIA's Vice President and Chief Laboratory and Research Officer Tom Moses provided the presidents of the WFDB and of the International Diamond Manufacturers Association (IDMA) with an update on the lab's work.

That was followed by the opening of a new exhibition at the Harry Oppenheimer Diamond Museum in Ramat Gan called 'Diamonds On 45'. WFDB President Ernie Blom told the opening event that the Museum was keeping diamonds in the public eye with exhibits that were relevant to the general public and would attract visitors to the Museum to learn about the process of diamonds, from mine to retail store.

"We had an excellent day of discussions on a wide range of issues that are very much at the top of our agenda as an industry, as well as providing members with the opportunity to air their views as well as to catch up with the latest developments," said Blom.

"We now look forward to the official opening ceremony on Monday, and the speeches of a cross-section of diamond industry participants that will further flesh out our views on the direction of the global diamond trade and how we can improve conditions for our members. The WFDB, and the IDMA, will then split into working sessions where we will discuss these themes further. These include the challenge of industry financing and falling profitability, overgrading, synthetic stones, generic marketing and other subjects. I believe this meeting will provide the opportunity for positive discussions that will enable us to lay out our positions very clearly."