



## News Release

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### **WFDB Praises Appointment of Stephen Lussier as Chairman of The Diamond Producers Association**

*Antwerp, Belgium – February 7, 2016:* The World Federation of Diamond Bourses (WFDB) congratulates Stephen Lussier on his appointment as the Chairman of the Diamond Producers Association (DPA), with WFDB President Ernie Blom saying the DPA will benefit from Lussier's long experience in the diamond industry. "Stephen's breadth of knowledge of the diamond business is second to none and the DPA will reap the advantages of having Stephen guiding it," Blom said.

Lussier serves as the CEO of the De Beers diamond brand, Forevermark, and is Executive Vice-President of the De Beers Group of Companies and is also Executive Vice-President – Marketing. He has worked for De Beers for more than three decades.

"I have known Stephen for many years and his experience in driving forward marketing programmes, most recently with the successful Forevermark brand, will serve the DPA well," said Blom. "With the support of Sally Morrison as Managing Director of Marketing, I believe the DPA is well set to push forward creative generic marketing initiatives.

"The WFDB is ready to work with and support the DPA. With more than 20,000 members at 30 affiliated bourses across the world I believe we can work together successfully for the benefit of the entire diamond trade. Generic marketing is absolutely critical to the continued success of the diamond jewellery sector and I look forward to a cooperative relationship with the DPA to achieve this aim," Blom added.



WFDB President Ernie Blom.

**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. In 2012, it established The World Diamond Mark, a not-for-profit organization, to promote consumer desirability and confidence in diamonds.

Members of affiliated bourses pledge to uphold the traditions, principles of mutual trust, consideration and friendship which prevail among the members of the bourses world-wide. 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.