News Release

World Diamond Mark Foundation and Gem & Jewellery Export Promotion Council, India, to organize World Diamond Conference in Delhi

'Future of Diamond and Diamond Jewellery Consumer Market"

Mumbai, India – September 15, 2014: The **World Diamond Mark Foundation (WDMF)**, in close cooperation with the **Gem & Jewellery Export Promotion Council (GJEPC)**, India, will organize an international **World Diamond Conference** supported by **the Ministry of Commerce and Industry, Government of India**, in upcoming December, with its heart at the future of diamonds and diamond jewellery in the global luxury consumer market. The conference will be held December 11-12, 2014.

The event, which will be attended by representatives of the world's leading mining countries, major diamond producers, diamond and jewellery manufacturers, retailers and industry interest organizations, will focus on the most urgent issue that worries the international diamond industry and trade: the revival of consumer enthusiasm for diamonds and the consequent increase of market share for diamond jewellery in the luxury sector. The World Diamond Mark Foundation, together with its early adopters and supporters, believes it holds the keys to the vehicle that will help boost consumer demand for diamonds and diamond jewellery.

The decision to hold the conference was finalized in a meeting between GJEPC Chairman Vipul Shah and WDMF Chairman Alex Popov.

"*The global diamond industry is subject to challenging times,"* WDMF Chairman Alex Popov stated. "*Consumer demand for the category needs tremendous boost and thus Global Marketing is a significant area that needs detailed deliberation. World Diamond Conference is an effort to consolidate the industry under one roof and plan way forward. I wish to congratulate the GJEPC for its vision and its precious cooperation. It is also very fitting that we hold this event in India's capital Delhi, where there is a new wind blowing. I certainly hope will catch some of its breeze,*" Popov added.

"*The conference's timing and location were more proof of India's changing role in in the global gem and jewellery industry and trade,*" GJECP Chairman Vipul Shah said. "*India is not only the world's major diamond producer; we are also a huge manufacturer of jewellery and, last but not least, an enormous, expanding consumer market. Also, with our economy growing strongly and with a middle class that continues to expand and develop a taste for luxury, a lot of the WDMF's marketing and promotion programmes will fall on fertile ground. We have high expectations of this event!*" he concluded.

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