

## World's Biggest Diamond Producers and Trade Leaders to Shine in Dubai

- Executives from De Beers Group, Alrosa and Endiama to reveal how the New Silk Route from China across Africa to Dubai has transformed the global Diamond trade
- Diamond world trade leaders from WDC, WFDB and IDMA to speak at the conference

**Dubai, UAE: 16 March 2015:** The Dubai Diamond Exchange ('DDE'), a DMCC platform, today announced that leading mining executives from De Beers Group, Alrosa and Endiama will be presenting at the second Dubai Diamond Conference ('DDC'). Set to be the most significant diamond event of the year, the conference will take place on the 21<sup>st</sup> and 22<sup>nd</sup> April at Almas Tower, the Middle East's tallest commercial tower and home to the DDE.

The conference will see Paul Rowley, Executive Vice President of De Beers Group Sightholder Sales; Andrey Polyakov, Vice President of Alrosa and Carlos Sumbula, President of Endiama discuss the New Silk Route, and share their insights on the trading shift from the West to Africa and Asia.

The three companies combined represent more than two-thirds of the world's rough diamond output. Alrosa leads the world's diamond mining by volume, De Beers by turnover and Endiama's diamond deposits are among the most promising for future kimberlite discoveries.

Paul Rowley, Executive Vice President of De Beers Group Sightholder Sales said:

"The outlook for the diamond industry is bright, but this opportunity will only be fully realised if investments are made across the value chain. The Dubai Diamond Conference provides an ideal opportunity for industry stakeholders to discuss the challenges and opportunities across the diamond pipeline."

The conference will also welcome the main diamond trade leaders: Edward Asscher, President of World Diamond Council; Ernie Blom, President of World Federation of Diamond Bourses; Maxim Shkadov, President of International Diamond Manufacturers Association.

Edward Asscher, President of World Diamond Council, said:

"Dubai is an established part of the diamond community. The city has brought new energy to the industry and a much-needed gateway to the Middle Eastern retail market. I am looking forward to having an open discussion about the challenges of the diamond industry."

Centred around the theme 'The New Silk Route', the Dubai Diamond Conference will bring together over 500 stakeholders from the diamond industry including government ministers, regulators, policy advisors, jewellers and traders. Attendees will be able to discuss all the current hot topics of the industry.

Herman Van Rompuy, former President of the EU, will give the opening address.

Further details, including the registration form, can be found on [www.diamondconference.ae](http://www.diamondconference.ae)  
Also, click [here](#) to watch the DDC 2015 promo video.

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**Notes to editors:**

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**DMCC - Made For Trade**

DMCC is dedicated to enhancing Dubai's position as the global gateway for commodity trade. The most successful markets create conditions that enable producers, traders and consumers to thrive. DMCC is a Dubai Government Authority committed to developing these ideal conditions for trade and enterprise. DMCC has a strong track record in commodity trade facilitation and we encourage and support business through the platforms we provide. These include our Free Zone, commodity exchanges, legal and regulatory frameworks and our strong real estate offering. As part of our DMCC Free Zone expansion strategy to provide large corporates with a commercial property offering unique to the Dubai marketplace – DMCC is developing the 'Burj 2020 District' with the world's tallest commercial tower, the 'Burj 2020', as its centrepiece. [www.dmcc.ae](http://www.dmcc.ae)

**Dubai Diamond Exchange (DDE)** is a DMCC platform and a leading diamond centre based in Almas Tower. From buyers to sellers to service providers - everything the industry require in terms of infrastructure and a marketplace is available under one roof in a secure environment at Almas Tower including: DDE, vaulting, boiling, polishing, certification, transport and logistics services and the Kimberley Process Certification Scheme.