Press Release

**Hong Kong: AWDC Power Sessions in Antwerp Diamond Pavilion attracts over 150 buyers**

The Antwerp World Diamond Centre’s “Diamond Power Session” made waves on the largest stage in the diamond and jewelry industry – the Hong Kong Jewellery & Gem Fair. More than 150 buyers crowded into the Antwerp Diamond Pavilion to hear the latest industry insights from Antwerp diamond experts on September 17 & 18, and the buzz was palpable.

AWDC Communications Manager Karen Rentmeesters and Events Manager Pieter Van Bocxlaer hosted a Diamond Industry Insights forum, with Ms. Rentmeesters delivering an insightful presentation on marketing to Millennials. CEO of HRD Antwerp Peter Macken introduced the following session, which featured a presentation by HRD Antwerp’s Chief Education Officer Dr. Katrien De Corte, entitled “The Real Deal: Laboratory Grown vs. Natural Diamonds”, and a presentation of the new melee screening device (M-screen) by the Director of WTOCD (Antwerp Scientific Research Centre for Diamonds) Yves Kerremans.

The highlight of the HRD/WTOCD session was undoubtedly the world premiere of the M-screen, their brand new automated melee screening device. This is a superfast machine that screens round brilliant diamonds from 1 to 20 points in order to detect potential lab-grown diamonds, HPHT color-enhanced diamonds and simulants. Depending on the size of the stones and the size of the batch, it can process up to 18,000 diamonds/hour, a staggering figure.

The Hong Kong Jewellery & Gem Fair is the world’s No. 1 business-to-business marketplace for the gem and jewelry sector, with the September Fair drawing more than 59,000 buyers and more than 3,690 exhibitors from around the world in two world-class venues: the AsiaWorld-Expo and the Hong Kong Convention & Exhibition Centre.

**Antwerp World Diamond Centre (AWDC)** is an industry-established foundation, whose mission is to serve and support the diamond business in Antwerp, the world's most important diamond trade hub. AWDC is the coordinating body and official representative of the Antwerp diamond sector, and as such is recognized internationally as the host, spokesperson and intermediary for the Belgian diamond community. In this capacity, AWDC liaises on behalf of the Belgian diamond sector with governments and actively promotes

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