



50

NEWSLETTERS

30

NEWSFLASHES

188

NEWS ITEMS

105,632

VISITORS AT WWW.AWDC.BE

208  
VISITS

average: 1/day  
total visitors: 1,820

839

PUBLISHED ARTICLES  
IN BELGIAN WRITTEN PRESS



## 10 ANTWERP DIAMOND PAVILIONS

39  
EVENTS

average: 1/week

More than  
**4000 VISITORS**  
during Open Company Day

261  
NEWSWIRES

8 NETWORKING  
EVENTS

106.5  
million carat  
**EXPORT ROUGH**  
worth \$14.6  
billion

7.4  
million carat  
**IMPORT POLISHED**  
worth \$13.3  
billion

90.6  
million carat  
**IMPORT ROUGH**  
worth \$13.2  
billion

6.7  
million carat  
**EXPORT POLISHED**  
worth \$13.9  
billion

More than  
**150**  
OFFICIAL  
DELEGATIONS  
visited AWDC

128

QUESTIONS FOR THE

135

PARTICIPANTS IN THE

**AML & COMPLIANCE**

HELPSDESK

SEMINARS

**\$55 BILLION**

Total value of diamonds traded in Antwerp in 2013

6

MISSIONS

- Angola
- India
- South Africa
- Zimbabwe
- Canada
- Botswana

15  
TENDERS

630

ONLINE ARTICLES

BOOTHS AT THE AD

324

PAVILIONS IN 2013

2,177 > 5,895

newsletter subscriptions

IN JANUARY

IN DECEMBER



## Preface

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Annual Report 2013

## To the Antwerp diamond sector

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2013 was a stellar year for AWDC and for the Antwerp diamond sector. In this time of change in the global diamond industry, AWDC's every activity was guided by and rationalized in terms of reinforcing Antwerp's position as the world's leading diamond hub. In 2013, AWDC rose to the challenges of new actors emerging in the global diamond industry and reinforced and further developed Antwerp as market leader.

We take great pleasure in delivering this annual report that details our efforts in fulfilling our mission.

In terms of pure numbers, the 2013 figures are very telling when it comes to Antwerp's success. With rough trade up by a solid 8%, 2013 was the second best year ever for Antwerp.

A variety of initiatives were taken by AWDC in identifying new possibilities and partnerships. We embarked on activities across four continents. Through its wide geographic reach, AWDC reinforced ties with key producers around the world and facilitated numerous opportunities for the sector to connect with relevant stakeholders along the diamond pipeline.

AWDC also increased Antwerp's global footprint with princely economic missions to a number of countries in Africa and to India, an economic mission to Canada and through participation in Open Embassy Day in the United States.

At the same time, the world came to visit Antwerp, with over 150 official delegations, including royal, head of state, minister-level and key production visitors as well as the Chair of the Kimberley Process, once again confirming our sector's importance on the global stage.

To promote Antwerp as the destination for superior quality products, the foundation was laid for the quality label 'Antwerp's Most Brilliant', which by applying the strictest requirements, distinguishes jewellers meeting the highest standards.



Understanding your needs in running your business, we held 14 almost always fully booked workshops regarding sustainability, security and AML & Compliance. Through our weekly newsletter and press releases we informed you about issues pertinent to the sector and created more visibility and name recognition for AWDC.

In 2014, AWDC will continue to be dedicated to positioning Antwerp as the leading diamond hub, in the face of competition from other diamond centres. It will continue to serve as a platform for the promotion of Antwerp's unrivalled assets.

We are proud to lead AWDC, an organization comprised of people who demonstrate exceptional professionalism and who are passionate about serving the Antwerp diamond sector. Every day, we work hard to meet the challenges of today and tomorrow.

We hope that you share our excitement about the course of AWDC's activities and the shared opportunity we have to bolster Antwerp as prime diamond trading hub. Together we are brilliant!

We thank you for taking the time to read about AWDC's accomplishments.

Sincerely,

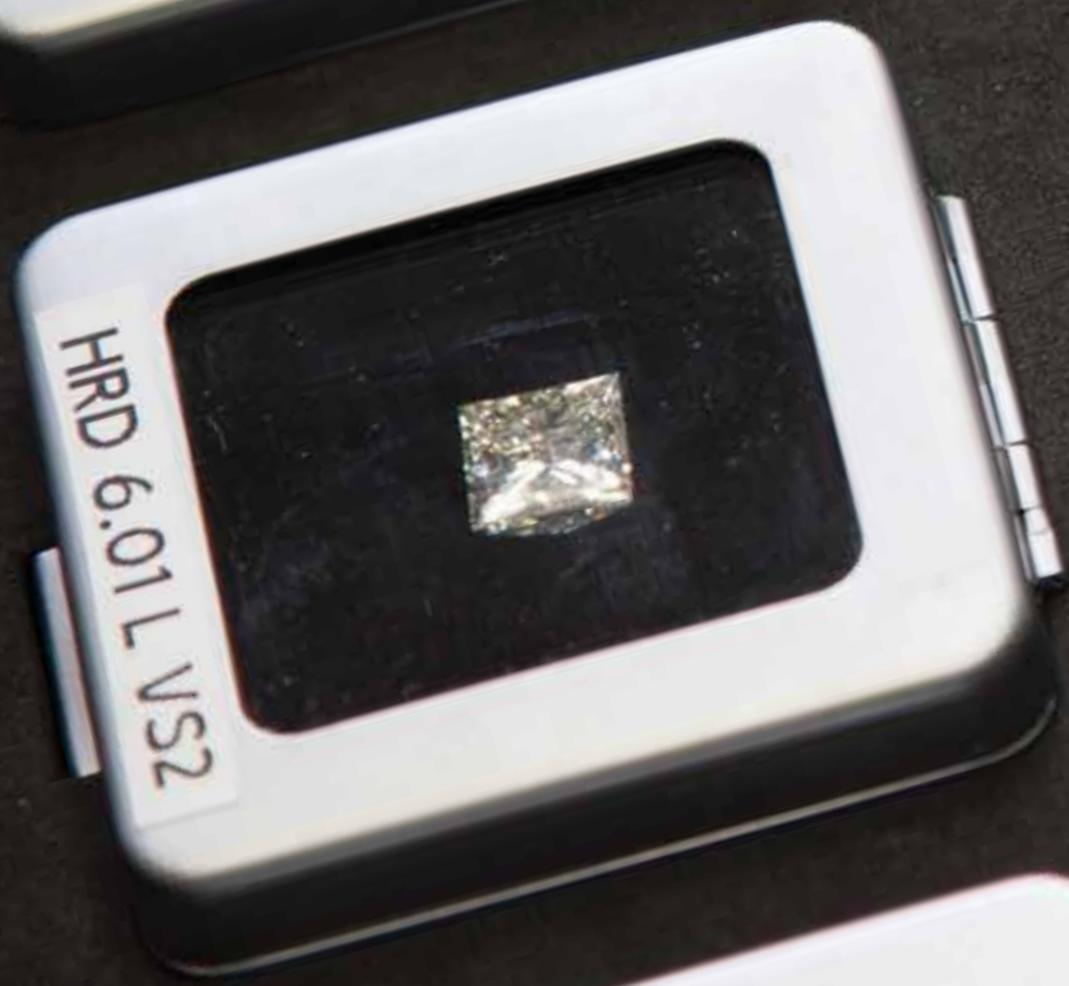
**Ari Epstein**  
AWDC CEO

**Stéphane Fischler**  
AWDC President

# Index

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<b>Preface</b>	<b>3</b>
To the Antwerp diamond sector	
Index	
<b>Antwerp Diamond Data 2013</b>	<b>7</b>
Introduction	
Rough trade up 8%	
Polished trade up 4%	
The Future: Challenges and Opportunities	
<b>1. Reinforcing Antwerp's position as a leading hub</b>	<b>17</b>
1.1 Rough	
1.2 Polished	
<b>2. Antwerp on the worldmap</b>	<b>27</b>
2.1 North America	
2.2 AWDC presence in Africa	
2.3 AWDC in Asia	
2.4 The world comes to Antwerp's doorstep	
<b>3. Intellectual Leadership</b>	<b>39</b>
<b>4. Local Community Presence &amp; Integration</b>	<b>41</b>
4.1 Sporting A	
4.2 Quality label 'Antwerp's Most Brilliant'	
4.3 Open Company Day	
4.4 Community Events	
<b>5. AWDC - At your Service</b>	<b>49</b>
5.1 AWDC Survey	
5.2 AWDC Website	
5.3 Antwerp Diamond Newsletter: industry news that matters	
5.4 AML & Compliance helpdesk	
5.5 AD Jobs: bringing candidates and recruiters together	
5.6 AWDC Security Office: protection of personnel, products, information and reputation	
5.7 AWDC Workshops and Seminars	
<b>Epilogue</b>	<b>57</b>
Board of Directors and Management Team	





**Antwerp Diamond  
Data 2013**

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Annual Report 2013

## Introduction

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2013 has been a highly successful year for the Antwerp diamond industry. Both import and export of rough and polished diamonds grew significantly, by no less than 8%

for rough and 4% for polished trade. The total value of traded goods amounted to US\$ 55 billion, very close to the record US\$ 56.6 billion in 2011, making 2013 the second best year ever

for Antwerp. The 2013 annual figures are in line with the trade analysis of the past decade, once again confirming Antwerp's leadership as the world's first and foremost diamond-trading hub.



## Rough trade up 8%

Over the past ten years, the average annual diamond production worldwide decreased from 160 million carats to a steady 128 million carats in the past three years. Over that same

period of time, the average price per carat nearly tripled, from US\$ 50 up to US\$ 140 per carat. In this highly competitive market, Antwerp clearly demonstrates its resilience as the most

stable diamond-trading centre worldwide. The past three years have especially been telling in terms of reinforcement and further development of Antwerp as market leader.

In 2013, 90.6 million carats were imported and 106.5 million carats of rough diamonds were exported, equaling a combined value of more than US\$ 27.8 billion or an increase of 8%, compared to 2012. These excellent figures are the result of Antwerp's strategy to actively expand the industry's scope around the globe. Undoubtedly, the in-house tender facility, now fully operational and allowing both large and smaller producers to sell goods quickly, efficiently and at the most competitive prices, has contributed to these results. Also of note is the reinforcement of AWDC's ties with major trading partners, such as the Russian mining giant ALROSA, the largest producer in volume worldwide, through a new cooperation agreement. Today, an astounding 65% of ALROSA's diamond production is traded in Antwerp.

The geographically widespread expansion efforts of AWDC are also underway in Canada, a key "new" production country. Antwerp is striving to continue to secure its position as leading trade hub, by engaging in talks concerning potential cooperation with Canadian company Stornway on its flagship asset, the Renard Diamond Project.



## Polished trade up 4%

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The total value of traded diamonds amounted to US\$ 27.2 billion, up 4% year-on-year. The steep increase of rough prices and the consequent decrease of profit margins for the diamond traders and manufacturers resulted in a highly competitive

trading environment. Antwerp, renowned for its expertise and craftsmanship, clearly benefits from the global trend to focus on larger, more valuable stones.

The US remains Antwerp's top destination for polished

diamonds, closely followed by China. Furthermore, we notice a significant increase in the trade with both Dubai and South Africa, while the European market remains relatively stable.

## The Future: Challenges and Opportunities

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While Antwerp remains the industry's first and foremost diamond trading hub, it is no secret that competing diamond hubs, such as Dubai, Mumbai and Tel Aviv are keen to take over Antwerp's leadership position. Other serious challenges to the industry are stricter rules and regulations regarding industry financing, the lack of an equal level playing field that highly increases the degree of competition.

To safeguard and strengthen its position, Antwerp will continue to maximize its assets as defined in the strategy set out in the Antwerp Diamond Masterplan, launched two years ago.

This strategy focuses on further boosting rough and polished trade, and promoting Antwerp as the world's largest, oldest and most comprehensive trade centre, both in established and in new markets.

In addition, Antwerp will continue the ongoing dialogue with government, both on national and supra-national

levels, aimed at securing the competitive strengths of the Antwerp diamond companies, for example through the implementation of a so-called carat tax. This specific tax system, which entails a fixed tax on a predefined percentage of turnover, would allow companies to make reliable assessments on the fiscal burden, and as such provide the much-needed breathing room for the Antwerp companies. In addition, the AWDC will continue its dialogue with various partners to strive for an equal level playing field throughout the global diamond industry, for example through multilateral negotiations.



Polished

## IMPORT BY COUNTRY

		Jan-Dec 2013		Difference 2012	
		Carat	USD	Carat	USD
1	U.S.A.	621,321.07	3,017,486,008	-33.80%	5.31%
2	HONG KONG	1,366,950.48	2,765,801,485	1.62%	9.80%
3	INDIA	1,970,397.83	1,893,917,208	-1.74%	-2.61%
4	ISRAEL	399,872.46	1,218,893,540	0.33%	-0.31%
5	UNIT.ARAB.EM.	933,349.86	1,030,435,389	52.31%	38.95%
6	SWITZERLAND	479,361.92	850,313,918	-6.93%	-5.38%
7	CHINA	639,902.43	628,631,262	-10.08%	-19.85%
8	THAILAND	267,835.70	338,833,815	16.53%	6.52%
9	SOUTH AFRICA	58,899.46	318,527,639	37.82%	27.69%
10	RUSSIA	131,833.03	294,291,510	1.15%	-0.95%
	OTHERS	519,805.96	942,244,385		
	<b>TOTAL GROSS</b>	<b>7,389,530.20</b>	<b>13,299,376,159</b>		

## EXPORT BY COUNTRY

		Jan-Dec 2013		Difference 2012	
		Carat	USD	Carat	USD
1	U.S.A.	836,109.81	3,947,543,172	-24.84%	8.66%
2	HONG KONG	1,565,050.36	3,319,892,771	-2.73%	4.84%
3	ISRAEL	510,372.09	1,437,215,422	-4.48%	6.33%
4	UNIT.ARAB.EM.	1,010,354.60	1,198,620,233	50.89%	45.62%
5	SWITZERLAND	535,710.50	1,079,284,608	-12.48%	-7.62%
6	INDIA	568,386.07	525,242,266	-14.80%	2.48%
7	CHINA	313,696.53	426,242,505	-2.73%	-10.94%
8	FRANCE	149,589.54	308,791,494	-10.10%	-11.96%
9	SOUTH AFRICA	52,104.28	238,788,360	41.46%	30.09%
10	ITALY	271,064.02	233,197,639	-3.05%	-1.35%
	OTHERS	925,885.59	1,167,722,945		
	<b>TOTAL GROSS</b>	<b>6,738,323.39</b>	<b>13,882,541,416</b>		

The figures in the tables and graphs on pages 12 and 13 reflect the export and import figures of polished diamonds, as issued by the Antwerp Diamond Office on a monthly basis, providing you with an insight into the trends of the Antwerp diamond trade throughout the entire year. At the end of the year, the Antwerp Diamond Office calculates and issues the total yearly figures, based on updated monthly figures, as displayed on page 11, which explains potential discrepancies in the sums of the tables of the entire year.

Polished

EXPORT						
	2013		2012		Difference	
	Carat	USD	Carat	USD	Carat	USD
January	474,004.18	890,062,666	468,858.03	819,934,022	1.10%	8.55%
February	585,565.34	1,245,758,075	655,196.95	1,372,734,661	-10.63%	-9.25%
March	614,600.99	1,213,552,395	652,916.33	1,379,433,455	-5.87%	-12.03%
April	533,128.25	1,157,208,200	588,939.43	942,757,005	-9.48%	22.75%
May	637,827.58	1,271,480,116	666,613.14	1,180,706,254	-4.32%	7.69%
June	641,674.11	1,362,698,354	637,452.32	1,320,837,113	0.66%	3.17%
July	696,684.73	1,322,456,860	702,220.48	1,251,902,534	-0.79%	5.64%
August	259,478.26	548,082,377	263,299.38	404,376,894	-1.45%	35.54%
September	565,285.42	1,367,170,345	617,783.26	1,331,401,437	-8.50%	2.69%
October	633,746.83	1,329,067,900	601,053.70	1,056,330,366	5.44%	25.82%
November	546,215.83	1,139,567,952	562,722.53	1,153,745,982	-2.93%	-1.23%
December	559,488.26	1,059,290,625	534,667.48	997,878,263	4.64%	6.15%
<b>TOTAL</b>	<b>6,747,699.78</b>	<b>13,906,395,864</b>	<b>6,951,723.03</b>	<b>13,212,037,986</b>	<b>-2.93%</b>	<b>5.26%</b>





IMPORT						
	2013		2012		Difference	
	Carat	USD	Carat	USD	Carat	USD
January	672,174.82	1,134,352,547	776,344.05	1,161,510,157	-13.42%	-2.34%
February	513,195.14	816,402,455	602,797.31	1,247,909,811	-14.86%	-34.58%
March	721,438.93	1,267,593,305	734,565.51	1,303,395,163	-1.79%	-2.75%
April	584,453.51	1,009,574,430	640,304.03	931,210,023	-8.72%	8.42%
May	668,517.44	1,313,716,524	680,278.73	1,026,782,464	-1.73%	27.94%
June	754,186.90	1,437,685,731	649,764.00	1,472,021,322	16.07%	-2.33%
July	554,546.20	940,401,144	524,233.17	942,660,655	5.78%	-0.24%
August	518,689.35	895,575,836	539,877.44	760,668,509	-3.92%	17.74%
September	657,097.94	1,379,408,698	612,253.06	1,179,220,061	7.32%	16.98%
October	724,662.19	1,225,340,299	685,747.88	1,068,574,454	5.67%	14.67%
November	529,354.59	1,003,972,425	588,126.16	1,035,822,967	-9.99%	-3.07%
December	492,135.89	877,530,667	405,883.00	774,816,609	21.25%	13.26%
<b>TOTAL</b>	<b>7,390,452.90</b>	<b>13,301,554,061</b>	<b>7,440,174.34</b>	<b>12,904,592,195</b>	<b>-0.67%</b>	<b>3.08%</b>





7104C  
7104000 00  
Onbew Synth  
Edebroenen

71.02 BI  
71022100 00  
Nat Onbew Ind  
Diamant

7104A  
71041000 00  
Nat Onbew Gold  
Edebroenen

7104B  
71042000 00  
Onbew Synth  
Edebroenen

Rough

EXPORT						
	2013		2012		Difference	
	Carat	USD	Carat	USD	Carat	USD
January	7,943,055.45	1,057,642,813	8,121,943.24	986,144,101	-2.20%	7.25%
February	7,485,419.63	1,121,063,396	9,089,422.23	1,160,982,025	-17.65%	-3.44%
March	8,920,310.88	1,404,631,341	11,281,655.14	1,461,594,845	-20.93%	-3.90%
April	11,004,716.55	1,528,259,818	8,272,288.00	1,195,263,517	33.03%	27.86%
May	8,225,476.05	1,221,065,100	7,314,284.90	1,150,661,704	12.46%	6.12%
June	8,024,383.43	1,261,052,435	7,820,784.63	1,074,257,584	2.60%	17.39%
July	11,958,399.94	1,540,782,027	9,720,389.16	1,230,126,592	23.02%	25.25%
August	3,604,470.08	496,365,254	3,756,024.93	429,875,265	-4.03%	15.47%
September	8,824,607.50	1,197,413,573	9,771,298.33	1,146,779,481	-9.69%	4.42%
October	8,576,708.39	1,190,391,872	10,019,269.51	1,241,849,723	-14.40%	-4.14%
November	9,988,739.82	1,289,146,792	7,197,711.57	1,044,384,344	38.78%	23.44%
December	11,968,426.43	1,334,932,110	12,031,067.60	1,393,946,992	-0.52%	-4.23%
<b>TOTAL</b>	<b>106,524,714.15</b>	<b>14,642,746,530</b>	<b>104,396,139.24</b>	<b>13,515,866,173</b>	<b>2.04%</b>	<b>8.34%</b>



Rough

IMPORT						
	2013		2012		Difference	
	Carat	USD	Carat	USD	Carat	USD
January	7,771,415.62	1,114,703,115	7,667,180.55	1,047,472,605	1.36%	6.42%
February	7,738,608.48	1,155,938,320	8,871,084.39	1,069,191,765	-12.77%	8.11%
March	8,219,318.64	1,184,317,301	9,348,586.63	1,364,201,410	-12.08%	-13.19%
April	8,926,314.00	1,422,502,992	6,826,087.47	1,028,171,206	30.77%	38.35%
May	6,624,368.80	1,051,339,482	6,858,968.27	1,110,631,372	-3.42%	-5.34%
June	6,535,856.99	1,084,475,667	6,270,218.87	925,094,899	4.24%	17.23%
July	7,052,602.86	1,020,840,294	6,349,574.42	785,032,247	11.07%	30.04%
August	5,826,416.74	842,245,724	4,385,867.05	656,062,805	32.85%	28.38%
September	7,542,780.01	1,048,600,881	7,439,607.32	1,074,424,048	1.39%	-2.40%
October	8,142,575.53	1,127,514,412	9,736,934.35	1,162,376,782	-16.37%	-3.00%
November	7,581,357.42	1,085,638,582	7,892,988.74	1,100,481,587	-3.95%	-1.35%
December	8,655,025.51	1,084,491,794	6,652,017.89	929,811,194	30.11%	16.64%
<b>TOTAL</b>	<b>90,616,640.60</b>	<b>13,222,608,566</b>	<b>88,299,115.95</b>	<b>12,252,951,920</b>	<b>2.62%</b>	<b>7.91%</b>





**1. Reinforcing Antwerp's position as a leading hub**

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Annual Report 2013

## 1.1 Rough

### 1.1.1 Antwerp Diamond Tender Facility operating in full swing

In October 2012, the Antwerp World Diamond Centre, together with the Antwerpsche Diamantkring (Kring), the world's only rough diamond bourse, established the Antwerp Diamond Tender Facility (ATF). The ATF is an independent, fully-fledged, Triple A facility that enables companies to tender their goods right in the heart of the largest and leading diamond marketplace in the global diamond industry.

Diamond tendering, similar to the auction principle, is one of the industry's main selling channels. A rough diamond tender features rough goods assorted in parcels, in most cases, containing diamonds of various sizes and qualities, ranging from gem and near gem quality, meaning diamonds that are suitable for jewellery manufacturing, to industrial quality, such as diamond powder

used for industrial equipment. Clients are invited, either through a public invitation or on a client list basis, to view the assortments in a uniquely designed facility that includes separate and discrete viewing rooms, specialized security measures and all necessary equipment such as scales, magnifying equipment, adequate lighting etc.

Viewing the goods enables potential buyers to make an adequate assessment of the price they would be willing to pay for the entire (or part of a) parcel. A bid is then placed in a sealed envelope. On the final day, all envelopes are opened, and the highest bid (above the 'reserve price') wins the tender for a particular parcel/ assortment. Preparing rough diamonds for a tender is a matter that requires a great deal of skill and expertise; it involves

optimal cleaning, sorting and composition of each parcel. In some cases, producers can organize special tenders, where bids can be made in a similar way on a specific or special type of rough diamonds, for example on high quality, large stones or rare, naturally coloured stones.

Tender houses and large or junior mining companies from all around the world can hold their tenders in the highly secured and state-of-the-art facility. In its first fully operational year, the ATF was amply booked year round by various tendering parties. The facility has clearly become the benchmark for both established producers, such as market leader ALROSA, and for the so-called junior miners, as the fastest, most efficient selling channel that ensures optimal revenue for their production.

#### Johan Erikson

*Managing Director First Element Diamond Services Bvba*

*"First Element would again like to congratulate AWDC for their vision in establishing the Tender facility. The facility and partnership between the AWDC and First Element proved to be an enormous success since inception. We look forward to a long and lasting partnership in bringing more diamonds to the Antwerp market.*

*I truly believe that the AWDC Tender facility played a major role in changing the Antwerp rough diamond market from a secondary trading market to a primary trading market."*





AWDC welcomes Zimbabwe delegation

### ***1.1.2 Reconnecting with the Zimbabwean diamond mining industry***

The Zimbabwean government benefitted from the state-of-the-art tendering facility, to set up the first Marange rough diamonds tender since the European Union lifted the sanctions imposed on the Zimbabwe Mining Development Corporation (ZMDC). The lifting of the sanctions was the result of successful high-level meetings of the Zimbabwean officials and the Antwerp World Diamond Centre in Harare, Zimbabwe and Antwerp.

Five diamond-producing companies from the Marange area tendered their goods to 115 potential buyers at this tender, facilitated by First Element, an independent company providing tendering services.

The Zimbabwean government unequivocally acknowledged the success of the trial Marange goods tender in a report issued by Permanent Secretary of the Ministry of Mines and Mining Development, Professor Francis Gudyanga. The report points out that the philosophy behind this first trial tender of Marange goods was to enable the Zimbabwean Government and industry stakeholders to make a thorough assessment of the benefits of selling rough diamonds on the open Antwerp market, alongside the regular tenders that are organized in Zimbabwe.

According to the report, the total sales value of US\$10.7 million was fully consistent with

the expectations, considering 89% of the goods offered consisted of low quality industrial goods. Overall, goods were not optimally cleaned, sorted and parcels were not ideally composed. This tender generated a total of US\$1.6 million for the Zimbabwean treasury, in-line with the designated fifteen-per-cent royalty fee.

The report concluded by stating that the trial tender demonstrated the high potential of selling Zimbabwean rough on the open Antwerp market, leading to a second, larger diamond tender early 2014.

### 1.1.3 Reinforcing ties with leading world producers such as ALROSA

In addition to the success of the Antwerp Diamond Tender Facility, in 2013 Antwerp also reinforced its position as the world's leading hub for rough diamond trade through the renewal of its long-term partnerships, for example with the world's largest diamond producer, the Russian company ALROSA. ALROSA's President, Fyodor Andreev and AWDC's President Stéphane Fischler, signed a Cooperation Agreement in the presence of the Governor of the Province of Antwerp, Cathy Berx and Alderman for Diamond of the city of Antwerp, Ludo Van Campenhout.

diamond production on the Belgian market. In addition, both parties commit to exchange information, such as market intelligence, and inform each other on industry events such as seminars and conferences, the development of new technologies or market opportunities. The cooperation also provides an opportunity to set up diamond grading and sorting courses for Russian students at HRD Antwerp. Furthermore, the Agreement stipulates that ALROSA and the Antwerp diamond sector will together work more closely and exchange expertise and

17 million carats, constituting nearly 20% of all Antwerp rough imports, a total value of nearly US\$ 2.5 billion. In the first half of 2013, Antwerp accounted for an impressive 65% of all Russian rough exports, both in terms of volume and value, totalling 11.9 million carats or US\$ 1.49 billion. Antwerp is home to most of ALROSA's customers under long-term agreements.

Antwerp invested great efforts in affirming relationships with other major producers. Throughout the year, the AWDC actively reinforced its ties with Canadian company Stornoway



ALROSA and AWDC sign Cooperation Agreement

The agreement formalizes the cooperation between AWDC and ALROSA over the next three years and includes the intention for both parties to contribute to the development of a competitive rough and polished diamond market in Russia and to promote Russian

information regarding the implementation of the Kimberley Process Certification Scheme (KPCS).

Russia remains one of the most important suppliers of rough diamonds for Antwerp; in 2012 Antwerp imported no less than

in the framework of the Renard Project, the first diamond mine in Québec, expected to produce 1.6 million carats per year for a period of 11 years, with production scheduled to begin by 2016.

## 1.2 Polished

In 2013, Antwerp created a number of interesting opportunities aimed at boosting the polished trade.



*Antwerp Diamond Trade Fair 2013*

### ***1.2.1 Fourth Antwerp Diamond Trade Fair: the obvious destination for polished***

The year kicked-off with another successful edition of the invitation-only Antwerp Diamond Trade Fair, organized by the Antwerp Diamond Bourse and the Diamond Club of Antwerp. Now in its fourth year, the Antwerp Diamond Trade Fair, supported by AWDC, highlights Antwerp's commitment to the international polished

diamond business. It is a unique commercial initiative that rightfully brings the international scene to Antwerp, reaffirming our position as diamond capital of the world for both rough and polished. The group of exhibitors and sponsors that link up with the Fair is a terrific example of Antwerp's world-class diamond professionals. More than 500

visitors from Asia, Europe, the Middle East, North America and the Russian Federation, mostly first time visitors to Antwerp, visited the 83 exhibitors in the trading halls of the Antwerp Diamond Bourse and the Diamond Club of Antwerp.



First Antwerp Diamond Manufacturers and Trader Fair

### 1.2.2 Antwerp bourses: networking opportunities at their finest

During the month of October, the Antwerp Diamond Bourse launched its first Antwerp Diamond Manufacturers and Traders Fair, a one-day pilot initiative, in cooperation with the other Antwerp diamond bourses. It was the first singular local event to enable the more than 1,000 Antwerp diamond manufacturers and traders to display their polished diamonds in the bourse's hall.

Shortly thereafter, exhibitors had another opportunity for showcasing their goods

and networking, with the second edition of 'Antwerp meets Antwerp' taking place in November. The Antwerp Diamond Manufacturers and Trader Fair was highly successful, with the Antwerp Diamond Bourse trading hall filled to capacity. Participants expressed strong satisfaction with sales and acknowledged the highly beneficial nature of this networking event.

2013 also saw increasing demand for polished diamonds from both traditional and new

markets around the world, with manufacturers and traders from India and Tel Aviv expressing interest in accessing Antwerp's polished trade. To meet this demand, the Antwerp Diamond Bourse and its sister exchanges are planning an International Diamond Manufacturers and Traders Fair that will provide direct, streamlined access for international diamond manufacturers and traders to Antwerp's diamond market.

#### Marcel Pruwer

President Antwerp Diamond Bourse

*"Securing the future of the Antwerp industry depends on adding value to the business of all industry stakeholders. This is just one of the first of exciting opportunities the 'Beurs voor Diamanthatel' identified. It looks like we will see a succession of enterprising initiatives coming out of Antwerp in the near future."*



**Nele Bouchier**

Senior Manager PR & Communications AWDC

*“The demand for participation in the Antwerp Diamond Pavilions continues to grow every year, which proves their ongoing success. Antwerp exhibitors offer the highest quality diamonds imaginable, combining excellence, tradition and high standards. AWDC not only enables and facilitates the participation of the Antwerp companies in the pavilions but also constantly explores new and existing markets to showcase the sector’s unrivalled products. This is why we decided to participate in the 2014 Freiburg trade fair.”*



### **1.2.3 Antwerp Diamond Pavilions: a taste of superior qualities**

The Antwerp diamond community continued to showcase Antwerp’s expertise in 2013 through the Antwerp Diamond Pavilions, organized at the most important international diamond and jewellery trade fairs the world over. These pavilions give a taste of the diverse and superior product qualities Antwerp has to offer. By grouping Antwerp’s finest

companies in our Antwerp Diamond Pavilions, AWDC negotiated more favorable participation conditions for the Antwerp diamond companies. At the same time, these group pavilions facilitate a more interesting and efficient visit for diamond and jewellery professionals, with an unparalleled assortment of high quality, loose diamonds

that meets their every demand in one, centralized location. In total, Antwerp set up an Antwerp Diamond Pavilion at 11 different trade fairs, in Mumbai, Vicenza, Antwerp, Hong Kong and Las Vegas.





### ***1.2.4 Networking and B2B events***

A series of targeted networking events was developed in an effort to keep Antwerp on the radar as the world's largest, oldest and most comprehensive diamond trading hub in the global diamond industry. By actively promoting Antwerp and connecting the Antwerp diamond community with stakeholders all along the diamond pipeline, we successfully reinforced existing ties and built new, long-term relationships, both in established and in new, emerging markets.

The aim of these Antwerp Diamond Nights was to provide the Antwerp diamond dealers with a unique opportunity to meet with a targeted audience,

in an exclusive location in the most time and cost-efficient manner possible. Organized in the framework of established events, such as trade fairs, and in close collaboration with local organizations and market experts, these events guaranteed an excellent match of local stakeholders, who were invited to participate. The caliber of the Antwerp Diamond Nights was further enhanced through AWDC's close ties with the Belgian government, the Belgian diplomatic corps and national and international trade organizations, such as Flanders Investment and Trade (FIT), whose representatives participated in these networking events on a regular basis.

Antwerp Diamond Nights took place in Brussels, Moscow, Shanghai, Antwerp, Beijing, Luanda, Pretoria, Harare and Hong Kong, illustrating the geographical reach of AWDC.

AWDC also seized the opportunity to promote the diamond industry during the annual Brussels Diplomatic Days, which bring together the heads of the Belgian diplomatic and consular posts from abroad for meetings with ministries, senior officials, business representatives and civil societies. The Antwerp Diamond Luncheon, organized by AWDC, brought together ambassadors from countries engaged in diamond-related activities as well as members of



Antwerp Diamond Luncheon in the framework of the Brussels diplomatic contact days

the AWDC Board of Directors and various other prominent guests. The importance of Antwerp as the world's leading diamond centre was relayed to guests who were then able to take advantage

of an exclusive networking opportunity.

In-line with keeping Antwerp visible in the diplomatic community and continuing to

maintain and further deepen relationships with key partners, a senior AWDC delegation and 20 of Antwerp's finest diamond companies attended a high-level networking reception in the

### Isi Mörsel

*Director Dali Diamond*

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*“Every country has embassies worldwide for the purpose of assisting and enhancing the best of their country, AWDC is the diplomat of every Antwerp diamantaire par excellence.”*





Antwerp Diamond Night Shanghai



Antwerp Diamond Night Moscow

Belgian Embassy in Moscow in February, organized by AWDC in collaboration with the Belgian Ambassador to the Russian Federation. The presence of the Executive Committee of the Russian mining company ALROSA and a delegation of the Russian State Precious Metals and Gems Repository, Gokhran, accentuated the strong and mutually beneficial ties between Antwerp and the world's largest supplier of rough diamonds, the Russian Federation.

Due to the thriving trade relationship between China and the Antwerp diamond industry and in order to further strengthen

ties, a delegation of Antwerp diamond companies visited Shanghai in May. In cooperation with HRD Antwerp, the Belgian Consulate-General in Shanghai, the Shanghai Diamond Exchange and the Gem and Jewelry Association of China, AWDC organized three events to bring together stakeholders from both sides.

In the unique setting of the former Chinese pavilion of the Shanghai World Expo, the Antwerp diamond companies had the opportunity to network with no less than 120 potential Chinese buyers during an

Antwerp Diamond Night. In addition, AWDC organized a Meet & Greet with a selection of VIP Chinese buyers. The four-day program culminated with a cocktail reception at the Belgian Consulate.

AWDC also took advantage of the China International Jewellery Fair and the HRD Awards ceremony in Beijing in November to provide Antwerp diamond companies with the opportunity to meet, potentially create new business ventures, strengthen ties and network with over 30 top Chinese retailers and jewellers, during a networking event.

### Ketan Shah

Director KEDIAM

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*"We highly appreciate the efforts of AWDC in setting up networking events such as the Antwerp Diamond Night, enabling us to get in touch with the local market, an initiative that can benefit both parties. We have met with representatives from a large amount of retail chains, and you can certainly say there is a lot of potential in China, although it is clear the competition remains high."*





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## 2. Antwerp on the worldmap



*New promotional movie wins silver dolphin at festival in Cannes*

More than ever, 2013 marked the year in which we succeeded in putting Antwerp on the world map as the oldest, largest, most transparent and most comprehensive diamond centre in the world.

Armed with a new promotion film, which allows viewers insight into every brilliant facet of our industry in less than six minutes and in no less than 11 different languages, AWDC made its presence known in Canada, China, Russia, Angola, Botswana, South Africa, Zimbabwe, the United States, the list goes on...

These activities across four continents promoted Antwerp's leadership and unparalleled expertise, in terms of transparency and control mechanisms, skills and innovation.

## 2.1 North America

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The North American diamond market was on AWDC's radar in 2013, in terms of exploring the potential for marketing Canadian diamonds and continuing to promote Antwerp in the United States, the largest diamond consumer market.

### 2.1.1 Economic Mission Canada

The Canadian industry continues to evolve with advanced exploration projects of interest to Antwerp, such as the first mine in Québec, the Renard Diamond Project, operated by Stornoway, which is en route to commence

production by 2016.

The mine is located 800 km North of Montreal and is estimated to yield an average of 2 million carats per year, over the next decade. Due to

the expected high quality of the diamonds, the estimated yearly revenue is forecasted to approach approximately US\$ 328 million.

**Ari Epstein**  
CEO AWDC

*“The exploration of the first diamond mine is an important step forward for Québec, Canada. The highest level of professionalism is vital for the outcome of this project. Antwerp can rely on 550 years of diamond heritage, a wealth of expertise and no less than 1,700 registered diamond companies. We are convinced we can ensure the best possible return for the Québec diamonds.”*



Recognizing the potential for marketing these diamonds through the Antwerp market, AWDC embarked on an economic mission to Québec led by Kris Peeters, Minister

President of Flanders. The Minister President and AWDC CEO Ari Epstein held a number of fruitful meetings with Stornoway that expressed a keen interest in marketing their diamonds

through Antwerp. Minister Peeters was equally positive and stated: “We hope to obtain solid trade relationships and a positive outcome for both parties.”



*Economic Mission Canada*

### **2.1.2 Open Embassy Day in the United States**

On Saturday, 11 May 2013, the seventh edition of the annual EU Embassies’ Open House Day took place in Washington, a highlight of the city’s May calendar. The purpose of this event is to familiarize the American public with the countries that make up the bloc.

Over 4,000 visitors to the Belgian Embassy benefited from the opportunity to learn more about Belgium’s cultural heritage and traditions, which naturally include the diamond industry. An AWDC information booth allowed visitors to get a glimpse into the fascinating and

important role of the diamond sector in Belgium and become informed about the AWDC itself.

## 2.2 AWDC presence in Africa

October marked a busy month for AWDC on the African continent, with economic missions, visits and networking events in Angola, South Africa and Zimbabwe.



Antwerp Diamond Networking Event Angola

### 2.2.1 Belgian Princely Economic Mission Angola

The Princely Economic Mission entailed high-level meetings between Angolan and Belgian high officials, networking opportunities and workshops, connecting Belgian companies from a wide array of industries with their Angolan counterparts.

In October, in the framework of the Belgian Princely Economic Mission to Angola, the AWDC organized an exclusive Antwerp Diamond Networking event in the presence of Her Royal

Highness Princess Astrid of Belgium, representative of His Majesty King Philip of Belgium, in Luanda. In cooperation with the Belgian Embassy and His Excellency Ambassador Delogne, AWDC ensured the presence of high-level officials of the Belgian and Angolan government.

Angola's diamond centenary celebrations in June, attended by AWDC's CEO Ari Epstein and President Stéphane Fischler, were the ideal forum

to affirm and further endorse Antwerp's leadership role as the world's preferred rough diamond trading hub. During a networking event, the participating Antwerp diamond companies met with the key players of the Angolan diamond industry, such as government officials, representatives from SODIAM and ENDIAMA and locally and internationally operating diamond mining and manufacturing companies.

**Stéphane Fischler**  
President AWDC

*"Both Angola and Antwerp were at the cradle of the modern diamond industry and have enjoyed excellent relationships ever since. Angola played a leading role as the voice of the interests of the African producing countries, while Antwerp laid the foundations as the world's prime diamond trading hub. I am convinced and have good reasons to believe, that our relations will not only continue but will be strengthened to our industry's benefit. A relationship in which both of us, strongholds of our industry, choose the path of working together, united and focused on ensuring profitable growth and a brilliant and fair future for all."*



## Stéphane Fischler

President AWDC

*“On the tenth anniversary of the KP and under the Chairmanship of South Africa, the Antwerp diamond industry believed it would be suitable to put the focus of this mission to South Africa on the achievements and the future of the Kimberley Process. The Kimberley Process has been instrumental in combatting conflict in producing countries, and in creating an environment where trade can act as agent for prosperity. Notwithstanding, challenges remain and the industry must continue to support the establishment of sustainable development standards on the ground.”*



### 2.2.2 Belgian Princely Economic Mission South Africa

As the Economic Mission continued to South Africa, in the presence of HRH Princess Astrid of Belgium, official representative of HM the King, AWDC organized a Kimberley Process (KP) dedicated seminar and Antwerp Diamond networking event in Pretoria. Belgium and South Africa have a long and mutually beneficial relationship as the founding centres of the modern diamond industry, not in the least in the development of the Kimberley Process Certification Scheme (KPCS).

Ten years on since the beginning of the Process, it is clear that Belgium and South Africa are prepared to continue their leadership roles and take up

their duties in maintaining and reinforcing the KP. Therefore, AWDC organized a KP dedicated seminar, including a round table that focused on the instrumental roles of both South Africa and Antwerp in the KPCS.

The seminar was officially opened in the presence of HRH Princess Astrid of Belgium, official representative of His Majesty the King, and HE Deputy Prime Minister and Minister of Foreign Affairs Didier Reynders. In his address, Minister Reynders noted: “Within the industry pillar of this tripartite system, the Antwerp World Diamond Centre has always been a reference point for expertise, diamond valuation and a living

memory of the KP institution, chairing the group of diamond experts, sending teams to review visits, offering knowledge and expertise whenever needed.”

In addition, Mr Levy Rapoo, representative of HE South African Minister of Mines Susan Shabangu, HE Ambassador Nhlapo, current Chair of the KP, Dr. Ola Bello, Programme Head of the Governance of Africa’s Resources Programme (GARP) and Ernest Blom, President of the World Federation of Diamond Bourses joined the lively debate. An AWDC cocktail followed the seminar, which facilitated networking with local diamond companies and government officials.



*KP dedicated seminar South Africa*



*AWDC delegation visits Zimbabwe*

### **2.2.3 AWDC visit Zimbabwe**

The African tour was concluded by a visit of the AWDC delegation to Harare, Zimbabwe. In the framework of the lifting of the EU sanctions against the Zimbabwe Mining Development Corporation (ZMDC) in September, the Antwerp diamond industry delegation met with Zimbabwean high-level officials and senior representatives of the mining companies.

AWDC CEO, Mr Ari Epstein and AWDC President, Mr Stéphane Fischler met with Hon. Walter Chidhakwa, Minister of Mines and Mining Development, Hon. Patrick Chinamasa, Minister of Finance and other Zimbabwean high officials during a networking event in Harare. The networking event was set up to re-engage the ties

between Antwerp, the world's prime diamond trading hub, and Zimbabwe, one of the major African producing countries in the world.

Shortly thereafter, the Antwerp World Diamond Centre hosted a delegation of representatives of the Zimbabwean government, the Minerals Marketing Corporation of Zimbabwe (MMCZ) and the ZMDC, in Antwerp.

The visit marked another step in reinforcing the ties between Antwerp, the world's prime diamond trading hub, and Zimbabwe, one of the major African diamond producing countries in the world. The AWDC, ZMDC and MMCZ discussed the organization of the first Marange diamond tender to

be held before the end of 2013.

Following the lifting of the EU sanctions against ZMDC, Marange diamonds are authorized for trading in Antwerp. This opening of the market should have a highly significant and positive impact on the necessary market transparency. In addition, Antwerp is convinced that the combination of solid transparency, accountability and potentially increased mining revenues will contribute to a sustainable social and economic development of Zimbabwe.

As a result of the fruitful meetings held in Antwerp and Harare, Antwerp hosted a first, trial tender of Marange diamonds in December.

## 2.3 AWDC in Asia

### 2.3.1 Belgian Princely Economic Mission to India

In November, AWDC Board members, Ramesh Patel, Kaushik Mehta, Koen Vandenbempt and Shailesh Javeri joined the Belgian Princely Economic Mission to Mumbai, India.

In addition to visiting the HRD grading lab, HRH Princess Astrid took the opportunity to officially open HRD Antwerp's

new jewellery lab in Mumbai, in the presence of HE Didier Reynders, Deputy Prime Minister of Belgium and Minister of Foreign Affairs, Foreign Trade and European Affairs and HE Kris Peeters, Minister-President of the Government of Flanders, Flemish Minister for Economy, Foreign Policy, Agriculture and Rural Policy.

Following the visit to the HRD Antwerp diamond lab, local businesses and Antwerp diamond traders had the opportunity to network during an informal get-together. In addition, the official delegation visited the Antwerp Diamond Bank, Mumbai Branch.

### 2.3.2 Hong Kong: A priceless pair of designer diamond boots

The 2013 Business of Design Week (BoDW) in Hong Kong (2-7 December) was dedicated to Belgian creativity. One of the highlights was the unveiling of the most expensive pair of diamond boots in the world, the result of a collaboration between Antwerp based companies Diarough/ UNI-Design and A.F.Vandevorst. This took place

in the framework of the Belgian Spirit program, which promotes Belgian architecture, design and fashion in Asia during the BoDW. The prestige of the unveiling was further highlighted by the presence of Her Majesty Mathilde, Queen of Belgium and the Minister-President of the Government of Flanders Kris Peeters and the Belgian

Minister of Foreign Affairs Didier Reynders.

Flanders Investment & Trade, the Flemish government agency charged with promoting international business in Flanders and abroad, initiated the diamond-fashion project to take advantage of the unique opportunity the BoDW provides

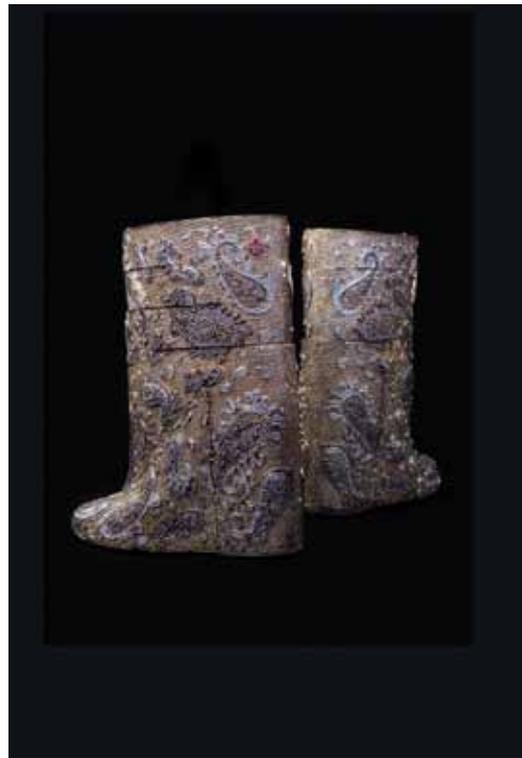
**Marianne Georges**  
Sales Manager Diarough

*"Diarough firmly believes Antwerp, as the world diamond capital, deserves to be put in the spotlight. That is why we were delighted to be able to join this project, although it was a huge challenge right from the start. By combining the creativity and ingenuity of both AF Vandevorst and the expert goldsmiths of the Diarough/UNI DESIGN team, we accomplished to create the impossible; the world's most precious diamonds boots, set with no less than 38,000 diamonds. More than anything, these boots delivered on their promise; they have put Antwerp, and its brilliant diamond and fashion industry on the world map and they will continue to do so for years to come."*





Unveiling of the Antwerp Diamond Boots in Hong Kong



Diamond Boots

to highlight some of Flanders' most famous industries. The Antwerp World Diamond Centre and Flanders Fashion Institute selected Diarough, a leading Antwerp diamond company, and the internationally respected designer duo A.F. Vandevorst to shape the project.

An Vandevorst and Filip Arickx designed a pair of black leather ankle boots with a paisley pattern completely covered in 1,527 carats of white and natural fancy colored champagne, grey and pink diamonds from Diarough/UNI-Design. A team of highly skilled craftsmen at the Indian manufacturing plant of UNI-Design set all 38,883 diamonds on the boots, using a sophisticated method with 4,753 grams of gold. For the

A.F. Vandevorst cross-shaped logo, extremely rare reddish pink diamonds were used. The whole process, from designing the boots, selecting, sorting and shipping the diamonds to finally the actual setting of the diamonds on the boots took 30,000 man-hours.

400 VIP guests, including Her Majesty Mathilde, Queen of Belgium and the Minister-President of the Government of Flanders Kris Peeters, witnessed the unveiling of the diamond boots on 4 December at Sevva restaurant, one of the most exclusive venues in downtown Hong Kong. Chinese artist Yi Zhou had the honor of walking the boots down a catwalk on Sevva's 180-degree balcony, with Hong Kong's stunning skyline in

the background. The unique pair of boots is available for purchase for US\$ 3,188,000.

The launching of this unique and priceless pair of diamond boots in Hong Kong, designed and developed through the Antwerp expertise, was largely covered by the international media and is yet another splendid example of the fact that Antwerp truly is the cradle of the global diamond industry.



Visit King Letsie III of Lesotho

## 2.4 The world comes to Antwerp's doorstep

AWDC welcomed more than 150 official delegations from all across the globe in our home base, Antwerp.

In April, the Antwerp diamond

sector and the City of Antwerp welcomed King Letsie III of Lesotho to Antwerp. The visit drew attention to the excellent trade relationships Antwerp and the southern African diamond

producer have enjoyed over the past decades. Despite being a relatively small diamond producer, Lesotho's importance for the global diamond industry cannot be underestimated.

**Ari Epstein**  
CEO AWDC

*"We were very honored by the visit of His Majesty King Letsie III as our guest as it emphasizes the strong ties between Lesotho and Antwerp. In terms of value, 96.2% diamonds mined in Lesotho pass through Antwerp, which is quite impressive. In addition, since the opening of the Antwerp Diamond Tender Facility in October 2012, half of the goods offered, were diamonds from Lesotho. Needless to say, we are very pleased Antwerp is the preferred trading partner of Lesotho."*





Visit official delegation Gokhran

In 2011, in terms of value, Antwerp imported the vast majority of Lesotho's total rough diamond production, a total of 114,525.60 carats or US\$ 352 million.

The Letseng Mine, Lesotho's biggest diamond mine, produced four out of the twenty largest white diamonds ever recorded, including the Lesotho Promise, the largest diamond mined in

this century, discovered in 2006. Antwerp had the honour of welcoming this stunning diamond to be studied, polished and sold in Antwerp, illustrating the Antwerp craftsmanship and polishing expertise.

From 14 – 16 May, an official delegation of the Gokhran State Precious Metals and Gems Repository of Russia visited

Antwerp. Hosted by the Antwerp World Diamond Centre (AWDC), the visit aimed at exchanging ideas and information regarding state diamond controls. Representatives of both the Federal Public Service Economy and Customs officers of the Federal Public Service Finance, as well as a representative of DG TAXUD of the European Commission attended the

### Karla Basselier

Senior Manager Public Affairs AWDC

*"In the Antwerp Diamond Masterplan, launched early 2012, we plead for the implementation of a sustainable fiscal regime that could provide sufficient insurance for the Antwerp diamond companies. A diamond carat tax would provide a complete legal and transparent framework that would help Antwerp to maintain its leading position as the world's foremost diamond centre. We are very grateful Minister Reynders pledges his support in this matter."*





Visit KP Chair

workshop.

In July, the 2013 Chair of the Kimberley Process (KP), His Excellency Mr. Ambassador Welile Nhlapo, visited Antwerp. The Ambassador met with the AWDC Senior Management and the focal point for the Administrative Support Mechanism (ASM) of the KP. The visit also included a short Meet & Greet between the

Ambassador and a delegation of Antwerp diamond companies.

On 3 October, AWDC welcomed Ms. Sharmista Mukherjee, daughter of President Pranab Mukherjee of India at a walking lunch attended by some of Antwerp's most prominent diamond companies.

Only a few weeks after the

successful Antwerp diamond-networking event during the Belgian Princely Mission to Angola, at the end of November, AWDC welcomed HE Manuel Francisco Queroz, Minister of Geology and Mines of Angola. 15 representatives of Antwerp diamond companies got a unique chance to meet with HE Minister Queroz during a meet and greet session.



Visit Minister of Geology and Mines Angola



*Visit Belgian Deputy Prime Minister Reynders*

In December, ALROSA President Fyodor Andreev, and AWDC signed a new Cooperation Agreement in Antwerp. The document formalizes the cooperation between AWDC and ALROSA over the next three years and includes the intention for both parties to contribute to the development of a competitive rough and polished diamond market in Russia, the promotion of Russian diamond production on the Belgian market and the exchange of information and expertise on various diamond related topics.

Naturally, our focus also remained on our national and regional partners; such as the

visit of Vice Prime Minister and Minister for Foreign Affairs Reynders on Tuesday July 6th. The program included a visit to Diamond Office - the Antwerp diamond import and export body - the Antwerp Diamond Tender Facility, a walking lunch with various Antwerp diamond companies and an informal meeting with AWDC President, Stéphane Fischler and AWDC CEO, Ari Epstein.

The working visit underscores the important role of the Antwerp diamond industry in regard to Belgium's foreign trade. During the visit, Minister Reynders also discussed a tonnage tax or diamond carat

tax (DCT), a topic of great importance for the diamond sector.

AWDC also welcomed Vice Prime Minister Johan Vande Lanotte, and a whole series of Belgian Ambassadors and foreign Ambassadors for an exclusive tour behind the scenes. In addition, we have shifted a gear higher in our cooperation and dialogue with both the City and Province of Antwerp.



ANTWERP  
DIAMOND  
TENDER  
FACILITY

### 3. Intellectual Leadership



In August, AWDC and Bain & Company released a third study on the global diamond industry, 'Journey through the value chain'. The report focuses on the diamond value chain and traces diamonds' route to market, for the first time offering a detailed view of channels and approaches for rough and polished diamond sales.

Following the success of the first two studies, Bain & Company

and AWDC renewed their collaboration for 2013. Given Antwerp's responsibilities as the historical and international leading trade center, it is only fitting that AWDC again takes the lead in sponsoring this report.

Over the course of hundreds of years, Antwerp has created a robust diamond cluster that includes a multitude of specialized players, including producers, sight-holders, high-

end cutters and polishers, and specialized financial and educational institutions. The Bain reports are a testimony to the long-term commitment and intellectual stewardship of Antwerp as the world's diamond capital.

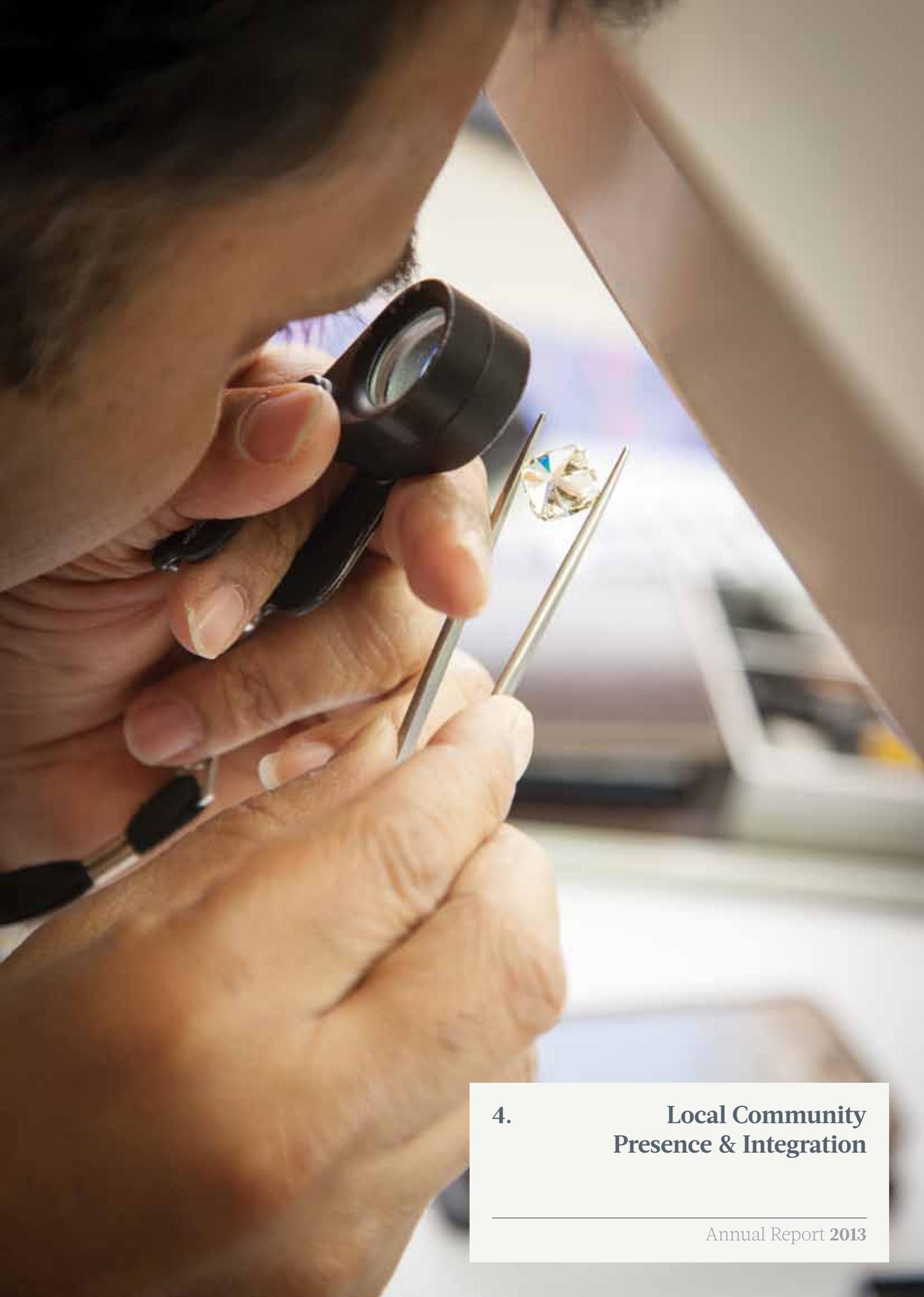
In addition to the focus on the diamond value chain, the report compares 2012 results with those of previous years, highlighting the impact of continuing economic uncertainty on the diamond market.

Furthermore, the report discusses a significant new trend in diamond production: a stream of M&A activity among the top producers of rough diamonds. Other new elements in this report are in-depth analyses of diamond sales models and approaches. Finally, the report summarizes key challenges and provides an outlook for the diamond industry through 2023.

**Ari Epstein**  
CEO AWDC

*"With 'Lifting the Veil of Mystery', AWDC and Bain & Company were able to provide unprecedented insight in the complex dynamics of our industry. The resulting document is widely acknowledged as an invaluable tool in understanding how the global diamond industry works. The second report, "Portrait of Growth", provided an in-depth analysis of the underlying processes of consumer demand and preferences. This third report is another valuable addition to understanding how our business works and which challenges lay ahead."*





4.

## Local Community Presence & Integration

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Annual Report 2013

Located in the physical heart of the city, the Antwerp diamond sector also aims to be at the heart of the Antwerp community.

That is why, in 2013, AWDC once again organized a wide range of initiatives to bring the diamond sector and the wider community closer together. This was achieved not only through the organization of several community events and the second participation in Open Company Day, but also through various partnerships with the City of Antwerp such as Sporting A and the quality label 'Antwerp's Most Brilliant'.

## 4.1 Sporting A

In 2013, during Antwerp's year as European Sports Capital, the Antwerp diamond industry was a prominent partner of various sports events in the city. The industry demonstrated its commitment, as part of a long-term strategic partnership with the city through Sporting A, Antwerp's project to promote sports as a means of community integration.

It is not surprising that the Antwerp diamond industry chose the sports project to support community integration. The industry is not only an important economic pillar, but also one of the city's most vibrant and multicultural communities.



Basketball game Antwerp Giants – Maccabi Tel Aviv

**Ari Epstein**  
CEO AWDC

*“As one of the most important sectors in Antwerp, we find it very important to support these initiatives, to be part of the city. Sport unites people, no matter what their culture is or where they come from. In the diamond industry, more than 70 nationalities respectfully work together on a daily basis. That is one of the most precious elements of our industry. The power to unite people through sports and the international dimension of top sports events are two important reasons why we are the perfect partner for this project.”*





Antwerp 10 Miles

AWDC's commitment to Sporting A was twofold in 2013:

Firstly, AWDC was keen to focus on the social aspect of sports by sponsoring 'Buurtsport Antwerpen', a local initiative that brings people together and enables everyone to participate in sports. 'Buurtsport Antwerpen' is a long-term engagement that AWDC will continue to support through various initiatives in 2014. By providing financial and logistical support, AWDC aims to ensure this initiative can continue to provide equal sports opportunities for all.

Secondly, the international sports events, organized in Antwerp in 2013, created a unique platform to promote Antwerp in every facet. To make these events even more brilliant, the Antwerp diamond industry designed unique diamond trophies for the winners of the European Hockey Championship (men and women) and the World Championship in three-cushion billiards.

From 17 – 25 August, the European Hockey Championship took place in Boom, Antwerp. Germany won both the men's and women's final and took two diamond hockey sticks home. Each stick was set with no less than 42 diamonds. The press coverage on the EC Hockey was extensive. Not only did the digital and print media cover the European Championship, but it was also



European Hockey Championship in Boom



WC three-cushion billiards

broadcasted live in six European countries on nine different TV channels, notably on Eurosport. During the finals, an average of 241,634 viewers tuned in to VRT, the Flemish public broadcasting channel. AWDC provided significant on site visibility for the 50,000 spectators; AWDC's logo appeared on billboards, on the staff's and volunteers t-shirts and of course on the showcase of the diamond sticks. It was a brilliant Championship!

The World Championship in three-cushion billiards took place in the Lotto Arena in Antwerp from 16 – 20 October. The Antwerp diamond industry designed an exclusive billiards cue for the new World Champion, set with 80 diamonds. For the second time in 2013, AWDC rewarded a brilliant performance with a sparkling trophy. Belgian talent Frédéric Caudron was crowned World Champion, making sure this beautiful trophy stayed in Belgium. 221,669 viewers witnessed this live on VRT. During the World Championship, all players wore shirts displaying the AWDC logo. Together with the logo on the billboards, this ensured the on-site visibility for the thousands of spectators.

In addition, AWDC was a partner in several sports contests such as the basketball game between Maccabi, the famous and best basketball club from Israel and the Antwerp Giants. AWDC donated 700 complimentary tickets for this game to various Antwerp basketball clubs and the Antwerp diamond community.

### Ludo Dielis

2013 World Championship organizer and  
9 time World Champion three-cushion billiards

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*“The World Championship in three-cushion billiards was an incredible success. The Antwerp Lotto Arena was a magnificent backdrop for the exciting competitions, fantastic points, an enthusiastic crowd and on the final day a magnificent winner with a brilliant trophy. A part of billiards history was written, not only because the world title stayed in the hosting country, thanks to Frédéric Caudron, but also because thanks to AWDC, we were able to award the champion with the most splendid trophy to have ever been presented.”*





## 4.2 Quality label 'Antwerp's Most Brilliant'

Thanks to yet another partnership between the City of Antwerp and AWDC, the foundation of the quality label 'Antwerp's Most Brilliant' was laid in 2013. The label was subsequently launched in January 2014.

'Antwerp's Most Brilliant' was developed by AWDC and the city of Antwerp in close collaboration with institutional partners such as the FPS Economy and professional association Ars Nobilis. The purpose of the quality label is to protect consumers, provide quality assurance and reinforce the

reputation of Antwerp as a top world diamond hub. It provides customers with a clear and objective guarantee that they are buying top quality jewellery from a trustworthy jeweller.

Antwerp's Most Brilliant consists of a selection of the most qualitative and reliable jewellers in Antwerp. A "most brilliant" jeweller is required to meet thirty-two strict quality requirements to obtain the label. The certified jewellers meet the highest standards in terms of sustainability, safety, ethics, transparency, customer service and company viability.

Naturally they also comply with Belgian economic, social and tax legislation.

Upon the launch, 6 jewellers met the necessary requirements to obtain the label:

- Juwelen L&A
- Juwelenhuis Ruys
- Slaets NV
- Juwelen Orogem
- Van der Veken
- Diamani Jewels bvba

### Karla Basselier

Senior Manager Public Affairs AWDC

*"The quality label for jewellers is one of the many projects we described in our Antwerp Diamond Masterplan - Project 2020. We were able to conclude this initiative within one year, thanks to the excellent cooperation with the City, FPS Economy and Ars Nobilis. The criteria jewellers have to meet to obtain the label are very strict, guaranteeing the best quality to the consumer. AWDC is very happy to contribute to this project. It is an excellent tool to further strengthen Antwerp as the diamond capital of the world."*





*Open Company Day*

### 4.3 Open Company Day

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Following a very successful first participation in Open Company Day in 2012, where a wide variety of companies and industries in Flanders open their doors to the general public, the Antwerp diamond industry decided to once again take part in the initiative in 2013. This initiative is the perfect opportunity to introduce people to a world they may not otherwise have the opportunity to see.

With the support of the Antwerp diamond bourses, HRD Antwerp, WTOCD, the Diamond Museum and other partners, AWDC managed to optimize the location and content, ensuring that even more visitors could enjoy an introduction to the wondrous world of diamonds, one of the most renowned, captivating but sometimes seemingly inaccessible industries in Belgium.

A behind the scenes tour of our sparkling sector allowed for a glimpse of the various aspects of the industry. In the 'Beurs voor Diamanthatel', visitors had the opportunity to experience the wondrous world of diamonds. With the help of the staff of the Diamond Museum of Antwerp, the bourse hall of the 'Diamantclub van Antwerpen' revealed more about the history of the Antwerp diamond industry and how the city became the diamond world capital. At



*Open Company Day*



Open Company Day

the AWDC and HRD Antwerp building, visitors could learn more about the product itself, based on the 4 Cs.

As Antwerp continues to lead the industry with cutting edge technology and state-of-the-art equipment, WTOCD (Wetenschappelijk en Technisch Onderzoekscentrum voor Diamant) had to be presented

at Open Company Day. The trading hall of the 'Antwerpsche Diamantkring' showed the latest and most innovative techniques to produce, polish and research diamonds.

In total, more than 3,000 visitors experienced an exclusive tour of the Antwerp diamond industry, about a thousand more than during the first Open Company

Day edition in 2012. In total, more than 4,000 people visited the diamond square mile during Open Company Day.

**Yves Kerremans**  
Director WTOCD

*"In 1977, the 'Wetenschappelijk en Technisch Onderzoekscentrum voor Diamant' (WTOCD) was founded to assist the Belgian diamond sector on an academic and technological basis. Its mission is to help the Belgian diamond industry and trade to enhance their competitiveness by giving them high technological products and services. WTOCD offers a various spectrum of possibilities from development and scouting to the implementation of new technology, to produce diamonds of top quality."*





Diwali – Chinese New Year – Purim

## 4.4 Community Events

One of the characteristics of the Antwerp diamond industry is its multiculturalism. Every day, more than 70 different nationalities work together, respecting each other's religion, values and cultural identity.

Followed by the positive response received to the community events in 2012, AWDC once again celebrated four traditional holidays in 2013: Chinese New Year, Poerim, Eid Ul-Fitr and Diwali.

The community events kicked off with the Chinese New Year, on 11 February 2013, the most important traditional Chinese holiday. In China, it is known as 'Spring Festival', since the spring season in the Chinese calendar

starts with Lichun, the first solar term in the Chinese calendar year. It marks the end of the winter season and begins on the first day of the first month in the traditional Chinese calendar.

On 8 March, AWDC hosted Purim celebrations, a Jewish holiday which is celebrated on the 14th day of the Hebrew month of Adar and actually starts the day before, at sundown. It commemorates the deliverance of the Jewish people in the ancient Persian Empire.

The Muslim holiday Eid Ul-Fitr, often abbreviated to Eid, marks the end of Ramadan, the Islamic holy month of fasting (sawm) and was celebrated by AWDC on 29 August. Eid Ul-Fitr, Eid is an

Arabic word meaning "festivity" and Fitr, meaning "breaking the fast". The holiday celebrates the conclusion of the 29 or 30 days of dawn-to-sunset fasting during the entire month of Ramadan.

The fourth and final holiday we celebrated in 2013 was Diwali, an Indian holiday. Diwali, derived from Sankrit Dipavali, meaning "a row of lights", is popularly known as the "festival of lights", and celebrated between mid-October and mid-December for different reasons. For Hindus, Diwali is one of the most important festivals of the year and is celebrated in families by performing traditional activities together in their homes. For Jains, Diwali marks the attainment of moksha or nirvana by Mahavira in 527 BC.

### Samir Mehta

Member of the AWDC Board of Directors

*"Diversity in the diamond sector is very large, which is one of our strengths. Various communities come even closer together during our community events. Each event offers an exclusive and colourful insight into the various cultural and culinary traditions, in the streets of Antwerp. Many passers-by stop by the well known AWDC tent, strike up a conversation and enjoy the treats. Each year, the community events are a success."*





**5. AWDC - At your Service**

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Annual Report 2013

One of the main activities of the AWDC is acting as a service providing body for the Antwerp diamond community. This is achieved through various initiatives and channels, for instance the AWDC website, the Antwerp Diamond Newsletter, the AML & Compliance helpdesk, the Antwerp Diamond Jobs platform, the AWDC Security Office and the organization of various workshops and seminars.



## 5.1 AWDC Survey

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In its efforts to currently improve services rendered and to measure satisfaction of the members of the industry with our performance, AWDC launched an online, anonymous survey in July, the results of which will be briefly discussed in this report.

The survey showed us that AWDC is well known as an organization, especially Diamond Office, the PR & Communications department and CEO Office. But the respondents also stated there is room for improvement to increase awareness on other departments and services.

Furthermore, respondents felt that more emphasis should be placed on bringing the right people and more diverse goods to Antwerp alongside (established) trade fairs, complemented by qualitative trade info and more networking opportunities.

AWDC highly appreciated the efforts of the respondents and will take their feedback and critical-thinking into account in their future activities.

### Nele Bouchier

Senior Manager PR & Communications AWDC

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*“The survey reflected the composition of the sector very well; a large amount of small companies, complemented by a significant amount of large and medium-sized companies. The majority being focused on polished and rough trading, with classic trading partners of Europe, India, USA, Israel and China. We were very happy with the outcome of the survey. It gave us the information we needed to improve the services we provide the Antwerp diamond industry.”*



## 5.2 AWDC Website

AWDC's new website, launched in 2012, allowed us to consolidate information on our organization and its user-friendly nature provided users with a more efficient access to resources. It boasted a modern design and aimed to introduce visitors to the AWDC, its range of specialized services and to Antwerp as the world's leading diamond industry hub.

As part of our organisation's efforts to enhance quality and

availability of information, we further improved the functionality, design and navigation of the website in 2013. Additional interactive features include 'Antwerp Diamond Jobs' (AD Jobs), which gathers all vacancies within the Antwerp diamond industry, allowing applicants to set up a personal account and apply directly with the registered diamond companies. In short, this tool connects the Antwerp diamond industry directly

with potential and motivated employees.

The efficiency of the new AWDC website was reflected in our online survey, where 96% of the respondents stated being aware of it and 45% visiting it regularly. In addition, 70% of the visitors described the website as user-friendly.



## 5.3 Antwerp Diamond Newsletter: industry news that matters

A free weekly newsletter distills what is important and compiles the essential news that matters to the industry and its external stakeholders. Its quick and easy-to-read format updates subscribers to the latest initiatives, developments and news from within the Antwerp diamond industry. A large number of stakeholders rely on the newsletter to give them a run-down of the news that matters to them. Our statistics

showed an increase from 2,177 subscribers in January 2013 to 5,895 subscribers in December 2013. No less than 90% of the participants of our online survey stated they are registered to receive the Antwerp Diamond Newsletter. 88% deems the content of the newsletter useful.

Information relayed through the newsletter concerns topics such as: Memorandums of Understanding signed with trade

partners, Princely Missions to countries of strategic importance to the sector, coverage of networking and community events as well as more general and practical information about AWDC initiatives like the Antwerp Diamond Pavilions, Antwerp Diamond Academies and AML & Compliance Seminars. In 2013, we sent out 50 newsletters in which we published 188 news items. In addition, subscribers received 30 newsflashes.

## 5.4 AML & Compliance helpdesk



The AML & Compliance helpdesk, managed by the AWDC legal department, was launched in 2012. Its purpose is to provide assistance to registered Antwerp diamond companies on various issues such as completing the annual activity report, which is mandatory under the Belgian Anti-Money Laundering legislation. The helpdesk has an advisory role and operates in close cooperation with the Federal Public Service Economy.

The results of the AWDC survey

pointed out that 68% of the Antwerp diamond dealers are familiar with the AML & Compliance helpdesk, which received 128 questions regarding anti-money laundering in 2013.

In addition, the helpdesk organized three AML & Compliance seminars in 2013, which offer the Antwerp diamond companies an AML 'best practices' guide, tailor-made for the diamond industry, an exclusive preview of the new and improved AML legislation now

in force, more information about important new developments and a platform to ask questions and exchange thoughts.

In total, 135 diamond companies participated in one of the seminars. The seminar fulfills the requirements of the compulsory training program that Antwerp diamond companies are obliged to follow according to AML legislation. All participants received a certificate from AWDC in cooperation with the Federal Public Service Economy.

### Frieda Coosemans

*FPS Economy*

*"Thanks to the efforts of the AML & Compliance Helpdesk, the diamond sector has a practical tool to guide them in their legal obligations in the fight against money-laundering and financing of terrorism. The customer-acceptance policy is clear, well-structured and explained in clear language during the AML information seminars.*

*As the supervisory authority, it is also important for the FPS Economy to know that the diamond traders with all their additional specific questions to the Helpdesk can go for a clear answer."*



## Trisevgeni Stavropoulos

Senior Manager HR, Legal & Compliance AWDC

*“When we launched AD Jobs in May 2013, our aim was to have an average of 150 online job posting each year. However, at the end of 2013, already 95 vacancies were posted online. So it is safe to say our jobsite is a real success. A career in the diamond industry is multi-faceted. You can travel around the globe as a sales representative, or become part of the wondrous transformation from rough stone to sparkling jewelry piece as sorter, polisher or engineer. The diamond sector is an industry of unparalleled value, in every sense imaginable, the perfect environment for financial experts, insurance specialists or logistical personnel. And it’s because of this variety within the industry, we really needed a tool to connect the diamond companies directly with possible candidates.”*



## 5.5 AD Jobs: bringing candidates and recruiters together

In May 2013, AWDC launched the Antwerp Diamond Jobs (AD Jobs) platform, which centralizes job postings in the Antwerp diamond sector. Allowing diamond companies to post their vacancies in a user-friendly manner, it provides a direct connection with qualified candidates eager to work in the sector. In addition to providing companies with easy access to

candidatures, job seekers can create and manage their own personal profile online.

AD Jobs is proving to be a success: since its launch in May 2013 until the end of the year, 95 job openings were posted and 3,530 job applications were submitted through the online platform. A total of 98 diamond companies and no less than

3,050 job seekers registered and created a profile.

The AWDC online survey confirmed the success of the initiative, as 93% of the respondents found AD Jobs to be useful.

[www.adjobs.be](http://www.adjobs.be)





## 5.6 AWDC Security Office: protection of personnel, products, information and reputation

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Security is one of the critical aspects of the Antwerp diamond business. In 2010, AWDC established 'ADA-Security', an office dedicated to all security matters. On 18 February 2013, the name 'ADA-Security' was changed to AWDC Security Office (AWDC SO). Its mission is to support and facilitate the diamond business, and to protect the diamond community's personnel, products, reputation, information and assets against all internal, external, deliberate or accidental threats. AWDC SO also aims to increase security awareness in the Antwerp diamond

community.

The AWDC Security Office appointed Stephan Van Hauwe as Senior Security Coordinator to manage the Office.

Mr. Van Hauwe is a skilled professional with an impressive resumé and an excellent reputation. He has 16 years of experience in the fields of security, crime, information security and anti-terrorism.

He is the 'Single Point of Contact' at AWDC Security Office for all security related topics and can be contacted through AWDC.

The 'Integrated anti-tiger kidnapping program' was an important initiative of the AWDC SO, tailor-made for the Antwerp diamond area and set up together with Antwerp local police. Its primary objective is to inform the diamond community on prevention measures and to provide guidelines in the event of tiger kidnapping.

In addition to rolling out specific programs, the AWDC Security Office keeps the sector up to date through regular news updates and tips and tricks regarding security and safety.



AWDC Security Office kick off event

## 5.7 AWDC Workshops and Seminars

AWDC organized 14 successful workshops and seminars in 2013, to inform and to assist the Antwerp diamond companies where needed, regarding sustainability, security and AML & Compliance.

In total, 68 people participated in the sustainability workshops, 78 representatives of Antwerp diamond companies attended the security awareness sessions and no less than 135 participants were present at the AML &

Compliance seminars. The almost always fully booked seminars are a testimony to their value and success.

### Stephan Van Hauwe

Senior Security Coordinator AWDC Security Office

*“Research indicates that prevention measures through adequate organization of home and office security are the most effective. We are fortunate that tiger kidnappings don’t happen often, but it’s crucial to prevent these type of crimes at all cost and that is exactly why we have set up this integrated anti-tiger kidnapping program.”*







## Epilogue

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Annual Report 2013

## Board of Directors and Management Team

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### *Board of Directors*

- **Mr. Stéphane Fischler** (Industry)  
President
- **Mr. Philippe Barsamian** (Bourses)  
Vice President
- **Mr. Kaushik Mehta** (Trade)  
Vice President
- **Mr. Santosh Kumar Agarwal (Kedia)** (Trade)
- **Mr. Freddy Inzlicht** (Bourses)
- **Mr. Shailesh Javeri** (Trade)
- **Mr. Jacques Korn** (Bourses)
- **Mr. Samir Mehta** (Trade)
- **Mr. Ramesh Patel** (Trade)
- **Mr. Koen Vandenbempt** (Independent)
- **Mr. Jacques Weisz** (Trade)

### *Management Team*

- **Mr. Ari Epstein**  
Chief Executive Officer
- **Mr. Michel Janssens**  
Group Chief Operating Officer
- **Mrs. Manuella Merckx**  
Chief Officer Diamond Office
- **Mr. Mark Van Bockstael**  
Chief Officer Business Intelligence
- **Mrs. Trisevgeni Stavropoulos**  
Senior Manager HR & Legal / Compliance
- **Mrs. Nele Bouchier**  
Senior Manager PR & Communications
- **Mrs. Karla Basselier**  
Senior Manager Public Affairs
- **Mr. Christiaan Van Doninck**  
Senior Manager Business Development
- **Mr. Stephan Van Hauwe**  
Senior Security Coordinator  
AWDC Security Office

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**Responsible Publisher:** Ari Epstein, Chief Executive Officer AWDC

**Antwerp World Diamond Centre**  
PR & Communications Department  
Hoveniersstraat 22, B-2018 Antwerpen, Belgium  
T +32 3 222 05 11 • F +32 3 222 05 88  
info@awdc.be • www.awdc.be

50

NEWSLETTERS

30

NEWSFLASHES

188

NEWS ITEMS

105,632  
VISITORS AT WWW.AWDC.BE

839  
PUBLISHED ARTICLES  
IN BELGIAN WRITTEN PRESS

208  
VISITS

average: 1/day  
total visitors: 1,820



# 10 ANTWERP DIAMOND PAVILIONS

39  
EVENTS  
average: 1/week

More than  
4000 VISITORS  
during Open Company Day

261  
NEWSWIRES

8 NETWORKING  
EVENTS

106.5  
million carat  
EXPORT ROUGH  
worth \$14.6  
billion

7.4  
million carat  
IMPORT POLISHED  
worth \$13.3  
billion

90.6  
million carat  
IMPORT ROUGH  
worth \$13.2  
billion

6.7  
million carat  
EXPORT POLISHED  
worth \$13.9  
billion

More than  
150  
OFFICIAL  
DELEGATIONS  
visited AWDC

128 QUESTIONS FOR THE  
135 PARTICIPANTS IN THE  
**AML & COMPLIANCE**  
HELPPDESK SEMINARS

\$55 BILLION  
Total value of diamonds traded in Antwerp in 2013

6 MISSIONS  
: Angola  
: India  
: South Africa  
: Zimbabwe  
: Canada  
: Botswana

15  
TENDERS

630  
ONLINE ARTICLES

BOOTHES AT THE AD  
324  
PAVILIONS IN 2013

2,177 > 5,895  
newsletter subscriptions  
IN JANUARY IN DECEMBER



At the Antwerp World Diamond Centre (AWDC), we care about the environment and sustainability. This annual report is printed on FSC-certified and CO<sub>2</sub> neutral paper. FSC, the Forest Stewardship Council, is an independent, non-profit organization that protects forests for future generations.

An FSC certificate guarantees that the paper on which this report is printed is made of wood from a responsibly managed forest. To obtain a FSC certificate, forest managers must adequately protect the natural functions of the forest, respect the rights of indigenous people's rights and ensure good working conditions and good salaries for lumberjacks.

*Like diamonds, trees are a treasure of the earth, with the power to heal air, water, soil and life.*

# Diamonds love Antwerp

Private stichting - Antwerp World Diamond Centre (AWDC) • Hoveniersstraat 22, BE-2018 Antwerpen, België  
T +32 3 222 05 11 • F +32 3 222 05 99 • info@awdc.be • www.awdc.be • BTW - BE 0885.969.987