



Press Release

## **Antwerp Diamond Pavilion among largest at 2015 Hong Kong International Diamond, Gem & Pearl Show**

**Antwerp, Thursday 26 February - From March 2-6, the AWDC will host 109 leading diamond traders in the Antwerp Diamond Pavilion at the 2015 Hong Kong Diamond, Gem and Pearl Show. It is the second year the traditional Hong Kong March fair features a separate loose stones venue. In its first year, the show attracted over 28,000 professional buyers from around the world, marking its emergence as one of the most successful shows in the industry.**

Considering that Hong Kong remains the # 1 destination in the world for polished diamonds, with a market that is second in value only to the United States, this show is highly important to Antwerp diamond companies. Representatives from businesses of all sizes will have a tremendous variety of loose stones on display at an extremely favorable price/quality ratio.

With the Chinese market for diamonds expected to double in the next 10 years, the future looks very bright, and the Antwerp diamantaires want to have their networks in place when that happens.

**AWDC**, short for Antwerp World Diamond Centre, 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 the official representative of the Antwerp diamond sector, and as such are 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 support for the diamond sector at home and abroad.

84% of all rough diamonds and 50% of all polished diamonds pass through Antwerp. Diamonds represent 5% of the total Belgian exports and 15% of all Belgian exports outside the EU, making diamonds the most important export product outside the EU.

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# Diamonds love Antwerp

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