



Press release

AWDC and Bain & Company release third annual report

Antwerp, August 27, 2013 – Today, AWDC and Bain & Company released the third annual report on the global diamond industry: ‘Journey through the value chain’. The report focuses on the diamond value chain and traces diamonds’ route to market, offering for the first time a detailed view of channels and approaches for rough- and polished diamond sales.

With the success of the first two studies in mind, Bain & Company and AWDC renewed their collaboration and prepared a new report for 2013.

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 report shed light on the fundamentals of our business and explored potential future scenarios through a demand and supply forecast. 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. The third report, "Journey through the Value Chain" focuses on the diamond value chain and traces diamonds' route to market, describes key trends in all segments of the pipeline, offering for the first time a detailed view of channels and approaches for rough- and polished-diamond sales. Finally, the report summarizes key challenges and provides an outlook for the diamond industry through 2023."

Stéphane Fischler, President AWDC: "Given Antwerp’s leadership role on all levels of the diamond industry, it is fitting that AWDC sponsored this report. Over hundreds of years, Antwerp has created a robust diamond cluster that includes a multitude of specialized players, including producers, sightholders, high-end cutters and polishers, and specialized financial and educational institutions. The dynamics of competition and cooperation ensure that the city remains at the heart of the international diamond trade."

In addition to the focus on the diamond value chain, the report compares 2012 results with those of previous years, highlighting the impact of continuous economic uncertainty on the diamond market. Furthermore, it also reviews a significant new trend in diamond production: a stream of M&A activity among the top producers of rough diamonds. Another new aspect of this year’s report are an in-depth analyses of diamond sales models and approaches. To conclude, ‘Journey through the value chain’ also provides an update on the outlook for the diamond industry through 2023.

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.

Diamonds love Antwerp

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