



Press Release

AWDC networking tour in the US bears fruit

Antwerp, 5 June 2014 – On 27 May, the Antwerp World Diamond Centre (AWDC), kicked-off its US networking tour, with stops in Miami, Los Angeles and culminating at the JCK fair in Las Vegas. The tour proved successful in facilitating access for Antwerp companies to numerous US jewelers and retailers, helping to build closer relationships and leading to new business opportunities.

The world's largest consumer market of diamond jewellery proved enticing for top Antwerp diamond companies who joined AWDC's tour, namely: H.D Diam, Weinberg Bernard BVBA, Fischler Diamonds, Windiam, Rubin & zonen, Diarough, Rosyblue, Horizon Diamonds BVBA, Harmony Gems BVBA and SRS Diamonds BVBA. All companies took part in both Antwerp Diamond Nights taking place in Miami and Los Angeles, on 27 May and 28 May respectively.

At the exclusive Raleigh Hotel in Miami, Antwerp companies had the opportunity to meet with potential clients in the gateway city to South American trade. In addition to acquiring useful information about developments in the US market and upcoming hot-spots for trade, they met with potential business partners. In Los Angeles, at the iconic London West Hollywood, companies met with retailers and jewellers from this West Coast diamond stronghold, where numerous business connections were made.

The Antwerp Diamond Nights were very well received by participating companies, as attested by Mr. Abhay Nanavati of Harmony Gems, "In the world of diamonds, connectivity is everything. The more you can expand your business network, the better. Thanks to the AWDC networking events in the USA I managed to expand my network and concluded two deals with new clients, just a few days after meeting them in Miami and L.A. I look forward to the next AWDC networking opportunity".

The networking tour culminated with an Antwerp Diamond Pavillion at the JCK Las Vegas fair, from 30 May till 2 June, with no less than 23 Antwerp diamond companies present. With the U.S.A. and Antwerp playing leading roles in the global diamond trade, AWDC is pleased that this string of events brought both these two parties together.

"I am delighted that AWDC was able to provide this opportunity for Antwerp companies. With a strong turnout from both the US and Antwerp side, I believe this Antwerp Diamond Night allowed companies to make meaningful business connections. We welcome the positive feedback received", said Nele Bouchier, AWDC Head of PR & Communications. You can find pictures of the events on our [website](#).

AWDC is in the process of planning new networking events in Singapore and Malaysia. Don't miss out on the opportunity to make new business connections and expand your business - stay tuned for AWDC's announcements about these upcoming events!

Diamonds love Antwerp

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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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