



Press release

The Antwerp diamond industry roots for Sporting A!

Antwerp, August 13, 2013 – This fall, the Antwerp diamond industry will be a prominent partner of various sports events in the city of Antwerp. The industry's commitment is part of a longterm strategic partnership with Sporting A, the city's project to promote sports as a means of community integration as European Sports Capital.

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

Ari Epstein, CEO Antwerp World Diamond Centre: "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 every day. 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.

AWDC's commitment to Sporting A is twofold:

Firstly, AWDC wants to focus on the social aspect of sports by sponsoring 'Buurtsport Antwerpen', a local initiative that brings people together and enables everybody to do sports. By giving financial and logistical support, we want to make sure this initiative can continue to provide equal sports opportunities for everybody.

Secondly, the international sports events, organised in Antwerp this fall, create a unique platform to promote Antwerp in every facet. To make these events even more brilliant, the Antwerp diamond industry designed 5 unique diamond trophies for the winners of the European Championship Hockey (men and women), the World Championship gymnastics (all-round men and women champion) and the World Championship billiards. In addition, AWDC is structural partner for various sports contests: the European Championship Hockey, the European Basketball Tour 2013, the basketball game Maccabi-Giants, the World Championship gymnastics and billiards.

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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