



Press release

Antwerp Diamond industry on networking tour in the United States

American consumers have been the most significant diamond purchasers for many years now. Sales of jewelry have taken off since the economic downturn, growing at a faster pace than the American economy as a whole. The Antwerp World Diamond Centre will be travelling to Chicago and New York from April 18 – 23 for several networking events with local diamond traders.

North America is the most important market in the world for polished diamonds. Figures from the Diamond Office show that last year, no less than 602,000 carats of rough diamonds and 771,000 carats of polished diamonds were exported from Antwerp to America, good for a total value of over four billion USD. The diamond trade represents 4.7% of all trade between Belgium and the United States.

Whereas Americans previously purchased most of their jewelry between 'Black Friday' (the final Friday in November/day after Thanksgiving) and Valentine's Day (14 February), it appears that since the economic downturn, these purchases have been spread more throughout the year. Last year, total American jewelry sales were good for 70 billion dollar.¹

American jewelers realize the vast majority of their revenues, approximately 57%, from diamond sales. New York is the central axis for the distribution of polished diamonds, while Chicago is the regional center for supplying the entire Midwest. The Antwerp delegation travels to Chicago from 17 through 20 April where AWDC partners with the Chicago SMART Jewelry Show, and then flies on to New York for the New York Diamond Week.

A series of networking events have been organized in both cities, creating the opportunity for Antwerp diamond traders to establish contacts with American jewelers and diamond traders. The New York Diamond Week is one of the most important events in the American jewelry and diamond market.

Antwerp World Diamond Centre (AWDC) 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 is 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.

¹ The US State of the Jewelry Market Report, Edahn Golan Diamond Research & Data

Diamonds love Antwerp

Private Stichting – Antwerp World Diamond Centre (AWDC) ☐ Hoveniersstraat 22, BE-2018 Antwerpen, Belgium
T +32 3 222 05 11 ☐ F+32 3 222 05 99 ☐ info@awdc.be ☐ www.awdc.be ☐ BTW – BE 0885 969 987



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.

Margaux Donckier, Spokeswoman

Mado@awdc.be

+32 478 32 47 97

Karen Rentmeesters, Manager Communications

karenrentmeesters@awdc.eu

+32 497 83 80 35

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