



Press Release

## Antwerp diamond industry and Jet Airways conclude corporate deal

**Antwerp, October 11<sup>th</sup> 2013 – Today, the Antwerp World Diamond Centre (AWDC) and Jet Airways signed a 'Memorandum of Understanding', underscoring the fundamental ties between Antwerp, the world's leading diamond trade centre and India, polishing capital of the world.**

In terms of trade, diamonds represent more than 80% of all Belgian exports to India. On a European level, Antwerp's diamonds take up a 10% share of total exports to India.

The unique partnership between AWDC and Jet Airways provides the Antwerp diamond industry with discounts from 10 to 50% for flights to India (Mumbai and New Delhi) and other destinations like New York, Toronto, Singapore, Hong Kong and Bangkok. In addition, Jet Airways is the only airliner that offers daily and direct flights to Mumbai.

Antwerp diamond companies can enjoy these discounts through authorized agencies like HRG, Blitz Travel, Translloyd, Weinberg and Omnia Travel Antwerp.

Stefan Hollands, General Manager Benelux at Jet Airways: "In 2006, the so-called 'Diamond contract' was the first corporate deal signed at Jet Airways. It marked the start of a very successful and intensive cooperation. We look forward to further expanding our services, by providing the Antwerp diamond industry with direct flights to key destinations, such as Mumbai, Delhi, New York (Newark) and Toronto.

Ari Epstein, CEO AWDC: "We are very happy to continue the successful partnership with Jet Airways through this renewed corporate deal. Jet Airways' services actively support our trade relationships with India and deliver a significant added value to the day-to-day business of the Antwerp diamond companies."

**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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