



Press Release

Three new Antwerp jewelers obtain quality label 'Antwerp's Most Brilliant'

***Antwerp, Wednesday, July 1 2014.* Yesterday, the City of Antwerp and the AWDC awarded three additional Antwerp jewelers the quality label 'Antwerp's Most Brilliant', indicating they meet the strictest requirements in terms of quality, service and transparency. Antwerp's Most Brilliant was launched earlier this year and collects the city's most qualitative and reliable jewellers, living up to Antwerp's reputation as a diamond centre of excellence.**

An independent and accredited audit agency, Kiwa, controls the jewelers' compliance with standards in terms of sustainability, safety, ethics, transparency, service and company stability. Naturally they also have to comply with Belgian economic, social and tax legislation. Each label is valid for 12 months and jewelers can renew their label through a follow-up audit.

The City of Antwerp and the Antwerp World Diamond Centre will only grant the certificate if the jeweler obtains an excellent score for each of the criteria. Moreover the label is controlled by the professional jewellers' federation Ars Nobilis and the Federal Public Service Economy.

Ari Epstein, CEO AWDC: "The quality label for jewelers fits perfectly with our long term strategy for the future. It is an excellent tool to further strengthen Antwerp as diamond capital of the world and as a centre of excellence. We are very happy to announce that six months after the launch, three additional jewelers are joining Antwerp's Most Brilliant, demonstrating the success of this project."

Jeweler Diamond Blue, Henri Dom Jewelry and Colman Jewelry now join jewelers L&A, Ruys, Slaets, Orogem, Van der Veken and Diamani Jewels who successfully renewed their label.

More information on Antwerp's Most Brilliant can be found on the multilingual website: www.antwerpsmostbrilliant.be.

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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