



World Diamond Council 5th Annual Meeting

May 9-10 2007, Jerusalem, Israel



FOR IMMEDIATE RELEASE

US Press Contact: Carson Glover
World Diamond Council
carson@worlddiamondcouncil.org
212-210-8706

Israel Press Contact: Sharon Gefen
sharon@gefentd.co.il
972-054-4494494

THE CALL OF THE COLLECTIVE

Industry leaders meet to confirm commitment to the Kimberley Process and to build on the momentum of the successful education campaign of 2006

**WORLD DIAMOND COUNCIL FIFTH ANNUAL MEETING EXPECTED
TO BRING TOGETHER UNPRECEDENTED WORKING
GROUP ON CONFLICT DIAMONDS**

(New York, NY) – April 11, 2007 – Last month, the World Diamond Council (WDC) announced that its fifth annual meeting will be held at the David Citadel Hotel on May 9 and 10th in Jerusalem, Israel hosted by the Israeli Diamond Industry.

The meeting will focus on how the industry, governments and civil society groups can and need to work together to focus the success of the Kimberley Process to affect real change for all members of the diamond industry, specifically within the alluvial sector, which is the most susceptible to conflict. In addition, the meeting will review the past success of the education campaign of '06, in the hopes that together, all interested parties can work to refine the core message for 2007.

In a statement the WDC wrote, "In 2006, the issue of conflict diamonds received global attention and the diamond industry had a unique advantage of having addressed this issue seven years ago with the creation and implementation of the Kimberley Process. However, it is our responsibility

The Organizing Committee for the WDC 5th Annual Meeting

54 Bezalel St., Ramat Gan 52521 Israel, Tel: +972-3-7515388, Fax: +972-3-7526675
email: shiri@israelidiamond.co.il, www.5-wdcmeeting.com



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and obligation to not only continue to success of the Kimberley Process, whereby 99.8% of the world's diamonds are from conflict free sources, but to also move the dialogue forward to address the issues surrounding conflict, such as working conditions and alluvial mining.”

Meeting organizers noted that this year's speakers are some of the most influential in the diamond industry, whose continued support moves the industry ahead in the eradication of conflict diamonds.

Scheduled Speakers:

Gareth Penny, Managing Director, De Beers

Sergey Vibornov, President, Alrosa

Lev Leviev, Chairman, Leviev Group of Companies

Ernie Blom, President, World Federation of Diamond Bourses

Jeff Fischer, President, International Diamond Manufacturers Association

Gaetano Cavalieri, President, World Jewellery Confederation (CIBJO)

“We are honored to have such a distinguished group of individuals join the WDC for our fifth annual meeting. It is my hope that this year's meeting will solidify the need for us to focus our efforts and work together. We hope to come out of the two day conference with some tangible results and specific ways that all of us, industry, government and civil society can make a difference” said Eli Izhakoff, Chairman of the World Diamond Council.

If you would like to register to attend the fifth annual World Diamond Council meeting, please log on to www.5-wdcmeeting.com to register.

For more information on the World Diamond Council, please visit www.worlddiamondcouncil.org or www.diamondfacts.org

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About World Diamond Council

Amid growing concern over human rights violations and atrocities committed against innocent victims in diamond producing countries of war-torn central and western Africa, the World Federation of Diamond Bourses and the International Diamond Manufacturers Association passed a resolution at their Antwerp meeting in July 2000, creating the World Diamond Council.

The resolution called for the newly formed WDC to include representation from the diamond industry itself and also from among countries where diamonds play a major economic role and from the international banking sector. The ultimate mandate for the World Diamond Council is the development, implementation and oversight of a tracking system for the export and import of rough diamonds to prevent the exploitation of diamonds for illicit purposes such as war and inhumane acts.

The World Diamond Council represents over 50 industry organizations – from mining companies and trade associations to manufacturers and retailers – worldwide. Member organizations include: ABN Amro Bank International Division; Alrosa Company; American Gem Society; Antwerpse Diamantbank; Ascorp; Association of Diamond Manufacturers of Russia; Belgian Federation of Diamond Bourses; BHP Diamonds & Industrial Metals; Canadian Diamond Consultants Inc.; Cartier; Centre for Expertise, Valuation and Certification (Democratic Republic of Congo); CIBJO; Codiam; Damas; De Beers; De Beers LV; Debswana Diamond Co.; Diamond Chamber of Russia; Diamond Dealers Club New York; Diamond Federation of Hong Kong; Diamond Manufacturers and Importers Association; Diamond Trading Company; Dubai Metals and Commodities Center; EGL USA; Eurostar Diamonds Ltd.; Gem and Jewelry Export and Promotion; Harry Winston, Inc.; International Diamond Manufacturers Association; International Gemological Institute; Israel Diamond Exchange; Israel Diamond Institute; Israel Diamond Manufacturers Association; Jewelers of America; Jewelers Vigilance Committee; Leviev Group of Companies; London Diamond Bourse; Manufacturing Jewelers and Suppliers of America; Ministry of Mines (Namibia); Namdeb Diamond Corporation; Rapaport Corporation; Rio Tinto Diamonds; Rosy Blue; Shanghai Diamond Exchange Co. Ltd.; South African Diamond Board; Signet Group PLC; Tacy Diamond Consultants; The Dubai Multi Commodities Centre; Tiffany & Co.; Union Bank of Israel; United Association of South Africa; World Federation of Diamond Bourses; Zale Corporation.

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