

Diamond marketing initiative tops World Diamond Conference agenda in Delhi

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An impressive roster of diamond, jewellery and luxury industry leaders will gather in Delhi, India on December 11 and 12 to discuss and deliberate on the future of the diamond jewellery sector, and the tools and measures needed to win over the next generation of diamond consumers.

The inaugural World Diamond Conference is organised by the Gem & Jewellery Export Promotion Council (GJEPC) and the World Diamond Mark Foundation (WDMF). The event is supported by the Ministry of Commerce and Industry of the Government of India.

The conference will dedicate its first day on the various aspects of marketing diamonds and diamond jewellery. Among the miners who will be offering their perspectives will be Philippe Mellier, CEO of De Beers; Ilya Raschin and Andrey Polyakov, president and vice president of Alrosa, respectively; Jean Marc Lieberherr, CEO of Rio Tinto Diamonds; and Antonio Carlos Sumbula, CEO of Endiama.

They will be holding discussions with a panel of retail jewellers including Kent Wong, managing director of Chow Tai Fook; Darshan Mehta of Reliance Brands; Oded Edelman, founder and CEO of online retailer James Allen; and Karim Merchant of Dubai-based Pure Gold.

Alex Popov, chairman and CEO of WDMF, will outline the marketing and promotion perspectives of the industry in an ever-changing luxury market. A public discussion will follow.

The second day will feature panels that will discuss the pressing issues facing the diamond industry today. Ernest Blom of the World Federation of Diamond Bourses (WFDB); Maxim Shkadov of the International Diamond Manufacturers Association; Gaetano Cavalieri of Cibjo or the World Jewellery Confederation; Edward Asscher of the World Diamond Council; and officials of the Bharat Diamond Bourse (BDB) and GJEPC will discuss issues of financing, corporate social responsibility and other matters with bankers, including Erik Jens of Abn Amro, Arundhati Bhattacharya of the State Bank of India and others.

The conference will be held at the Vigyan Bhawan conference centre. It will coincide with the state visit of Russian President Vladimir Putin to India.



Vipul Shah, chairman of GJEPC



Alex Popov, chairman of WDMF