



World Federation of Diamond Bourses

From the office of **Ernie Blom**,
President,
World Federation of Diamond Bourses

November 4, 2019

Dear Colleagues,

After a series of meetings between Peter Meeus and Jean-Marc Lieberherr, CEO of the Diamond Producers Association (DPA), I am pleased to inform you that the WFDB and DPA have entered into a cooperation agreement to **share key messaging to create alignment within the midstream**.

The emergence of laboratory-grown diamonds (LGDs) in global markets, and especially in the US market, makes it imperative to clearly differentiate natural diamonds from LGDs in the mind of the consumer through targeted communications. Moreover, many **LGD marketers have been communicating deceptively** about their product and diamonds, which warrants a collective industry response.

Industry organisations representing diamond stakeholders across the value chain are looking at ways to better collaborate and align their communication efforts about diamonds, LGDs, and what differentiates them when it comes to messaging (language, message impact), content development and sharing (mostly digital content), and distribution (mostly amplification through digital/social channels and through wide trade distribution).

Our immediate objective is to find a convenient way to share DPA's digital content (starting with the US) on a weekly basis in a way that facilitates the downloading and dissemination to the trade as relevant. Essentially, all content DPA produces for digital use and amplification will be shared so that it can be easily disseminated through whatsapp or other as soon as the right vehicle has been identified. Once this process works, we will replicate it for other markets.

Last but not least, here below are the details of the Whatsapp video campaign for your information:

1. The **video campaign promoting natural diamonds will start on the 9th of November, 2019**.
2. The **WFDB Whatsapp Group** will be created **the day before the launch** of the campaign. A **strict set of rules** for this chat group is attached herewith for your reference and will also be posted on the group itself.



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3. **DPA** New York will provide the **1st digital content**, which will be sent by Peter/Mariz to the WFDB Whatsapp Group.
4. We will start with **English-speaking content**.
5. We will share 3-5 **videos/images per week**.

In addition, the Israel Diamond Exchange and the London Diamond Bourse also have a few videos to share and their content will also be shared on the WFDB Whatsapp Group for onward transmission to your local contacts.

For the other Bourses who would like to share their company videos promoting natural diamonds, please contact Peter Meeus at peter@pmeconsulting.org for further guidance.

If you require further information, feel free to contact us.

Sincerely,

Ernie Blom
President

Cc: **Rony Unterman**, Secretary-General, WFDB
Peter Meeus, Special Advisor, WFDB

Annex: Terms of Engagement