

## HEAVY TRAFFIC ON TRADING FLOOR ON DAY 2 AT IDWI

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Source: Israeli Diamond Institute

The trading floor of the Israel Diamond Exchange (IDE) continued to see heavy traffic on the second day of the 6th International Diamond Week in Israel (IDWI). The mood was upbeat, reflecting a lively trading atmosphere.

Beyond the trading floor several events took place during the day. The IDE inaugurated its new state-of-the-art International Tender Center with a small ribbon-cutting ceremony, attended by Alrosa President Andrey Zharkov and local diamond leaders. IDE President Yoram Dvash said that the new tender center is intended to bring many additional rough and polished diamond tenders to Israel, avoiding the necessity of Israeli companies having to travel to participate in these sales.

Later in the day a Memorandum of Understanding was signed between the young generation forums of the Hong Kong Jewelry Manufacturers' Association (HKJMA) and the IDE for cooperation and business promotion. IDE President Yoram Dvash cited the longstanding business cooperation between the diamond industries of Israel and Hong Kong. "We feel very close to you based on shared values. The young generation of both our countries have a great future. We can grow together," he said. The MOU was signed by Dvash and by Kevin Ng, head of the Young Generation Forum of HKJMA.

Jean-Marc Lieberherr, CEO of the Diamond Producers' Association (DPA) gave a presentation outlining the strategic direction of their generic diamond marketing program targeting Millennials and discussed plans for 2017. He invited members of the Israeli diamond industry to make use of the marketing materials produced by the DPA and to interact with him with suggestions and concerns. He also invited diamond industry organizations to partner with the DPA on joint programs.

The second day of IDWI concluded with a festive cocktail reception at the Leonardo City Tower Hotel for all participants.