



8TH ANNUAL MEETING
VICENZA, ITALY
13-14 MAY 2012

**Eli Avidar, on behalf of Moti Ganz,
President of the International Diamond Manufacturers Association**

Ladies and gentlemen,

Moti Ganz, the president of the International Diamond Manufacturers Association was unable to attend today, and has requested that I convey to this Plenary Meeting the sentiments of the organization on his behalf.

He send his very best wishes to the World Diamond Council for a fruitful and successful meeting, and his best personal wishes to the WDC President, Eli Izhakoff, who fulfills an absolutely critical role in our business, as he has done for so many years.

Last year the IDMA held its Presidents' Meeting in Gaborone, where it was hosted by Botswana Diamond Manufacturers Association, together with the Government of Botswana. The preceded the announcement later in the year that De Beers would be transferring its rough diamond marketing operation to Gabarone, but that certainly was not the reason we were there.

The IDMA meeting that took place in Botswana was a conclusive demonstration of the growing strength as of Botswana as a diamond manufacturing centre, thereby fulfilling the goal of its government that its natural resources are source not only foreign cash revenue, but also jobs, and economic activity and growth.

And while the Botswana diamond cutting sector is growing organically, changing the country from a exclusively rough diamond producer into a rough and polished diamond producer, the initial foundation of the local industry were prepared by a number of larger international companies who established cutting factories in the country.

To no small degree, this increased awareness in the industry on Africa and its peoples is the result of the change in consciousness that was brought about by the World Diamond Council, and of course, the Kimberley Process. It did not happen overnight, of course; it was extremely wise to call it a "process."

The Kimberley Process is structure, like a building, which was painstakingly constructed through the collective efforts of governments, civil society and governments. Its appearance is not necessarily attractive, as one would expect from a building designed by more than one architect,

each with his own ideas and requirements. But it has been remarkably successful in providing is shelter from a sometimes hostile environment.

Our obligation, as partners in this enterprise, is to maintain and strengthen this building. We have to do this with extreme care, because if we try and expand it carelessly, we run the risk of weakening its foundations and undermining the viability of the structure itself.

This does not mean that the diamond industry should be indifferent to issues such as human right, and indeed, we are committed to working with all groups that work to improve the lives and wellbeing of all our stakeholders.

We need to keep our feet on the ground, cognizant all the while that we will do our best work as long as we maintain the economic viability of our enterprise.

For that reason we continue to support that World Diamond Council, and the vitally important work that it doing on behalf of us all.

We are all living in challenging times and standing at a crossroad in the cycle of history.

The cycles change direction every so often and I believe that they are evolving now, as we speak.

The continent of Africa is taking a prominent role in this change, acquiring its central position on the global stage.

Humanity; in its constant movement towards economic development, is always looking for the region or for the group of countries, on which the global community can focus its efforts toward development.

In my opinion we are entering the era of the continent of Africa.

We are entering this era saying farewell to systems and dynamics which some persons of interest call "the way of nature". Africa is changing and today ladies and gentlemen the rule of law, democracy and responsibility are taking control in the continent and we are excited and looking forward to these developments.

Today we have approximately 7 billion people in the world. In 2050, futurists estimate that there will be 10 billion people in the world and it is the continent of Africa that can become the World's aid and be able to provide sustainable resources for this development and position itself as the continent that provided humanity the support for its continuation for generations and generations to come, with the help of its people but definitely not at their expense.

Thank you very much.