

## Martin Rapaport to address keynote session of 36<sup>th</sup> WDC

*Antwerp, Belgium - June 15, 2014:* The organizers of the 36<sup>th</sup> World Diamond Congress have announced that the international diamond industry analyst Martin Rapaport will be addressing during the keynote session of the congress that will be held June 17 in Antwerp, Belgium. World Diamond Congresses are the biennial gatherings of the International Diamond Association (IDMA) and the World Federation of Diamond Bourses (WFDB). The 36<sup>th</sup> WDC runs from June 16 to 19.

"As the WFDB's very first congress took place in Antwerp in 1947, it is not surprising that this meeting is returning to our city," Stephane Fischler, president of the Antwerp Diamond World Centre (AWDC), said. "With a share of 84 percent of rough diamonds and half of all polished diamonds passing through Antwerp, the city is still the world's number one diamond trade center. Synonymous with diamonds for over 550 years, Antwerp has for centuries been the forum where the main players of the global diamond industry meet and set the stage for the future," Fischler, who is also the IDMA Treasurer, added. The AWDC is the chief host of the 36<sup>th</sup> World Diamond Congress.

In his talk, Martin Rapaport will address the theme of the 36<sup>th</sup> WDC: "*The marketing of jewelry in a competitive luxury market*," and as such will be along the lines of a presentation he recently gave at the Las Vegas JCK show, entitled: "*The last 18 inches - interacting with the jewelry trade*".

**Note to editors and journalists:** You are invited to take part in a press conference taking place on Wednesday, 18 June, the final day of the congress, from 12:30 until 13:00 pm, at the Hilton Hotel, Groenplaats, in Antwerp. If you wish to participate in this closing press conference, please register via this [link](#) using the following code: WDCPRESS1. For more information, please refer to the website <http://www.diamondcongress2014.com> or contact the AWDC PR & Communications at [valerieweekers@awdc.eu](mailto:valerieweekers@awdc.eu).