



FOR IMMEDIATE RELEASE

Antwerp's Diamantkring Becomes First Diamond Bourse to Partner with the Natural Diamond Council

New York, NY, April 25th--Antwerpsche Diamantkring, the world's leading rough diamond bourse, has reached an agreement to become a partner to the Natural Diamond Council (NDC), the first bourse globally to reach such an agreement. By becoming a partner, Antwerpsche Diamantkring is seeking to support the promotion of natural diamonds by providing financial support as well as engaging with its members to promote campaigns and educational materials provided by the NDC. The NDC will also support Antwerpsche Diamantkring to promote Antwerp's rough diamond trading platforms.

"We're delighted to welcome Antwerpsche Diamantkring as a partner with the Natural Diamond Council. By becoming a partner, their Board of Directors has demonstrated leadership and vision in recognizing the importance of inspiring consumer demand for natural diamonds as being critical to the success of their members," said David Kellie, CEO of the NDC.

"As a respected industry body, we acknowledge the great work of the Natural Diamond Council. Under the leadership of David Kellie, the NDC produces sharp, factual, usable and creatively exquisite work to promote natural diamonds. The Board of Directors of the Antwerpsche Diamantkring wants to support the work of the NDC and wishes to encourage other diamond organizations or private diamond companies to follow suit," explains Michel Schonfeld, President of the Antwerpsche Diamantkring.

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ABOUT ANTWERPSCHE DIAMANTKRING

The **Antwerpsche Diamantkring** is the world's leading rough diamond bourse founded in 1929.

A founding member of the World Federation of Diamond bourses and one of the 4 Antwerp diamond exchanges, the Antwerpsche Diamantkring offers its members a range of supporting services to conduct

business transactions in a secure and regulated manner and provides access to a dedicated diamond trading floor.

Membership comprises rough dealers, diamond manufacturers, brokers, jewelers, members of the management of service providers and mining companies in their personal capacity.

ABOUT NATURAL DIAMOND COUNCIL

[The Natural Diamond Council \(NDC\)](#) inspires and informs consumers about the incredible world of natural diamonds through its Only Natural Diamonds platform. The platform is the authoritative publisher on all things natural diamonds including celebrities and pop culture, epic diamonds and jewelry trends, engagements and weddings, and diamond buying guides.

The NDC supports the integrity of the natural diamond industry by providing transparency and insight on the progress of this sector and its commitments to further betterment. NDC is a global organization whose members' operations span four continents and ten countries including Canada, South Africa, and Botswana. Their operations support the livelihood of 10 million industry employees and their families around the world.

The NDC operates in the US, China, India, UAE, and Europe.

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