

**SAVE THE DATE!****“2010 — The Next Decade: The Future of the Diamond Industry”**

WHAT: International Diamond Conference
Sponsored by the Rapaport Group

WHEN: Monday, September 8th, 2008
8:30 a.m. – 4:30 p.m.

WHERE: The Grand Ballroom
The Waldorf Astoria
301 Park Avenue
New York, NY

WHO: Speakers at this year's conference include futurist and trend analyst **Gerald Celente** of The Trends Research Institute; **Ralph Desitino**, Chairman, Gemological Institute of America; **Neal Goldberg**, President and CEO, Zale Corporation; **Rahul Kadakia**, Senior Vice President, Christie's Americas; **Rajiv Mehta**, CEO, Dimexon Diamonds; Executive Director, Eurostar Diamonds; **Mark Moeller**, CEO, R.F. Moeller Jeweler; President, American Gem Society; **James E. Shigley**, PhD, Distinguished Research Fellow, Gemological Institute of America; Victor van der Kwast, CEO, ABN AMRO, International Diamond and Jewelry Group

WHY: The diamond and jewelry industry is about to go through a period of great restructuring, according to Martin Rapaport, CEO of the Rapaport Group, sponsors of the 2008 International Diamond Conference. Those in the diamond and jewelry industry must prepare for the challenging times ahead by taking time to think things through, gain perspectives and develop new strategic thinking. This is the purpose of this year's conference, “2010 – The Next Decade: The Future of the Diamond Industry.”

TOPICS:

The New Economics of Globalization

- What are the forces impacting the U.S. economy? Is the American party over?
- How low can polished go:
- Will India and China dominate demand?
- Are rough prices and the big stone boom sustainable?
- Inflation, interest rates, and the credit crunch...How to survive a U.S. recession

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Technology

- Will advanced treatments and synthetics make it impossible to authenticate diamonds?
- How will technology change the way we grade and market diamonds?

Branding and Marketing

- What are the benefits of branding? How does it add value?
- Are profit margins sufficient to support branding initiatives?
- How important are authentication and social responsibility issues?
- Will diamond mining company brands change how diamonds are distributed?
- Are generic diamonds on the way out and what impact will that have on trading markets?

Commoditization

- Can diamond qualities and prices be standardized?
- What is the impact of certificates and the Internet on retail profit margins?
- Can commoditization and branding coexist?
- Will investment diamond markets return?
- What is the outlook for Exchange Traded Funds and Diamond Future contracts?

**As a journalist, we'd like to invite you to attend this conference free of charge.
Please call 1-702-893-9400 to reserve your space today.**

For additional information, please contact:

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