



## Rapaport International Diamond Conference 2007

**ERNEST BLOM  
PRESIDENT  
WORLD FEDERATION OF DIAMOND BOURSES**

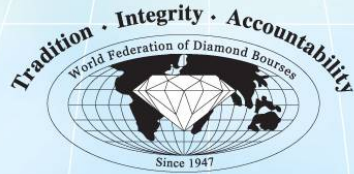
WFDB



**It is not enough to do the right thing—  
you have to be seen to be doing the right thing.**

W F D B





the  
**WFDB**  
mark

WFDB



## IMPLEMENTING, MONITORING AND ENFORCING BETTER BUSINESS PRINCIPLES

✗ Other organisations do not have effective systems in place.



✓ The WFDB has a proven judicial system, which can help monitor and enforce compliance and, if necessary, sanction violators.



# A 60 YEAR LEGACY



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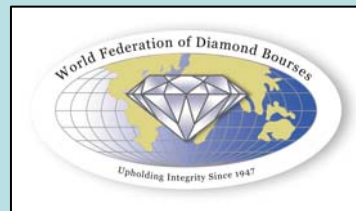
# The WFDB's Better Business Principles have long existed in its by-laws and resolutions

- HPHT Treatments
- Conflict Diamonds
- Synthetic Diamonds
- Child Labour
- Health Conditions  
in the Workplace
- Disclosure
- Fracture Filling
- Laser Drilling
- Removal of  
Laser Inscriptions

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# World Federation Code of Principles



WFCOP

W  
F  
D  
B



# THE WFCOP PREAMBLE

## WORLD FEDERATION CODE OF CONDUCT (WFCOP)

1. As stated in Article 2 of the By-Laws of the World Federation of Diamond Bourses (WFDB), the object of the WFDB is to protect the interests of the affiliated bourses and their individual members, and to promote understanding and closer cooperation between people all over the world who earn their livelihood in the diamond trade. The application of proper and ethical business practices by all members of affiliated bourses is a necessary requirement to achieve this object.
2. So as to apply proper and ethical business practices, members of WFDB-affiliated bourses are expected to:
  - a. Exhibit professional knowledge and skills;
  - b. Treat colleagues with respect;
  - c. Describe diamonds and other gemstones and jewelry accurately and fairly;
  - d. Take all the necessary measures, required and voluntary, in order to avoid trading in conflict diamonds, including the implementation of the commitments and undertakings of the diamond industry as part of the Kimberley Process;
  - e. Disclose all treatments of diamonds and other gemstones;
  - f. Disclose whether a diamond or any other gemstone is synthetic;
  - g. Observe fair labor practices;
  - h. Provide employees with a safe and healthy work environment;
  - i. Endorse and practice human rights and morality in society.
3. So as to apply of proper and ethical business practices, members of WFDB-affiliated bourses are expected to avoid:
  - a. The practice of offensive conduct and speech;
  - b. The performance of any unethical conduct against a colleague or a client;
  - c. The involvement, directly or indirectly, in any activity that is harmful to society;
  - d. Trading in conflict diamonds;
  - e. Subjecting rough diamonds to unnatural treatments, or knowingly trading rough diamonds that have been subjected to unnatural treatments.
4. Members of WFDB-affiliated bourses are required to abide by all current and future resolutions and recommendations made at Congresses and Presidents Meetings relating to proper and ethical business practices.<sup>(A)</sup> Failure to do so will result in appropriate disciplinary action by the bourse in question.

<sup>(A)</sup> The current listing of resolutions and recommendations made at Congresses and Presidents Meetings relating to proper and ethical business practices is included in Appendix A. Updated listings of resolutions and recommendations made at Congresses and Presidents Meetings relating to proper and ethical business practices will be provided to WFDB-affiliated bourse members as they become available.

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# THE CAMPAIGN AGAINST CONFLICT DIAMONDS



W  
F  
D  
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## **RESOLUTION PASSED IN 2006**

Federation bourse members can be expelled or suspended if they found to be guilty of non-compliance with the WFDB ethical code.

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A Registered WFDB-Diamond Exchange Member  
No. 123456

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# PERSONAL WFDB MARK



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## COMPANY WFDB MARK

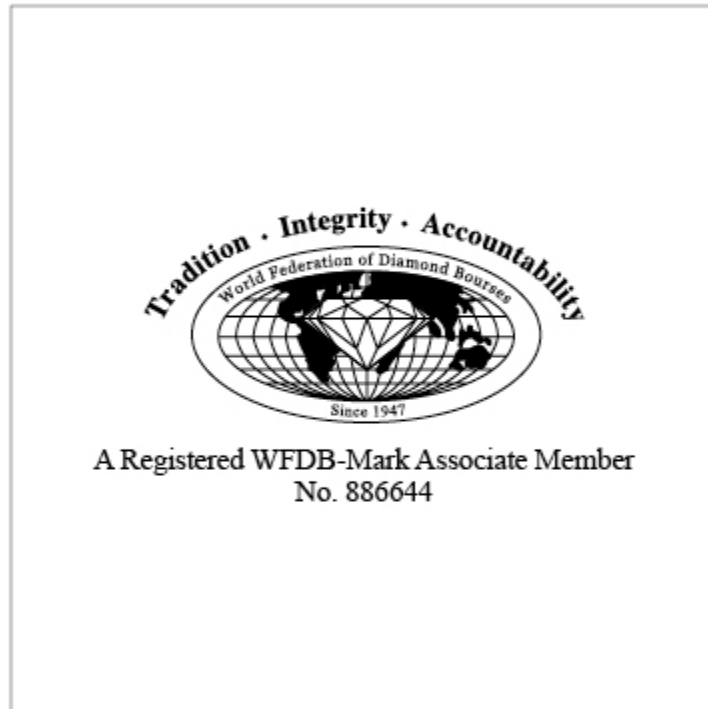


Registered WFDB-Diamond Exchange Members  
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## ASSOCIATE MEMBER WFDB MARK



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# MASS MEDIA CAMPAIGN

**A SIGN OF CONFIDENCE**

In 1947 the World Federation of Diamond Bourses was created to establish a common set of trading practices for the diamond industry. Today, a unique 12,000 diamond dealer and manufacturer, trading out of 28 Bourses in 11 countries, who operate according to the WFDB's ethical business code.

Now, starting in 2007, you can verify whether your client or supplier is an approved WFDB member, committed to upholding the principles of tradition, integrity and accountability.

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ALLOW YOUR MEMBERSHIP OF A WFDB DIAMOND EXCHANGE TO INSPIRE CONFIDENCE IN YOUR CLIENTS AND SUPPLIERS.

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**OUR AIM IS TO TURN  
THE WFDB MARK  
INTO ONE OF THE MOST  
RECOGNISABLE SYMBOLS  
IN THE INTERNATIONAL DIAMOND  
AND JEWELLERY TRADES**



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