**P R E S S R E L E A S E**

**Rapaport International Diamond Conference 2008**

**Monday, September 8, 2008 – New York, NY – Waldorf-Astoria Hotel**

**“2010 — The Next Decade: The Future of the Diamond Industry”**

**August 4, 2008, New York, NY** – How will the jewelry industry survive the recession? Are diamonds a commodity? Will branding destroy dealer markets for generic diamonds? This year’s Rapaport International Diamond Conference will discuss these and other issues vital to the jewelry industry.

“This year’s conference is about survival—your survival. The old game of price, quality and service competition is over. How are you going to compete against a recession, credit crunch and double-digit inflation? The key is strategic thinking. Strategic competition. Those that think smarter will survive. Those that don’t, won’t,” says Martin Rapaport, CEO

Speakers and topics include Gerald Celente of The Trends Research Institute (*U.S. Economy*); Ralph Desitino, Chairman, Gemological Institute of America (*Branding*); Neal Goldberg, President and CEO, Zale Corporation (*Retailing*); Rahul Kadakia, Senior Vice President, Christie’s Americas (*Auction Markets*); Rajiv Mehta, CEO, Dimexon Diamonds and Executive Director, Eurostar Diamonds (*Diamond Markets*); Mark Moeller, CEO, R.F. Moeller Jeweler; President, American Gem Society (*Retailing*); Martin Rapaport, the Rapaport Group (*Commoditization*); James E. Shigley, PhD, Distinguished Research Fellow, Gemological Institute of America (*Technology*); Victor van der Kwast, CEO, ABN AMRO, International Diamond and Jewelry Group (*Economy and Finance*).

Pricing for the conference starts at $100, with formal luncheon $200, and a special Hotel/Conference Package for $599 (includes one night’s deluxe room at the Waldorf-Astoria Hotel). All proceeds from the conference will be donated to the Jewelers for Children and the nonprofit Fair Trade Diamond and Jewelry Association.

For additional information and registration, visit www.Diamonds.Net/IDC; email [IDC@Diamonds.Net](mailto:IDC@Diamonds.Net); or

call 1-702-893-9400.

**Media Contacts:**

Barbara Moss: [barbara@Diamonds.Net](mailto:barbara@Diamonds.Net), 1-212-354-9100 x 215

Sherri Hendricks: [sherri@Diamonds.Net](mailto:sherri@Diamonds.Net), 1-702-893-9400

**(Additional Background Information for Editors on Page Two)**

**P R E S S R E L E A S E**

**Rapaport International Diamond Conference 2008**

**Monday, September 8, 2008 – New York, NY – Waldorf-Astoria Hotel**

**Page Two - Background Information for Editors**

**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

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?

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?

**About the Rapaport International Diamond Conference (IDC):** The Rapaport International Diamond Conference (IDC), held annually in New York City, attracts the best and brightest members of the diamond and jewelry industry as well as leading government officials, bankers, financial consultants, analysts and NGO’s. All conference proceeds are donated to charity.

**About the Rapaport Group**: The Rapaport Group is an international network of companies providing added value services that support the development of free, fair and competitive global diamond markets. Established in 1978, the Rapaport Diamond Report is the primary source of diamond prices and market information. Group activities include publishing, research and marketing services, internet information and diamond trading networks, global rough and polished diamond tenders, diamond certification, quality-control, compliance, shipping, and financial services. Major activities of the group include the development of markets for Fair Trade Diamonds and Jewelry as well as the creation of diamond futures markets. Additional information is available at www.diamonds.net.