



# LETTER FROM ACTING PRESIDENT

**Contact:** [secretariat@wfdb.com](mailto:secretariat@wfdb.com)

May 26, 2020

Dear Colleagues and Friends,

**After only six weeks, the WFDB on-line trading platform has become the largest B2B digital marketplace for diamonds.**

I am delighted to report to you that in Get Diamonds has grown to become the world's largest online B2B diamond trading platform, and this only a month and a half after the WFDB acquired it. The number of diamonds listed has doubled to 1,200,000, with a total value of over \$5.5 billion and weighing over 1 million carats. Get Diamonds now has 3,500 registered suppliers, 26,000 registered buyers, most of which are retailers.

We are extremely proud of this achievement. The WFDB acquired Get Diamonds because it saw an urgent need for a diamond trading platform that would strengthen the trade, not profit from it. As opposed to existing trading platforms Get Diamonds is the only one that is non-profit, independent and fully transparent. It is the only one that can truly be labeled "By the industry, for the industry."

As I have reported in the past, Get Diamonds is being translated into several languages: English, Mandarin, Gujarati, Russian and Hebrew are already available and Arabic is on the way. If there is demand for translation in other languages we will seriously consider adding more.

While fees are low, it is not free for users. However, the platform intends to reinvest profits into projects that support and grow the diamond trade, including the generic marketing of diamonds.

Get Diamonds has received excellent feedback from key players in the world diamond industry, who have endorsed the platform and are signing up their members. These include Mr. Lawrence Ma, founder and chairman of the Diamond Federation of Hong Kong and China (DFHK), Mr. Lin Qiang, President of the Shanghai Diamond Exchange, Dr. Gaetano Cavalieri, President of CIBJO – the World Jewellery Confederation, Mr. Nishit (Bali) Parikh, President of the Antwerp World Diamond Centre and many others.

But we are not resting on our laurels. We want Get Diamonds to be the most vigorous and dynamic online diamond marketplace, one that reaches across the diamond pipeline. We are investing in technological improvements that will upgrade the platform, streamline the user interface and make it easier and faster to use. Moreover we are embarking on a major marketing campaign that will include webinars, focused digital advertising and personal appeals to additional major industry players.

For more information and to register for Get Diamonds go to:  
<https://www.get-diamonds.com/landing>

Yours sincerely,

  
Yoram Dvash  
Acting President