



## **The Diamond Producers Association (DPA) and GJEPC sign Memorandum of Understanding**

***The Diamond Producers Association (DPA) and The Gem & Jewellery Export Promotion Council of India (GJEPC) signed an MOU to collaborate and boost diamond demand in the world and enhance the image of the diamond industry.***

June 3, 2016 *Las Vegas, Nevada* - A year after the announcement of its establishment, the DPA unveiled its new Category Marketing Platform, “Real is Rare”, to the diamond and jewellery trade assembled in Las Vegas for the JCK Show. At the same meeting, Stephen Lussier and Praveenshankar Pandya, chairmen of the DPA and the GJEPC respectively, signed an MoU wherein they pledged to collaborate for a common goal to strengthen diamond industry fundamentals for generations to come by stimulating consumer desire for diamonds.

Showing the Indian diamond community’s commitment to the effort of DPA’s new category marketing initiative Real is Rare, GJEPC pledged to contribute to the DPA’s 2016 marketing investment and work hand-in-hand with the DPA leadership to explore long term collaboration opportunities and enhance the image of the world diamond industry. The DPA and the GJEPC have agreed to hold quarterly meetings during which they will discuss industry challenges and opportunities; review and discuss marketing progress; and share industry insights on matters of mutual interest.

Stephen Lussier, Chairman of the DPA, said, “A close collaboration between leading diamond mining companies and the Indian diamond sector is essential to capturing and achieving the full potential of the industry. I thank the GJEPC and its Chairman, Praveenshankar Pandya, for its leadership role to this effect and look forward to a close partnership between our two organisations.”

Praveenshankar Pandya, Chairman, GJEPC, said, “The resurrection of diamond category marketing programmes is vital to the future of our industry and I commend the DPA and its chairman Stephen Lussier for taking this important initiative. The GJEPC has been working with different stakeholders through the last few years to generate consensus to initiate generic marketing efforts for diamonds. Hence, we are very keen to be closely associated with this effort and initiative of the DPA so that we can jointly build a stronger industry by giving the much-needed boost to the demand for diamond as a category. I am confident that the vast experience of Stephen Lussier and Jean-Marc Lieberherr, the CEO of DPA will go a long way in being successful in our endeavors”

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