



PRESS RELEASE

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CIBJO releases Diamond Special Report, looking at ethics of disclosure and impact of social media

MILAN, ITALY: April 16, 2013 - With three weeks to go to the opening of the 2013 CIBJO Congress in Tel Aviv on May 7, 2013, the fourth of the CIBJO commissions' Special Reports has been released. Prepared by the CIBJO Diamond Commission, headed by Udi Sheintal, the report considers the ethical considerations of disclosure in light of recent technological developments, and also the need to use the online social media to better inform jewellery consumers.

The new technology that gave rise to the discussion on disclosure is Sarin's Galaxy™ 1000 scanner, which detects and maps inclusions, regardless of their type, size and location within the rough diamond, including when it is completely frosted. At the meeting of the Diamond Commission at the CIBJO Congress in Tel Aviv, participants will debate whether, if a stone has been scanned, does the seller have an unfair commercial advantage if he or she does not disclose the results to the buyer?

The Special Report notes that much of the discussion in the industry today concerning diamond grading standards and nomenclature is taking place online in the social media. "We, therefore, think it is time to review and discuss the tools and channels of communications we have been using up to now, and the new tools and channels we should be using to reach the downstream markets in the future," writes Mr. Sheintal.

To download a full copy of the report, please link to:

[http://congress2013.cibjo.org/CIBJO%20Special%20Report%20\(Diamond%20Commission\)%202013.pdf](http://congress2013.cibjo.org/CIBJO%20Special%20Report%20(Diamond%20Commission)%202013.pdf)

The 2013 CIBJO Congress will take place at the Dan Panorama Convention Centre in Tel Aviv, Israel, from May 7 to May 9, 2013, with pre-congress meetings starting on May 5. More information is available on the dedicated [2013 CIBJO Congress website](#). Preferential congress hotels rates are guaranteed for those registering until April 15, 2013.

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