
**CIBJO – THE WORLD JEWELLERY
CONFEDERATION**

Speech | Ahmed Bin Sulayem | Executive
Chairman

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(STRICTLY CONFIDENTIAL)

INTRODUCTION

Ladies and gentlemen, good morning.

It is a pleasure to be here, and a real privilege to address the 2018 Congress of CIBJO, the World Jewellery Confederation.

I would like to thank Gaetano for his invitation. We have known each other for many years, and I have a great deal of respect for the work he does, and his record for transforming CIBJO into the world's leading jewellery pipeline organisation.

From...

- *diamonds to coloured gemstones;*
- *from pearls to precious metals;*
- *And from coral to gemmology;*

...CIBJO's Commissions cover every aspect of the global jewellery trade.

I commend CIBJO for its ability to identify new and developing topics:

- *Corporate Social Responsibility;*
- *Ethics;*
- *Marketing and Education;*
- *and promoting awareness of the need to reduce one's carbon footprint.*

To name but a few...

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And then there are of course CIBJO's critically important **Blue Books** on all of these subjects.

Their detail is impressive, so too is the effort that goes into updating them at the annual Congress to ensure their relevance within an industry that is in a constant state of flux.

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In July, the release of the US Federal Trade Commission's revised Guides to Jewellery, emphasised the importance of the Blue Books.

Although the US *is* the single largest market, we need authoritative documents that can serve the global market, and that is precisely what your Blue Books provide.

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As the United Nations of the Jewellery industry, CIBJO should not be held to ransom by the FTC ruling.

In Dubai, we're working with the **Dubai Gems and Jewellery Group (DGJG)** and the **Emirates Standardization & Metrology Authority (ESMA)** to align the diamond terminology with the ISO standard and CIBJO Diamond Blue Book.

What's more, we are also working together to get the diamond terminology translated into Arabic which could become the accepted definition for the whole Middle East. When complete, this will be a very significant step in the right direction.

But before I go any further, allow me spend a few moments to explain Dubai, and the organisation I represent.

ABOUT DMCC

I am the Executive Chairman of the Dubai **Multi-Commodities Centre** – or DMCC as it's known.

DMCC serves as the dedicated free zone and global hub for more than **15,000 businesses**. We host a diverse group of companies – from local start-ups to multinational corporations – and we enable them all to successfully trade in Dubai.

Every month, nearly 200 companies join DMCC, 95% of which are new to Dubai.

Why? Well, it's quite simple.

It's because DMCC facilitates global trade. We provide the world-class business services, connections and infrastructure.

We are one of the global nerve centres of trade. For the past 30 years, Dubai has seen annual growth of 11 percent in international trade. In fact, trade accounts for around a third of Dubai's GDP.

DMCC is, as we like to say, **Made for Trade.**

We sit at the epicentre of Dubai in the United Arab Emirates, a city that enjoys unmatched global connectivity.

Eight hours of flight time in any direction gives you access to 65 percent of global GDP and two-thirds of the world's population.

Excellent sea and road links literally place Dubai's dynamic and diverse economy at the crossroads of the world. With the fast-growing markets of the Middle East and Asia with their love of jewellery on our doorstep, we serve as a strategic gateway linking trade around the world.

Doing business in Dubai with its state-of-the-art facilities positions you at the heart of the global economy.

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DMCC JOURNEY

When I joined DMCC 17 years ago, we began to put in place the infrastructure necessary to create an international market place for diamonds in Dubai.

Let me tell you, at the time, many people in the diamond trade said it couldn't be done in Dubai; that it simply didn't make sense.

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Critics claimed there was too much ground to make up on the established centres for the diamond trade.

“Why would diamond companies leave the traditional centres?” – was a common question I was asked.

But fast forward to today, just over a decade and a half later, Dubai is a leading global centre for the trade of diamonds.

Favourable labour costs and the availability of staff mean that Dubai is an ideal place.

I urge those of you who have not been to Dubai to take the opportunity to explore the city for yourself.

My team would be more than happy to host you...

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DUBAI – GLOBAL DIAMOND CENTRE

But the Dubai-diamond story really is a special one.

After all, the value of diamonds traded through Dubai has grown from just a few tens of millions of US dollars in 2003 to 26 billion US dollars in 2016.

Dubai's position at a global crossroads between north and south, and east and west, makes it an ideal meeting place for diamond traders.

We created infrastructure to make Dubai the destination of choice for the global diamond industry, and to make import, export and re-export a seamless process.

As a result, over the coming years, Dubai expects to grow our share of the global diamond trade.

Positively as the local industry developed, UAE banks started providing finance, and there has been an influx of high-class retailers of diamond and gemstone set jewellery setting up shop.

According to the Diamond Insight Report published last month, in 2017, the **Gulf represents 7% of the global market for polished diamonds.**

The UAE is now the third largest diamond importer globally after India and Europe, and the second largest exporter globally after Europe.

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And the demand isn't going away anytime soon as Dubai is a major international tourist and retail destination.

This can be seen in the fact that it is ranked fourth in visitor numbers, with 15.8 million people in 2017 spending almost 30 billion US dollars.

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DUBAI – GEMSTONE OPPORTUNITY

Now, I appreciate the focus of CIBJO is not exclusively diamonds but I deliberately chose to talk about that industry in relation to Dubai.

And that is because the model was a success. It is our aim replicate it for the coloured gemstone trade – with key adjustments of course.

And there's a natural fit for Dubai – especially with our credentials in technology. We recognize the role that technology is playing especially with proof of provenance. More than ever consumers want to know where the precious stone they are being offered comes from.

With the advent of block chain and other initiatives, we recognise not just the potential but the importance of tracking stones back to the mine and formalizing trade flows.

We believe it is critical that mine workers get a fair share of the value of what they are digging out.

And this is the kind of coloured gemstone companies we welcome in Dubai: Firms that operate with **transparency, and that are committed to high levels of business ethics** from the mine all the way to the consumer.

I am proud to say that Fura Gems, a fast-developing company which mines emeralds here in Colombia, and has a ruby deposit in Mozambique, has opened an office in Dubai. It recognises the importance of having a presence in such a major trading centre.

How Dubai can lend its hand to the industry in this regard, given its position at the cutting edge of modern technology, is hugely exciting.

We are also working with several financial institutions to develop new financial instruments in Diamonds and would like to also explore those opportunities with the coloured stone industry.

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CONCLUSION

Let me finish on one final thought...

I think we can all agree that reputation and a strong track record are critical when it comes to building the necessary trust to do business.

So let me put that into the context of DMCC...

In terms of our reputation. DMCC is beyond reproach. Only last week, we were named the 'Global Free Zone of the Year' for a record fourth year in a row by a Financial Times magazine.

As for a track record, I have touched on this with diamonds. DMCC has also played a significant role in building a **tea trading hub** with its tea centre. Now 60% of teas are re-exported through Dubai. We are in the process of replicating the success with coffee and have built a new state-of-the-art coffee centre opening next month

DMCC is open for business, and you should know that my team stands ready to support yours, and help all ambitious companies access the incredible commercial growth opportunities presented by Dubai.

Just say the word, and we're here to help.

Thank you.

SUMMARY – KEY POINTS:

Thank Gaetano and CIBJO

Lavish praise on CIBJO for its work on

- diamonds to colored stones
- pearls to precious metals
- corals to gemmology

CIBJO commissions cover every aspect of new and developing topics

- Corporate Social Responsibility
- Ethics
- Marketing and Education
- And promoting awareness of the need to reduce one' carbon footprint.

CIBJO critical Blue Books. The detail is impressive July's ruling of the FTC (Federal Trade Commission) emphasized the importance of the BLUE BOOKS.

In DUBAI: DMCC – DGJG – ESMA working on standardised terminology of Diamonds for the UAE. We will also ensure there is an Arabic translation of the diamond terminology that would be accepted by the whole middle east.

About DMCC and who I am.

DMCC Diamond Story

- Critics said it could not be done.
- Grew from virtually nothing to \$26B in under 20 years.
- And we are still growing – becoming an important finance and tender hub.

Diamond story not unique – not time now but as DMCC is multi-commodity I could also tell you about our successful tea centre – where after 12 years 60% of all re-exported tea passes through our center. We are building a similar coffee centre which will open next month. And of course I do not need to tell anyone here about Dubai's gold trade.

CIBJO is also multi-commodity and we are pleased to be here and learn more about the coloured gemstones.

Want to plant the seed to start the coloured stone business to be the next diamond story. Learning about Emeralds and had a great visit to a mine from one of our member companies – Fura Gems.

I believe there's a natural fit for Dubai – especially with our credentials in technology. We recognize the role that technology is playing especially with proof of provenance. More than ever consumers want to know where the precious stone they are being offered comes from.

With the advent of block chain and other initiatives, we recognise not just the potential but the importance of tracking stones back to the mine and formalizing trade flows.

We believe it is critical that mine workers get a fair share of the value of what they are digging out.

And this is the kind of coloured gemstone companies we welcome in Dubai: Firms that operate with transparency, and that are committed to high levels of business ethics from the mine all the way to the consumer.