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JAN. 29-31, 2025 | THE NED



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# DOHA INTERNATIONAL DIAMOND AND GEM CONFERENCE

JANUARY 29-31, 2025



THE NED, DOHA, QATAR

JANUARY 29, 2025

## OPENING SESSION

**09:00 - 10:00**

### Speeches and Addresses:

- Welcome speech by H.E. Saad Al Kharji, Chairman, Qatar Tourism;
- Dr. Ahmad Al Sayed. Minister of State for Foreign Trade Affairs;
- H.E. Bogolo Joy Kenewendo, Minister of Minerals and Energy of Botswana;
- Ahmed Bin Sulayem, Executive Chairman, Dubai Multi Commodities Centre;
- Ferial Zerouki (Ms), President, the World Diamond Council (WDC).
- Kirtit Bhansali, Vice Chairman, Gem & Jewellery Export Promotion Council (GJEPC);
- Edward Asscher, Vice President, Responsible Jewellery Council;

**10:00 - 10:30**

### Inside the Diamond Industry with Paul Rowley

Renowned industry expert Richard Chetwode will converse with De Beers Executive Vice-President Paul Rowley and discover the stories, challenges, and opportunities that have shaped the industry and deep dive into the expertise of one of the trade's most respected figures.

**11:00 - 11:30**

Coffee Break

**11:30 - 14:30**

### Panel 1 - Fostering Collaboration in the Diamond and Gemstone Sectors

Richard Chetwode continues to investigate why the diamond and gemstone industries remain fragmented, with virtually no vertical integration. How can collaboration be increased between all participants in the diamond and gemstone upstream – corporations, smaller operators, and producing countries?

### Panelists

- Yamkela Makupula, CEO, South African Diamond Producers Association (SADPO)
- Paul Rowley, Executive Vice President, De Beers
- Naseem Banu Lahri, Managing Director, Lucara Diamond
- Emile Ekonda-Elasha, Founder of COOMIAP, an artisanal diamond mining village and cooperative in Luebo, DRC.
- Ronnie VanderLinden, President, the International Diamond Manufactureers Association

**14:30 15:30**

Lunch

**15:30 – 17:00**

## **Panel 2 – Coloured Gemstones and Pearls: New Horizons**

Gemstone market specialist and author Richa Goyal moderates a panel about colored gemstones and pearls, addressing mining, value addition, marketing, and exciting emerging projects.

### **Panelists:**

- Dev Shetty, CEO, Gaston International Mining Investment Company, a former Executive of Fura and Gemsfields);
- Elena Basaglia, Head of Partnerships and Product – Downstream, Gemfields
- Peter Bracher, Executive Director, Paspaley Pearling Co.
- Rashmi Sharma, Director of Jewel of Africa, Zambia

**17:00 – 17:30**

Coffee Break

**17:30 – 18:30**

## **Panel 3 – The Tech Advantage in Diamond and Gemstone Supply Chain**

Moderated by Margot Stuart, Co-Founder of OriginAll Luxury, this session addresses how technology enhances transparency, builds consumer trust, and appeals to tech-savvy generations. Together, these panelists represent the entire journey of a diamond: from its precision cutting to certification, traceability, and finally, consumer engagement.

### **Panelists:**

- Bernold Richerzhagen, CEO, Synova, Switzerland;
- Pritesh Patel, SVP & Chief Operating Officer at GIA;
- Bruno Scarselli, Founder at authentia.io | Provenance – Traceability – Transparency
- Klemens Link, Director, Provenance Proof
- Hans Schwab, Co-founder and CEO, OriginAll Luxury.

**20:30**

Dinner at The Ned

JANUARY 30, 2025

**09:00 – 10:00**

## **Why Qatar?**

Organised by Invest Qatar, high-profile stakeholders and industry experts will share insights on how Qatar's stable monetary environment, business-friendly policies, and robust infrastructure foster sustainable growth across various markets. This session delves into Qatar's dynamic economic landscape, highlighting key initiatives, regulatory frameworks, and strategic sectors—particularly the emerging opportunities in the diamond industry. Discover the unique advantages of investing in one of the Middle East's fastest-growing economies. Whether your focus is precious stones or diversified portfolios, this panel illuminates why Qatar remains a compelling choice for global investors.

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**10:00 – 12:00**

## **Panel 1 – Adding Value to Diamonds & Gemstones: Keeping Consumers Captivated**

Moderated by veteran luxury industry insider Dr. Frank Müller, this panel investigates why diamonds and gemstones are not marketed as a luxury product.

- What can we learn from the luxury market when discussing category marketing of natural diamonds and gemstones?
- How do we develop and implement effective category marketing throughout the supply pipeline?
- What happens if we don't?
- How will it be done and paid for, and how can we learn from other luxury product marketing experiences?
- Last but not least, what role can and must producing countries play in the marketing and branding of the origin of diamonds and coloured gemstones?

### **Panelists**

- David Kellie, the Natural Diamond Council (NDC);
- Francesco Tombolini, Independent Consultant to the Luxury Industry, Italy;
- Katerina Perez, Jewellery Insider, Journalist and Brand Consultant, France;
- Richard Chetwode, Independent Mining and Diamond Market Expert;
- A leading Qatari high-end jeweller.

**15:00**

## **Transport to the Heenat Salma Farm, Al Shaniya**

Qatari desert culture experiences, food tastings, and cultural workshops

**17:30**

## **Panel 2 – From Mines to Markets: A Social Development Revolution**

Companies in all parts of the pipeline place social development goals at the front and centre of their operations. But is this because they have to? Are companies integrating sustainability and equal opportunities throughout the diamond and coloured gemstone supply pipeline in the communities and countries where they operate?

### **Panelists**

- Pritesh Patel, SVP & Chief Operating Officer, GIA
- Kinjal Shah, Head of Asian Development, The Responsible Jewellery Council (RJC)
- Margot Stuart, Co-Founder of OriginAll Luxury
- Yamkela Makapula, CEO, South African Diamond Producers Association (SADPO)
- Rashmi Sharma, Jewel of Africa
- Ferial Zerouki, President, World Diamond Council (WDC)

JANUARY 31, 2025

**09:00 – 12:00**

## **The Morning After**

The panel discussion moderators and guests reflect on the discussions the past two days and draw conclusions.

- What did we achieve at this conference?
- Where do we go from here?
- What steps are to be taken next?
- When will we see results?

Microphones will be ready for the audience, consisting of conference speakers, delegates, and local press.