



ddi

**Diamond
Development
Initiative**

Diamond Standards (DDS)

An Overview of the DDS Project, presented by Ngomesia





DDI INTERNATIONAL: ORGANIZATIONAL INFO.

- 501(c)(3) Non-profit, incorporated in the District of Columbia. Registered Charity.
- Executive offices in Ottawa, Canada.
 - Heads of state meeting at the G8 Summit in June 2007 noted: “We encourage support for the ... multistakeholder **Diamond Development Initiative** (DDI), which emerged from the Kimberley Process to **strengthen the developmental impacts associated with artisanal diamond mining in Africa.**”

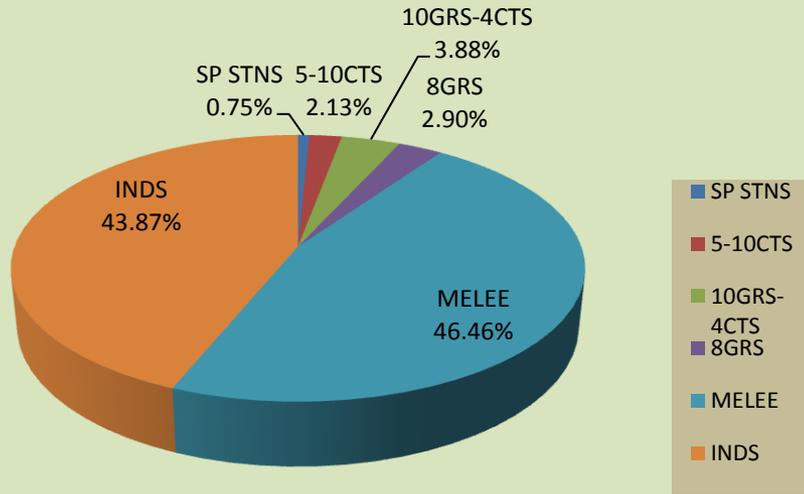
G8 Summit Declaration, 7 June 2007 [Growth & Responsibility in the World Economy]

BASIC ELEMENTS OF DDS FIELD TESTING

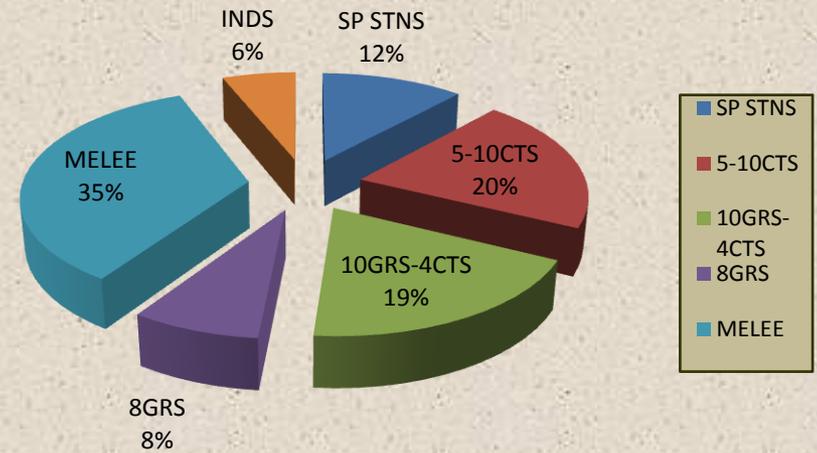
DDS CHAIN	APPLICATION	VERIFICATION	TRACEABILITY	SOURCING
<i>Pilot Site/Concession</i>	-Capacity -CBM/MMR -CBO role	-Third party assessments (Evolutionary)	-Detailed [DDS]Manifest -Extend gov stats	Build on existing trading relation
<i>Dealers/other Intermediaries</i>	-Handling -Upstream Rels.	-Audit -DDS Manifest	-Verified Manifest -Extend gov stats	Follow chain to Exporter
<i>Exporter</i>	-Social relations -Segregating Dev't Diamonds	Independent verification of DDS Manifest	-Separate KP Cert. for pkg from DDS pilot	Create small DDS Lot(s)
<i>Sorter/Trader</i>				
<i>Cutter/Polisher</i>				
<i>Manufacturer</i>	Maintain integrity of DDS	CoC harmonization	-CoC/Warranties -Tracking	-DDS Lots -DM/Open Mkt
<i>Retailer (Niche & General)</i>	-Info/Marketing campaign	CoC harmonization	CoC/Warranties	Display/Buy

MISC. STATS/SPECS OF SL DIAMONDS:

SIZE DISTRIBUTION BY VOLUME (CTS)



SIZE DISTRIBUTION BY VALUE (US\$)



TOTAL DIAMOND EXPORTS (As at 31 May 2011)

YEAR	CARATS	VALUE US\$	MONTHLY AVG	AVG P/C
2004	691,756.92	126,652,634.26	10,554,386.19	183.09
2005	668,709.14	141,940,243.85	11,828,353.65	212.26
2006	603,566.13	125,304,842.46	10,442,070.21	207.61
2007	603,623.04	141,565,685.20	11,797,140.43	234.53
2008	371,285.31	98,800,670.78	8,233,389.23	266.10
2009	400,603.36	78,423,594.09	6,535,299.51	195.76
2010	437,553.46	106,066,817.41	8,838,901.45	242.41
2011	170,166.75	51,769,187.85	4,314,098.99	304.23
TOTAL	5,866,728.40	1,013,270,098.25	6,666,250.65	172.71

EXPORTERS' PERFORMANCE FOR 2010

#	EXPORTER	# of KPCs	TOTAL CARATS	EXPORT VALUE IN US\$	% MKT SHARE
1	H.M. DIAMONDS	20	159,766.15	40,401,543.41	38.09
2	KOIDU HOLDINGS SA	12	104,081.15	21,513,103.23	20.28
3	SHAWKIE B. SHOUR	42	69,000.48	12,652,034.13	11.93
4	KASSIM M. BASMA	66	16,023.44	8,630,757.91	8.14
5	SHINING STAR (SL) LTD.	6	26,035.75	6,653,921.34	6.27
	SPECIAL DISPENSATION	2	2.34	1,452.00	0.00
	REPLACEMENT	4	-	-	-
	CANCELLED	3	257.20	155,000.00	0.15
	TOTALS	155 [273]	375,166.51	\$90,007,812.02	84.86%



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Thank You!

