

# WORLD JEWELRY HUB



## FOR IMMEDIATE RELEASE

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### **PDE roadshow set to touch down in Brazil, visiting São Paulo from August 12 to 15**

PANAMA: AUGUST 5, 2015: Continuing its tour of South America, next stop for the Panama Diamond Exchange's traveling roadshow is São Paulo, Brazil's business capital. The PDE delegation will be in town from August 12 to August 15, at the same time the city hosts Feninjer 2015, the country's largest jewelry trade fair.

To date, 10 companies with offices in the World Jewelry Hub in Panama City have registered to be part of the PDE delegation, which will be led by Ali Pastorini, Director of Marketing of the World Jewelry Hub and the personal representative of the WJH Chairman, Eli Izhakoff.

This is fifth PDE roadshow to travel to South America in the past two months, with previous delegations visiting Lima, Peru; Bogotá, Colombia; Guayaquil, Ecuador; and Santiago, Chile. The visits are part of the World Jewelry Hub's two-pronged outreach program in Latin America, which includes periodic diamond and jewelry weeks bringing buyers to the World Jewelry Hub in Panama City, as well roadshows taking PDE members directly into the region's most important jewelry markets.

A highlight of the visit will be a B2B networking event on August 13 at the Renaissance Hotel São Paulo. Featuring a presentation about the World Jewelry Hub and its development program by Ms. Pastorini, the event will provide the opportunity for delegation members and key Brazilian jewelers to meet and schedule one-on-one meetings.

With the largest industry and market in South America, Brazil is home to a jewelry sector that comprises approximately 22,000 companies, generating close to 40,000 jobs. The local jewelry and watch market registered revenues worth \$2.6 billion in 2014, and is forecast to achieve a value of \$3.5 billion by the end of 2019. The

country is also an important producer of rough gemstones, including diamonds, precious metals and finished jewelry, with exports approaching \$3 billion in 2014.

“Brazil is a powerhouse on an international scale, and as such is a key element in our business development program,” said Ms. Pastorini, who herself is a native of country. “The potential synergies that exists between its jewelry sector, the Panama Diamond Exchange and the World Jewelry Hub are multi-faceted. With our ability to supply a range of jewelry and gemstones that is unprecedented in Latin America, we can help’s Brazil jewelry manufacturers and retailers strive to achieve their full potential. At the same time, our dedicated facility in Panama City will serve their exporters in reaching the international markets.”

Among the PDE member companies thus far scheduled to join the PDE Brazil roadshow are: Diamante Grupo, DHV America, Dianco, Interjewel, Kiran Jewels (Gemdiam), Niru Group, Ofer Mizrahi, Panamis Diamonds, PSD Diamonds.

Located in the Santa Maria Business District of Panama City, the **World Jewelry Hub (WJH)** is a dedicated center that serves the specialized needs of the diamond, colored gemstone and jewelry sectors, and is designed to serve the primary trading center in Latin America and the access point to the region for industry professionals from around the world. Home to the **Panama Diamond Exchange (PDE)**, the region’s only recognized diamond bourse, WJH has been authorized as a Gemstone and Jewelry Free Zone by the Government of Panama, where transactions conducted within it are exempt from duties and other taxes. The first phase of the WJH complex was completed at the end of 2014. The second phase, which includes the construction of multi-story office tower, will be completed by the end of 2017. For more information see [www.pde.com.pa](http://www.pde.com.pa).