

## *GJEPC Signs Historic Luanda Accord that Commits 1% of Rough Sales Revenue to Global Natural Diamond Marketing*

*In a watershed step to boost consumer demand for natural diamonds, GJEPC joined top diamond-producing nations and industry bodies in signing the Luanda Accord on 18th June 2025.*

*The signatories—including mining ministers of Angola, Botswana, South Africa, Namibia, and DRC, in collaboration with GJEPC, AWDC, DMCC and De Beers—pledged to contribute 1% of annual rough diamond revenues to fund a global marketing campaign spearheaded by the Natural Diamond Council (NDC).*

### ***The Luanda Accord signatories include:***

- *H.E. Diamantino Azevedo  
The Government of the Republic of Angola*
- *Honourable Bogolo Joy Kenewendo  
The Government of the Republic of Botswana*
- *Honourable Kizito Pakabomba Kapinga Mulune  
Government of the Democratic Republic of Congo*
- *Honourable Gaudentia Krohne  
Government of the Republic of Namibia*
- *Shaunak Parikh, Vice Chairman  
Gem & Jewellery Export Promotion Council*
- *Al Cook, Chief Executive Officer  
De Beers Group*
- *Honourable Gwede Mantashe  
Government of the Republic of South Africa*
- *Isidore Mörsel, President  
Antwerp World Diamond Centre*
- *Maryam Al Hashemi  
Dubai Multi Commodities Centre*





*Shaunak Parikh, Vice Chairman, GJEPC, said, “The Luanda Accord marks a fundamental shift in the way our industry comes together to protect and promote the future of natural diamonds. As the world’s largest diamond manufacturing centre, India is proud to stand shoulder to shoulder with African producer nations and global partners. A unified global marketing push is no longer optional—it’s essential. GJEPC remains deeply committed to this shared vision and is ready to contribute actively to the next chapter of sustainable growth for our industry.”*

*Botswana’s Minister of Minerals and Energy, Bogolo Kenewendo, passionately advocated for a unified narrative to elevate natural diamonds, stating, “One carat, one community, and one life changed... We need to move from fragmented messages to united storytelling. Africa must lead a global strategy to market diamonds. We will be the real storytellers who connect diamonds with consumers.”*

*DRC’s Minister of Mines, Kizito Pakabomba Kapinga Mulume, voiced strong support for a globally coordinated marketing effort, noting its importance in building trust and confidence among consumers—especially younger buyers.*

*The Deputy Minister of Namibia, Gaudentia Khrono, echoed this sentiment, stressing the need for “ethical marketing and clarity of messaging.” She affirmed that Namibia supports the movement towards a united diamond world, especially in the collective promotion of natural diamonds.*

*The joint initiative aims to reshape consumer perception and ensure a sustainable future for natural diamonds through collaborative, industry-wide action.*

*[Click here to read  
The full text of the Luanda Accord](#)*