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Betting on Botswana

GCAL and MOTIGANZ partner to bring Botswana diamonds Stateside

MOTIGANZ, a DTC Sightholder, will be working with GCAL to certify diamonds mined and polished in Botswana. This program will assure customers that the diamonds they are purchasing are compliant with the Kimberley Process, a set of international trading laws that prohibit so-called 'conflict diamonds', stones mined to finance warlords or involving child labor. GCAL was chosen specifically for its exclusive Gemprint® technology, the process for finding a diamond's unique optical fingerprint, and its commitment to transparent industry practices. GCAL Certified MOTIGANZ branded Botswana diamonds will be listed for purchase on CDE.



"Botswana is one of the very few African democracies that actually works," explains Donald A. Palmieri, GCAL President.

"This is why I am particularly happy to confirm that we have made a deal with MOTIGANZ with the written blessing and encouragement from Dr. Tombale, Minister Of Mines and Diamond Hub Coordinator for Botswana, to begin certifying 'Made In Botswana' diamonds in a co-branded certificate. Botswana's ongoing partnership with De Beers, called 'Debswana', has afforded the country significant resources to bolster the infrastructure of their country, educate all Botswanans through college, and provide free medical care for every Botswanan for life. We are elated to be involved in this success story."

MOTIGANZ, a DTC Sightholder since 1991, and a DTC Sightholder in Botswana since 2007, set out to build a state-of-the-art factory in Botswana that also provided jobs for locals. The factory opened in 2007, and MOTIGANZ has been working towards the right scenario in which it could bring its Botswana mined and polished stones to the market.

"The end consumer is more and more concerned about being sure their diamonds are free of conflict," explains Orly Samid, Marketing Director for MOTIGANZ. "This is part of our obligation to them and to

the industry. We want to enforce and to insure, and GCAL has the whole package necessary to implement such a project. Gemprint® can track these stones from rough to end product, and GCAL certification also gives us a lot of added value. It makes perfect sense for us to partner with them."

Botswana is one of the world's largest diamond sources, creating a huge opportunity for the country's growth through industry. MOTIGANZ is the only DTC Sightholder that mines 100 percent of its rough from the country, and therefore, the origin of all its stones can be guaranteed.

MOTIGANZ will also be partnering with non-profit organizations to benefit Botswana and its people through diamond sales. "Our efforts in terms of giving back are so important," Samid explains. "We're already getting more and more involved in the community: "We took a sponsorship for the football team and the 2007-08 Miss Botswana contest, as well as donated jewelry and training for the contest." Through this involvement, the reigning Miss Botswana is now the company's spokesperson.

Day's Jewelers, based in Maine, has already signed on to jumpstart the program by agreeing to sell GCAL Certified Botswana Diamonds. A loyal GCAL client, Day's completed three days of training led by Palmieri

in October. "This is the second time that Don has come to work with our staff, and it is just marvelous," says Jeff Corey, President, Day's Jewelers. "He has his priorities straight: The customer is King, and he preaches as well as practices that message." Corey, along with his wife Kathy, is a pioneer in the fight against Conflict Diamonds. After lobbying Congress in 2001 to pass the Clean Diamond Act, Day's became one of the first jewelers in America requiring vendor compliance with the conflict-free statement on every invoice, and they were one of the charter US retailers to become members of the Council for Responsible Jewelry Practices. "GCAL presented us with a real opportunity to use the wealth of natural resources in Botswana in the right way," Corey says. "Botswana could be the shining light for the whole continent, and it is very exciting. We are thrilled to be able to be part of the puzzle."