

Diamond Road Show in China Kicks Off

A 'Diamond Road Show' will kick off in Beijing on January 20 and travel through 20 major cities in China, offering Chinese consumers a glimpse of Antwerp diamond's luxury and brilliance. The Road Show is hosted by HRD Antwerp, renowned for its diamond services, and Caibai, China's number one jewelry plaza.

The masterpiece of the tour will be the ECC Diamond Trophy. Shaped in the form of a life-size tennis racket and set with 1600 top quality Antwerp cut brilliants, the trophy has a weight of 150 carats and 13.23 pounds of fine gold. Valued at 1 million Euros it is the trophy of the Antwerp Diamonds Cup, the professional tennis event hosted since 1982.

Halting in every major city, Chinese diamond lovers can witness the Trophy, live model diamond showcases and displays of HRD diamond designs. Furthermore the Road Show will introduce HRD's new diamond certificate to the most important players in the Chinese market.

HRD Antwerp is known the world over for issuing one of the world's most respected diamond certificates and for offering courses and training programs to professionals. HRD's efforts to put Antwerp on the map as the world's diamond centre cannot be overvalued.

HRD Antwerp came to China more than 10 years ago to help the development of a world-class Chinese diamond sector. Its training and education programs skilled the leaders of China's diamond sector today.

As relations between China and the Belgian diamond sector grew closer, HRD set up a representative office in Shanghai in 2007 to better offer its services to the Chinese market.

Through the Diamond Road Show Caibai and HRD Antwerp will set the world's diamond standard in China for years to come.