



**FOR IMMEDIATE RELEASE**

## **Natural Diamond Council and Dubai Jewellery Group Unite to Strengthen the Natural Diamond Narrative in the UAE**

**31<sup>st</sup> October, 2025, Dubai, UAE** - [Natural Diamond Council \(NDC\)](#), a global not-for-profit organization representing the natural diamond industry and its entire value chain, is proud to announce a strategic collaboration with [Dubai Jewellery Group \(DJG\)](#). The partnership will be marked by an exclusive B2B event in Dubai, dedicated to reinforcing the integrity, transparency, and long-term growth of the natural diamond sector.

Taking place on **November 4th at the Sheraton Dubai Creek Hotel & Towers**, the event will have leading jewellers, retailers and industry experts from across the UAE. Together, they will engage in an open dialogue on the evolving diamond consumer market, shifting perceptions, and how the industry can collectively build a stronger, more transparent future.

The session will be led by **Richa Singh, Managing Director, Natural Diamond Council**, and **Mr. Tawhid Abdullah, Chairman, Dubai Jewellery Group**. They will explore how collaboration and shared values can empower the jewellery trade. Discussions will focus on authenticity, traceability, ethical sourcing, and consumer trust, while addressing the need for transparency and credible knowledge in today's marketplace.

Commenting on the upcoming event, **Richa Singh, Managing Director, Natural Diamond Council**, *“At NDC, we represent the natural diamond industry and its entire value chain, from mining to manufacturing, design, and retail. We see ourselves as the custodian and knowledge authority of one of the most cherished luxury categories. Our collaboration with DJG is built on shared values of transparency, integrity, and commitment to empowering the industry with facts and expertise. This initiative marks the beginning of a stronger synergy. We are coming together as an industry to bust myths, build trust, and leave with a concrete plan of action that supports both retailers and consumers. Our aim is to be the one-stop expert platform that helps the industry grow together, not individually.”*

Commenting on the upcoming event, **Mr. Tawhid Abdullah, Chairman, Dubai Jewellery Group**, *“This initiative reflects a shared vision to reinforce the natural diamond narrative in one of the world's most dynamic jewellery markets. Dubai stands as a symbol of innovation, luxury, and trust, qualities that align perfectly with the values of NDC and DJG. This is about strengthening the integrity of our industry and our collective commitment to consumers. We are not just celebrating individual success, but nurturing a unified ecosystem where knowledge and collaboration to drive growth for all.”*



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For further information, please contact [rochelle@stanleycomm.in](mailto:rochelle@stanleycomm.in)

**About Natural Diamond Council:**

Natural Diamond Council is a global not-for-profit organization committed to inspiring and educating consumers on the real, rare, and responsible values of natural diamonds and the positive global impact of the industry. NDC's Only Natural Diamonds consumer platform is the authoritative publisher on natural diamonds, comprising themes such as debunking diamond myths, celebrities and pop culture, epic diamonds and trends, engagement rings and diamond buying guides, and more. NDC provides marketing and educational materials to retail and industry partners to amplify the values and integrity of natural diamonds. NDC members' operations span four continents and ten countries, including Canada, South Africa, and Botswana. Their operations collectively support the livelihood of 10 million people worldwide. NDC operates in New York, Shanghai, Mumbai, and Antwerp, with satellite teams in the UK and France. For more information, please visit the websites: [India](#) & [UAE](#).

**About Dubai Jewellery Group:**

The Dubai Jewellery Group (DJG) is the largest trade body representing the jewellery industry in Dubai. Uniting the entire value chain of precious metals, diamonds, gemstones, and fine jewellery. DJG plays a pivotal role in advancing the sector through strategic initiatives, member-beneficial programs, and impactful advocacy.

We drive industry growth by promoting best practices, shaping policy frameworks, and actively liaising with both government and non-governmental organizations. Our mission is to create a thriving, compliant, and innovative ecosystem that positions Dubai as the 'City of Gold' and 'Jewellery Destination of the World'. Please visit the website: <https://dubaicityofgold.com>