

## Angolan Diamond Leaders, Endiama and Sodiam, Join the Natural Diamond Council

**India, Mumbai– June 20, 2025:** Angola's two leading state-owned diamond institutions, ENDIAMA E.P. and SODIAM E.P., have formally announced their joint commitment to generic category marketing by joining the Natural Diamond Council (NDC) as contributing members, effective July 1, 2025.

As the third-largest global producer of natural diamonds and one of the most promising in terms of future deposit discoveries, Angola continues to strengthen its position as a responsible and influential player in the global diamond industry. This move reinforces the country's commitment to transparency, sustainability, and consumer education on the unique value of natural diamonds.

The natural diamond sector remains a vital pillar of Angola's socioeconomic development, supporting employment, infrastructure, education, and healthcare in producing regions.

*"With Angola's diamond industry on the rise, promoting the values and socioeconomic contributions of natural diamonds is a national priority," stated Diamantino Azevedo, Angola's Minister of Mineral Resources, Oil and Gas. "By joining the Natural Diamond Council, Endiama and Sodiam are formalizing our dedication to a global strategy that highlights the unmatched benefits of natural diamonds to new generations of consumers."*

*"We are thrilled to welcome ENDIAMA and SODIAM to the NDC at such a pivotal time for the industry," said David Kellie, CEO of Natural Diamond Council. "Their membership will significantly enrich our collective voice in sharing the powerful story of natural diamonds rooted in positive impact, rarity, and authenticity."*

*"Diamonds are symbols of love, tradition, and meaningful connections. Welcoming ENDIAMA and SODIAM to the Natural Diamond Council strengthens our shared commitment to educate and inspire consumers, helping them make informed choices rooted in authenticity and positive impact. This partnership is a vital step in telling the true story of natural diamonds and supporting the communities behind them," said Richa Singh, Managing Director, Natural Diamond Council, India & Middle East.*

ENDIAMA and SODIAM will commence their commitment to global category marketing through the NDC with a contribution of \$8M dedicated to the second half of 2025, supporting the most critical commercial season for the industry.

Current NDC member, De Beers, concurrently announced it will commit additional contribution to the NDC by matching ENDIAMA and SODIAM commitment of \$8M for 2025.

ENDIAMA and SODIAM now join current NDC members: De Beers, Okavango Diamond Company, Petra Diamonds, Rio Tinto, and Murowa.

### ABOUT ENDIAMA

Founded on January 15, 1981, ENDIAMA E.P. is Angola's national diamond company, responsible for managing the State's interests in the diamond sub-sector. While maintaining its focus on core mining operations, ENDIAMA is actively expanding across the diamond value chain through partnerships with internationally recognized companies in cutting, polishing, and

jewellery.

The company's strategy is guided not by revenue alone, but by a commitment to local development, social impact, and alignment with global ESG standards. ENDIAMA seeks to transform Angola's natural resources into sustainable value for the country and its people, especially in producing regions.

As part of its diversification efforts, ENDIAMA is expanding into gold refining as a catalyst for developing a national jewellery industry, further strengthening Angola's position in the global luxury and value-added market.

[www.endiama.co.ao](http://www.endiama.co.ao)

@endiama\_ep

## **ABOUT SODIAM**

SODIAM E.P. (Empresa Nacional de Comercialização de Diamantes de Angola) is the Angolan public company responsible for the marketing and sale of rough diamonds. Acting as a trusted interface between producers and international buyers, SODIAM ensures transparency, traceability, and fair value for Angola's natural resources. The company also leads strategic initiatives to promote beneficiation and local value addition in the diamond value chain.

[www.sodiam.com](http://www.sodiam.com)

@sodiam\_angola

## **About the Natural Diamond Council:**

Natural Diamond Council is a global not-for-profit organization which inspires and informs consumers about the incredible world of natural diamonds. NDC supports the integrity of the natural diamond industry by providing transparency and insight on the progress of this sector and its commitments to further betterment. NDC partners with industry stakeholders for the purpose of sharing best practices and driving trust and works to educate and protect the consumer.

The NDC operates in the US, China, India, UAE, and Europe. For more information, please visit

[www.naturaldiamonds.com](http://www.naturaldiamonds.com)

## **For more details, please contact:**

Debparna Nayak | 85973 90091

[debparna.nayak@pitchforkpartners.com](mailto:debparna.nayak@pitchforkpartners.com)