



DUBAI GOLD & JEWELLERY GROUP

PRESS RELEASE

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8th Dubai City of Gold Conference to Unveil New Varieties of Gold

Dubai, 18th, October 2011: The 8th Dubai City of Gold Conference, an annual global event for the gold, jewellery and diamond industries organized by the Dubai Gold & Jewellery Group (DGJG), will unveil the latest research and development on new varieties of gold. These include new gold colors such as purple and blue, gold alloy effects, powder metallurgy, gold based composites and new colored gold coatings. Future trends in research to produce transparent gold, color changing gold, and functional and smart gold alloys will also be discussed.

The conference, to be held on 13th November 2011 at Almas Towers, Jumeirah Lake Towers, features a presentation by Dr. Fillipe Samuel Silva, Director at University of Guimarães, Portugal entitled 'New Frontiers in Jewellery industry – a Research & Development Approach.' He will speak about new casting processes that give rise to various new forms of gold.

New research and development is poised to influence the gold and jewellery markets, consumption and jewelry marketing trends in the near future and will multiply the usage of gold. Progress on technologies such as textile based, sputtering techniques, laser sintering and nanotechnologies will also be assessed in light of their expected impact on the usage of gold not only in jewellery but also in industry.



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In addition to Dr. Fillipe Samuel Silva, the 8th Dubai City of Gold Conference features 12 globally renowned thought leaders from the global bullion, jewellery and diamond industries. The conference, divided into three sections, Bullion, Jewellery and Diamonds, will be attended by 450 of the industry's key stakeholders such as CEOs, analysts, bankers and representatives from the Government of Dubai.

The Bullion section features Dr. Paul Walker, Global Head, Precious Metals GFMS at Thomson Reuters. In addition, Gerhard Schubert, Head of Precious Metals, Emirates NBD and Walter De Wett, Head of Commodity Research, Standard Bank will share their insight on bullion trends.

The Jewellery section will begin with a speech by Donald Friedlich, Ex-President, Society of North American Goldsmiths who is a renowned jeweller and speaker. It also includes speeches by Sanjay Kothari, Vice chairman, Gem & Jewellery Export Promotion Council of India and Juliet Hutton Squire, Jewellery Critic, Analyst.

The Diamond section features Pranay Narvekar, Partner at Pharos Beam Consulting LLP, who is a leading expert on many crucial strategic, financial and structural problems facing the diamond industry. Peter Meeus, Chairman of the Board of Directors, Dubai Diamond Exchange, who is responsible for the development and implementation of the master plan for Dubai's diamond sector will share his vision.

Anan Fakhreddin, Chairman of DGJG, said: "We are bringing some of the industry's most influential speakers to Dubai so that they can share their knowledge and provide insights on the latest trends in precious metals and diamonds. I would also like to thank our sponsors, Dubai Multi Commodities Exchange, Emirates NBD, Standard Bank and the Kaloti Group for their continued commitment and support to this event – which further cement's Dubai's leadership position in the gold and jewellery trade."



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Since its inception in 2003, the Dubai City of Gold Conference has featured the world's leading experts from the entire gamut of the gold and jewellery industry. The conference addresses various topical issues faced by the industry at a global level through panel discussions and thought provoking presentations. The Dubai Gold & Jewellery Group continues to address challenges faced by the industry through this annual conference that further strengthens Dubai's status as the 'City of Gold.'

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About Dubai Gold & Jewellery Group:

The Dubai Gold & Jewellery Group (DGJG) represents the interests of Dubai's gold and jewellery trade and is committed to enhance Dubai's position as the 'City of Gold' and 'The Jewellery Destination of the World.' It has more than 600 members from all segments of the trade, including bullion, manufacturing, wholesale and retail. Its Board of Directors includes representatives from Dubai Central Labs (Dubai Municipality) and Dubai Events and Promotions Establishment (a part of the Department of Economic Development). It also works closely with international jewellery organizations such as World Gold Council, World Diamond Council, International Gemological Institute (IGI), High Diamond Council (HRD) and CIBJO (The World Jewellery Confederation). DGJG hosts the 'Dubai Pavilion' at leading international jewellery exhibitions worldwide and organizes the yearly Dubai City of Gold Conference in Dubai.

For more information, please visit www.dubaicityofgold.com, or contact:

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