

CARAT⁺

The world's premier diamond event

CARAT+ unveils line-up of expert speakers and seminars for 2018 edition

The schedule of on-site seminars, also known as the CARAT+ Conference 2018, will include big names in digital technology, media, responsible sourcing and diamond education.

Press Release: March 2018

CARAT+, The World's Premier Diamond Event, is pleased to unveil further details about the **CARAT+ Conference 2018** - a series of talks and seminars hosted by leading industry experts taking place at Antwerp Expo from May 6-8.

This follows the recent announcement that GIA (Gemological Institute of America) Executive Vice President and Chief Laboratory and Research Officer, Tom Moses, will speak at a **GIA GemFest** during CARAT+ on **Monday, May 7, at 16:00**. More information about the GemFest talk will be available prior to the show.

For the second edition, CARAT+ has refocused its efforts to create a concise seminar schedule that tackles industry issues and broader topics. Also known as the CARAT+ Conference 2018, every session contributes to CARAT+'s reputation as a destination for diamond-focused conversation, networking and buying opportunities.

Jonathan Chippindale, Co-Founder and Chief Executive of augmented retail solutions and software provider, Holition, will get the seminar schedule off to a vibrant start at **15:00 on Sunday, May 6**, with a talk titled, 'Digital Storytelling: How Brands Use Technology to Innovate'.

Based in London and the Netherlands, Holition is an award-winning creative studio specialising in premium digital experiences, augmented reality and artificial intelligence. It is affiliated with the longest established diamond broking and consultancy firm in the world, Bonas Group, with fifth-generation broker, Charles Bonas, serving as Holition's Chairman.

Its technology projects bring audiences closer to brands, connecting digital to retail by delivering memorable retail experiences online, in-store and through mobile. Its clients include Richemont, LVMH, Swatch Group and Kering Group, among others.

Prior to establishing Holition some 10 years ago, Chippindale worked for the De Beers Group as a managing director and had responsibility for global marketing activities with a focus on China, India and the Gulf. He has also held senior positions at luxury British brands, Asprey, Garrard and Mappin & Webb.



Also on **Sunday, May 6, at 16:00**, CARAT+ Main Partner AWDC (Antwerp World Diamond Centre) and innovation strategy and business consultancy firm, Junction, will give the final six teams participating in the inaugural Hack4Diamonds event (Friday, May 4 to Sunday, May 6) the chance to present their forward-thinking ideas to CARAT+ exhibitors and visitors. Don't miss your chance to see how pioneering minds specialising in computer science, marketing, business management, blockchain and artificial intelligence propose to combat challenges in the diamond sector.

On the second day of the show, **Monday, May 7 at 11:00**, the Responsible Jewellery Council (RJC) will offer an update on its activities and address current issues and challenges in the diamond trade. Speakers will include RJC Executive Director, Andrew Bone, and Director of Business Development, Edward Johnson.

Later on **Monday, May 7 at 14:00**, Avi Krawitz, Senior Analyst and News Editor at Rapaport, will host a talk titled, 'Unstuck From the Rock and the Hard Place', focusing on the squeeze on the diamond trade and how to "navigate a market where the only constant is change". His insightful presentation will offer an overview of the issues impacting diamond dealers and manufacturers, while exploring solutions for businesses in the midstream to grow in today's difficult environment.

On the final day of CARAT+, **Tuesday, May 8 at 11:00**, Katrien De Corte, Chief Officer of Education at diamond grading specialists, HRD Antwerp, will present on new solutions for the identification of synthetic diamonds, including the company's new 'D-Tect' device that will be launched at CARAT+. De Corte's session will also centre on 'Diamonds under Black Light' – a detailed study of the fluorescence grades of one million diamonds analysed at the HRD Antwerp Diamond Lab. Those interested in the relationship between fluorescence and colour, as well as the influence of nitrogen content, size, viewing conditions and light sources on fluorescence, are encouraged to attend.

CARAT+ has ambitions to become *the* reference in diamonds; offering an annual meeting place for buying, networking and debating the future of the diamond industry. Launched in 2017, the event attracted more than 3,000 visitors and 130 exhibitors in its first year alone.

Partners and sponsors that have joined CARAT+ for the 2018 edition include **Main Partner** Antwerp World Diamond Centre (AWDC), **Diamond Partners** ABN AMRO Belgium; security expert Brinks; insurance broker Driesassur; the Federation of Belgian Diamond Bourses (FBDB); the world's foremost authority in gemology, GIA (Gemological Institute of America); industry media specialist Rapaport, and **Event Partners** motor company, Bentley; Brussels Airlines; champagne house Laurent-Perrier; Porsche Center Antwerp, and mobile camera security specialists, TowerEye.

CARAT+ takes place on 6, 7 & 8 May 2018 at Antwerp Expo in Antwerp, Belgium. For more information please visit caratplusantwerp.com.

To secure your entrance pass to the event, please [REGISTER TODAY](#) via the website or email info@caratplusantwerp.com.

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About CARAT+

Covering the full spectrum of the diamond and diamond jewellery trades, CARAT+ features four sectors: loose diamonds, branded diamond jewellery, non-branded diamond jewellery and services for the diamond and diamond jewellery industry.

Taking place in Hall 1 and Hall 4 of the Antwerp Expo, entry to the show is restricted exclusively to industry professionals, including diamond and jewellery wholesalers and manufacturers from around the world, and jewellery retailers from across Europe and the wider world.

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