



2nd International Diamond Cut Conference (IDCC-2)

Lausanne, Switzerland

March 22-25, 2009

on the eve of BaselWorld 2009

Commoditization vs. Exclusivity:

How to create positive change in the diamond industry?

Can combining new technologies with business models from other industries create a synergy between commoditization and exclusivity?

Why are diamonds - the ultimate luxury product - losing out so badly to other luxury goods?

Could customization regenerate the exclusivity of diamonds?

Could emerging technologies create new fashion-oriented market niches?

Is there only one way to ensure consumer confidence?

Registration

From May, 1st on the conference website <http://idcc2.octonus.com/>

Call for contributions

We invite abstracts from all areas - particularly, but not only - diamond beauty and cut quality assessment, design and marketing of new diamond cuts, cut quality and diamond processing technology, cut and colour, and online diamond trading.

The official language of the conference is English.

Information and contact

Conference website <http://idcc2.octonus.com/>

For inquiries please contact the Organizing Committee: cut.conference@octonus.ch