



# It's time for a new chapter in Namibia's diamond industry.

The story of Namibia's diamond industry started in 1908 when a young Zacharias Lewala picked up a shiny diamond near Lüderitz. This set off the biggest diamond rush in history. For nearly 90 years, the industry continued to grow and Namibian diamonds became sought after, the world over.

In 1994 the Namibian Government took the first step towards taking control of our diamond resources through the establishment of NamDeb. Soon after, beneficiation took centre stage and 13 new cutting and polishing factories were established.

Now it's time for a new chapter in the story of Namibia's diamonds. The Birth of Namib Desert Diamonds - NAMDIA - heralds a new era in the industry. Its a testimony of Namibia's resolve towards greater involvement in the value chain.

Established by the Government of the Republic of Namibia and trading as a private company, NAMDIA will trade its allocation of rough diamonds, thereby helping Namibia determine the value of her diamonds. This will serve as a source of additional revenue for our country's development.

**Welcome NAMDIA - It's time...**



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

