



# Companies

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## 'Great appetite for Namibian diamonds'

By Business Reporter

**N**AMIBIAN diamonds are of the highest quality in the world and diamond manufacturers and diamantaires, therefore, have a great appetite for these precious stones, Kennedy Hamutenya, Chief Executive Officer of Namib Desert Diamonds (NAMDIA), has said.

NAMDIA was established in 2016 "to discover the price of Namibia's rough diamonds in the international market".

According to Hamutenya, NAMDIA can play a significant role in entrenching Namibia's economic independence.

"It is imperative that we as Namibians take ownership of our decisions and ensure that our strategies towards self-reliance are successfully implemented. And part of those decisions is for us – as Namibians – to be able to exercise our sovereignty, especially over the God-given natural resources for the improved socio-economic development of our country and its people," Hamutenya says.

NAMDIA was established in 2016 by the government to serve as a "window on the international diamond market". This implies that NAMDIA can, through its Purchase Entitlement from the Namibia Diamond Trading Company (NDTC) of 15% representative cut-off of the NAMDEB Holdings production, go outside of the traditional sales system.

This is an outcome of the sorting, valuing, sales and marketing agreement concluded in 2016 between the Namibian Government and De Beers, which amongst others, made provision for greater allocation of local diamond production to the local diamond industry and which ultimately led to the establishment of NAMDIA.

In terms of this agreement, NAMDIA buys 15% of NAMDEB Holding's run-of-mine production from NDTC.

"It must be understood that NAMDIA BUYS the diamonds from NDTC and then engages potential buyers to offer best prices possible for these highly sought-after goods," Hamutenya says.

Hamutenya also explains that there is no homogenous price for diamonds.

"In simple terms, diamonds are valued based on the four "Cs" of each diamond, which are carat weight (size); Clarity (quality), Cut (shape of the diamond) and colour. Each stone is unique in character in terms of colour, clarity, shape and carat which is a measure of weight.

It is crucial that each individual stone is valued according to this criterion. And so it stands to reason that there cannot be a one-size-fits-all price for diamonds. One common indicator is the average price per carat, which is calculated by dividing the sums of the prices of all individual diamonds by the total carat weight."

Since its establishment in April 2016, NAMDIA has made great strides. Some of its short-term achievements included the appointment of its Board of Directors and the Executive management team, completion of its own building to operate from

and perhaps most importantly, it has made over 14 diamond sales

transactions to date.

Hamutenya maintains a positive outlook for the diamond industry in 2018.

"Although there are continued challenges facing the diamond industry in the question of long term demand for natural diamonds with the introduction of man-made synthetic diamonds, we in Namibia stand strong on the premise that we have some of the finest high gem quality stones in the world for which there will always be a demand. And that demand allows us to fetch a premium price for our stones, through which we

can meaningfully contribute towards the socio-economic development of our country. We are confident that we will remain relevant for a long time yet in the global diamond industry," Hamutenya concludes.



Kennedy Hamutenya



# NAMDIA: Many highlights since 2016

Namib Desert Diamonds (NAMDIA) has made more than 14 sales transactions since its inception in April 2016. Other highlights include the appointment of its board of directors and the executive management team, as well as the completion of its own building to operate from, NAMDIA's chief executive officer, Kennedy Hamutenya, said in a statement.

NAMDIA was created by the government to discover the price of Namibia's rough diamonds in the international market.

NAMDIA is entitled to buy 15% of Namdeb Holdings' run-of-mine production from the Namibia Diamond Trading Company (NDTC), which it can market outside of the traditional sales system. This is an outcome of the Sorting, Valuing, Sales and Marketing Agreement concluded in 2016

between the Namibian government and De Beers, which amongst others, made provision for greater allocation of local diamond production to the local diamond industry and which ultimately led to the establishment of NAMDIA. "It must be understood that NAMDIA buys the diamonds from NDTC and then engages potential buyers to offer best prices possible for these highly sought-after goods," Hamutenya says.

## Price

There is no homogenous price for diamonds, he emphasises.

"In simple terms, diamonds are valued based on the four Cs of each diamond, which are carat weight (size), clarity (quality), cut (shape of the diamond) and colour. Each stone is unique in character in terms

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Namibian diamonds are of the highest quality in the world, he says. The world's diamond manufacturers and diamantaires, therefore, have a great appetite for these precious stones.

## Prospects

Hamutenya maintains a positive outlook for the diamond industry



The price of diamonds is based on size, quality, shape and colour.

PHOTO NAMP/REUTERS



The chief executive officer of Namib Desert Diamonds, Kennedy Hamutenya. PHOTO NAMP

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PHOTO NAMPA/REUTERS

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# Namdia optimistic about 2018

ONGWEDIVA

**N**amib Desert Diamonds' (Namdia) outlook for the Namibian diamond industry in 2018 is positive despite a few challenges.

In a media statement issued on Wednesday, Namdia Chief Executive Officer Kennedy Hamutenya said the industry remains firm despite challenges such as the long-term demand for natural diamonds in light of the introduction of man-made synthetic diamonds.

"We in Namibia stand strong on the evidence that we have some of the finest high quality gemstones in the world for which there will always be a demand," he said.

"That demand allows us to fetch a premium price for our stones, through which we can meaningfully contribute towards the socio-economic development of our country," Hamutenya added.

The CEO expressed confidence that the country will remain relevant for a long time in the global diamond industry.

Established by the government

in 2016, Namdia is tasked with determining the price of Namibia's rough diamonds on the international market.

This implies that Namdia can go outside of the traditional sales system to market the diamonds.

According to Hamutenya, Namdia can play a significant role in entrenching Namibia's economic independence.

Since its establishment, the company has made notable strides, including short-term achievements such as the appointment of its board of directors and the executive management team and the completion of its own building to operate from in the capital.

It has also completed over 14 diamond sales transactions.

Namdia was established in line with the signing of a marketing and sales agreement by the Government and the De Beers Group, concluding negotiations which dated back to 2014.

- Nampa

**Namdia CEO Kennedy Hamutenya**



## Titan Helicopter leases AW139 for Namibia offshore mining

JOHANNESBURG

Titan Helicopter Group (THG) of South Africa completed a leasing transaction with Lobo Leasing Group (Booth N3925) of Dublin for an offshore Leonardo AW139. The medium twin helicopter will be used to provide crew change flights and SAR/EMS cover for mining vessels located off the coast of Namibia. "Lobo was able to provide flexibility and the ideal helicopter for the job," said Martin Steynberg, THG chairman. The leasing company "worked efficiently with our team to build a lease that matched our specific needs." [www.ainonline.com](http://www.ainonline.com)