



Good evening,

Dear Honorable guests; Your Excellency Botswana Ambassador to China Mr. Sasara, NGTC Director Mr. Bi Li Jun, GAC vice secretary Mr. Yang Si San, IGI managing director Mr. Marc Brauner, Ladies and Gentlemen distinguished guests.

I am delighted that we are all gathered here tonight to celebrate the 5th Anniversary of the SWANA Diamond. The success of the SWANA diamond is the fruit of a shared effort from all of you - SWANA partners and supporters - this event is for you.

Tonight we are going to tell the story of Botswana. A country Blessed by nature, teeming with wildlife and natural resources, cared for by diligent and sincere people. Botswana is the source of our inspiration for the SWANA diamond and it is truly remarkable.

Our relationship with Botswana began several years ago, after we were granted the privilege to purchase and process rough diamonds in the country. Over time we came to discover its hidden strength, uniqueness and the potential of the country nurtured by a great leadership with a vision to make it the best diamond center in the world.

Over the last decade the government successfully encouraged increased investment in the country's diamond operations and has created the most advanced mining, assorting, and trading platforms. With those in place it successfully attracted the world's leading diamantaires, who in turn established state of the art polishing operations. At the same time it invested in diamond education programs to nurture and develop local diamond expertise and technology.

And most of all, Botswana possessed arguably the best quality diamond mines in the world.

If we compare the diamond world to a city, then Botswana is the city square and Jwaneng, its premier diamond mine, is the fountain in its center.

Inspired by Botswana diamonds unique quality, it became our mission to unveil the beauty nature bestowed in them in a way that was never done before.

With the support of IGI in Hong Kong, we set out to develop our special diamond cut. The quest ultimately led us to discover Botswana's diamonds' great sparkle. And this is how the star was born.

When I am asked to describe SWANA in one sentence, I say:

"SWANA is THE diamond with the star in its center".

But it is more than that.

It is also technically superior to most other diamond cuts - it shines more brightly.

It originates from a very ethical source – it is cut and polished in Botswana and its sales are through leading partners like you.

At 2009 we lit the SWANA star's light for the first time, and since then we have joined hands in an effort to make it a success story. With the magnificent SWANA star of perfection we now light up the sky.

Today SWANA is selling through a growing number of partners in three continents at over 4,000 sales events and over 380 counters. Our sales keep exceeding our expectations thanks to our unique position and the added value that we have all created together for our consumers.

Looking to the future we will continue to innovate the SWANA brand, increasing its exposure and consumer awareness around the world.

Dear partners, we thank you all for your continued support. We wish you all a special "diamond wish". May SWANA's shine and sparkle lighten your night.

Please enjoy this evening!

晚上好，

各位尊敬的来宾，博兹瓦纳驻中国大使 Sasara 阁下，NGTC 国检中心主任毕立君先生，GAC 副秘书长杨似三先生，IGI 常务董事 Marc Brauner 先生，各位尊敬的女士们先生们。

今晚很荣幸可以在诗梵诺钻石五周年庆典里与大家欢聚一堂。诗梵诺钻石的成功是大家共同努力结成的硕果，所以今晚这个庆典，是献给大家的，是献给各位诗梵诺钻石的合作伙伴和支持者的。

今晚我们先要讲述博兹瓦纳的故事。这个天佑之国，拥有丰富的野生动物资源和天然资源，被勤劳而真诚的国民悉心照料着。博兹瓦纳，这个非凡独特的国家，是诗梵诺钻石的来源之地和灵感源泉。

我们和博兹瓦纳的渊源始于几年前，当时我们有幸被授以特权，采购和加工当地的钻石毛胚。日复一日，我们逐渐发现这个国家有着神秘的力量。国家政府的远大视野，让博兹瓦纳的潜能和其独特之处被得以发现。博兹瓦纳被政府领导着成为全球最优秀的钻石中心。

过去 10 年，博兹瓦纳政府成功为钻石运营引进了更多的投资，从而创建了最为先进的采矿，分拣，和贸易平台。平台成功吸引了全球最优秀的珠宝商，也随之引入了至高水准的打磨工艺。政府同时也投资钻石教育培训课程，以培养和发展当地的钻石专业知识与技能。

最为重要的是，博兹瓦纳可以说拥有着全球最优质的钻石矿区。

如果把全球钻石资源比作一个城市，那么博兹瓦纳就是这个城市的中心区，而吉瓦宁 (Jwaneng) 作为国家首要的钻石矿区，就是中心区里的泉源。

博兹瓦纳钻石独一无二的优秀品质，给予了我们丰富的灵感。我们的任务，是去用一种前所未有的方式，揭晓大自然赋予它的美丽。

在香港 IGI 的支持下，我们开始着手开发钻石特殊切工技术。不断的探索，最终引领我们发现了博兹瓦纳钻石最为闪耀的光芒。一颗璀璨之星从此诞生。

如果要用一句话来描述诗梵诺，我会说：

“只有诗梵诺钻石的中心有一颗星星。”

但其实不仅仅如此。

诗梵诺钻石的切割技术要优越于大多数钻石切割技术— 因此她的钻石比其他钻石更璀璨。

她来自博兹瓦纳，有着符合道德规范的来源。

她的销售渠道，是像大家这样的龙头企业。

2009 年，诗梵诺之星的火焰首次被点燃，从此，我们为其成功而携手并进。诗梵诺完美之星的瑰丽光芒燃亮着夜空。

今天，诗梵诺的合作伙伴与日俱增，遍布了三大洲四千多个销售网点。得益于我们为客户创造的独特定位和附加价值，预计在明年，我们将达成最初设定的五千万美元的零售销售目标。

展望未来，我们将持续创新诗梵诺品牌，在全球范围内增加品牌曝光度以及消费者认知度。

亲爱的各位合作伙伴，我们衷心感谢你们一直以来的支持。衷心祝福你们的“钻石之愿”成真。但愿诗梵诺璀璨之光为你们带来更多的荣耀。

希望你们尽情享受今晚的盛典！