

Unveiling a jewel of an indaba

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Litha Communications is managing the inaugural Diamond Indaba that takes place on 27 October 2015 at the Sandton Convention Centre, alongside Jewellex Africa 2015, for the State Diamond Trader (SDT).

The theme is 'Enabling South Africa to become the heartbeat of diamond beneficiation in Africa', with Mosebenzi Joseph Zwane, Minister of Mineral Resources delivering the keynote address.

The objectives of the Indaba are to:

- refocus the industry on beneficiation
- unite all stakeholders in a common purpose of beneficiation of the country's diamond resources
- come up with solutions for sustainable growth
- set out realistic expectations and deliverables

"This is the first time that our company is dealing with the State Diamond Trader, whose main business is to buy and sell rough diamonds in order to promote equitable access to and beneficiation of diamond resources," says Teresa Jenkins, MD of Litha Communications.

"It is an exciting event and is attracting considerable attention in both the local and international markets. Delegates who attend will also be able to attend the exhibition, Jewellex Africa 2015, which is normally closed to any other than trade visitors."

The cost of the event is R2,500 excluding VAT and attendance is limited to 200 delegates only. Bookings may be made through Litha Communications, call +27 (0) 11 484 7663 or email debbie@lithacommunications.co.za.

Litha Communications is a full service public relations agency, with a specialised marketing and below the line ops team, creating brand activations that engage, excite and stimulate. With its highly experienced management capacity, it provides end-to-end project management in rolling out its clients' marketing projects.

It guarantees large-scale international event experience, broad financial capacity, incomparable PCO and event management expertise and a conceptually innovative team. It is the project management company of choice for international blue chip clients.

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Litha Communications

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