



## TAGS Dubai Tenders go from Strength to Strength

**Trans Atlantic Gem Sales (TAGS)** Dubai April 2018 Tender achieved unprecedented success with record sales volumes being achieved in both carat and dollar value measures. The sale realised almost USD 25m in revenue. The sales event, held between the 4<sup>th</sup> and 10<sup>th</sup> April in **DMCC's Dubai Diamond Exchange** in the prestigious Almas Tower featured >14,000 carats of original South African production and >12,000 carats of original Angolan production. TAGS have previously tendered smaller Angolan productions but this was the first time that a more significant volume of both productions was offered simultaneously.

The introduction of a high-quality Angolan production was very well received by the Buyers who are very pleased with the consistency, high quality and regularity they have become accustomed to over the last 6 months in respect of the South African production, and they are hopeful of a similar pattern being established with the Angolan production.

Since regular (i.e. monthly) tenders commenced in November 2017, TAGS has noted a steady increase in Buyer interest levels and competition for viewing bookings has increased significantly this year. Each event has required an increasing number of viewing rooms to be provided with a total of fourteen being needed in the closing days of this month's event.

The April event realised a significant achievement in breaking the USD 100m value level of rough diamonds tendered since TAGS commenced its Tenders in Dubai in October 2017.

Since the commencement of regular South African production in November 2017, TAGS has witnessed a number of interesting market conditions. The client base (predominantly Dubai based in the early tenders) has become markedly geographically broader over the last six months. This geographical shift is influenced by a number of factors, not least the attractiveness of Dubai's proximity to the Indian Rough Diamond market but also the fact that many of the principal rough diamond manufacturers and dealers now transit through Dubai en-route to the De Beers and Alrosa sales events.

This geographical diversity is also influenced by the growing value of the TAGS tenders, with increasing numbers of Antwerp-based buyers now considering it worthwhile to travel to Dubai specifically to view consistent and regular productions.

TAGS has witnessed an increasing strength of bidding in recent events as competition for parcels has increased with the growing interest now being afforded TAGS tenders. This trend is also influenced by a continuing trend of new registrations not least from established De Beers Sight holders, who now participate regularly.

The April tender saw an increase in size (in value terms) of 66% over the February/March event. The average number of bids per lot presented is more than double that seen 6 months ago. The breadth of TAGS' client base is consistently creating strong demand during TAGS tender events. The percentage of lots sold during the April event increased to record levels with virtually all lots being sold.

TAGS commitment to Dubai has to-date reaped dramatic results in terms of sales growth, and in drawing a highly respected, worldwide clientele to the state of the art facility in DMCC. In March, **Mike Aggett** the Chief Executive Officer of TAGS was invited to join the board of directors of DMCC to further strengthen the relationship with Dubai, and work with the DMCC to further advance the status of Dubai as a world class centre within the diamond industry.