



Press Release

GRUNBERGER DIAMONDS WINS THE 10th NIPPON EXPORT AWARD

Tokyo/19 November 2019 - The Nippon Export Award is a biennial award, given to the most successful company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products or services. The Belgian-Luxembourg Chamber of Commerce in Japan is already organizing the 10th edition of this Award. This year the award is going to Grunberger Diamonds Japan, a diamond company from Antwerp (Belgium) that successfully set up a business in Japan.

"The jury praised their entrepreneurial spirit to come to Japan and start new business. In 6 years time they could establish themselves as a brand with continuous growth. Their numerous collaborations with Japanese artists are a perfect merger of Belgian and Japanese craftsmanship. New initiatives including their own jewelry lines show that more growth is to be expected the coming years. On top of that the company honors a true family spirit and shows a lot of enthusiasm", said Fabrice Tilot, President of the Belgian-Luxembourg Chamber of Commerce in Japan.

Upon receiving the award, Simon Grunberger, President of Grunberger Diamonds Japan, issued the following statement: *"It is a great honor to be the winner of the 2019 NEA Award. This achievement was made possible by the amazing support we have received over the years from our partners and clients, and of course, through the hard work of Grunberger Diamonds Japan's dedicated team. `Winning' is not about being better than others or empowering our ego's hunger for success. Winning is about giving the best of yourself. Always.*

Creativity and trust have been two key components in establishing our business in Japan.

To be creative, we need to allow ourselves to stay outside our comfort zone so we can keep seeing things with a fresh pair of eyes. The trust factor is fundamental in Japan. Through its Ideal Cut diamonds and dedicated customer service, Grunberger Diamonds Japan has been able to establish a deep connection in all its relationships. Our Cut is so consistent and unique, that we were able for the first time in diamond history, to establish a brand name for small melee diamonds. The `Grunberger Precision Cut' ® as we call it, has become a brand name that has become a selling tool for jewelers all over Japan and a source of reliability for their clientele.

Japan being known for its amazing and ancient craftsmanship, we did not want to pass on having the opportunity and honor, to collaborate with traditional companies and amazing talented artists. These human and cultural experiences have enriched us as a company and we are looking forward for many more collaborations in the future.

In January we will launch for the first time Grunberger Jewels, our own high-end jewelry brand. This is a new chapter we are writing for our company and a very exciting one too!

The future is full of challenges to overcome, but we will embrace each one of them with a light heart and a soul filled with passion!"

The winner will be announced during the annual gala ball of the Belgian-Luxembourg Chamber of Commerce on 21 November 2019 at Conrad Hotel. The Award Ceremony will be held at the Embassy of the Grand-Duchy of Luxembourg in Tokyo on Wednesday 4 December 2019.

About the Nippon Export Award

The Nippon Export Award, organized for the first time in 2004, is an initiative of the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ). Its aim is to support and promote the business links between Japan and Belgium-Luxembourg. The Award is open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgian/Luxembourg products or services.

The official selection criteria of the Nippon Export Award are:

- The presence in the Japanese market and the company's significant achievement (either growth or size) in trade with Japan
- Showing vision in new niche markets, daring innovation to embark on new opportunities
- Perseverance in the conquest of the market, adaptation of the products and services to the Japanese taste and standards
- Originality of approach (marketing, distribution, environment protection, design, research, etc.)
- The company's spirit (marketing, merchandising, etc.)

The winner was selected by an independent jury, who is familiar with the Belgian-Luxembourg and Japanese markets:

- Ms. Parissa Haghirian, Professor of International Management, Sophia University
- Mr. Francesco Formiconi, Executive Director, European Business Council (EBC)
- Mr. Manabu Morimoto, Editor of the international news department, NIKKEI

The Nippon Export Award is under the High Patronage of the Prime Minister of Belgium and the Prime Minister of Luxembourg; and receives the support of the Belgo-Luxembourg Market Council (BLMC), the Embassy of Belgium in Japan, the Embassy of Luxembourg in Japan, the Luxembourg Chamber of Commerce, Flanders Investment & Trade (FIT), Wallonia Export-Investment Agency (AWEX) and hub.brussels Invest & Export.

About BLCCJ

Since 1978, the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is promoting, supporting and strengthening Belgian & Luxembourg business in and with Japan. The BLCCJ assists both the Belgian & Luxembourg companies interested in doing business with Japan and the Japanese interested in doing business with Belgium/Luxembourg. The BLCCJ represents currently the interest of 140 members and is a founding and active member of the European Business Council in Japan (EBC). The BLCCJ is also the co-founder of the YES (Young Executive Stay) programme, a biennial 1-week program which is aimed to support young Belgian/Luxembourg exporters.

About Grunberger Diamonds Japan

Grunberger Diamonds is a fourth generation diamond manufacturer established in 1945 in Antwerp. Over the years Grunberger Diamonds' reputation has grown throughout the diamond industry, providing the best cut melee diamond in the world.

The "Grunberger Precision Cut" ® offers Ideal Cut proportions and consistent Hearts and Arrows pattern in every stone, bringing exceptional fire and brilliance to the diamond.

After being a leading manufacturer in Antwerp for decades, Grunberger Diamonds moved its operation to Vietnam where they currently employ over a thousand skilled workers cutting and polishing 200,000 stones a month.

Currently, Grunberger Diamonds has sales offices in Europe, North America and Japan.

The "Grunberger Precision Cut" ® is sold to a wide variety of customers ranging from famous high jewelry brands to bridal jewelry.

www.grunbergerdiamonds.com

For more information on the Nippon Export Award 2019-2020, please contact the Belgian-Luxembourg Chamber of Commerce in Japan: Dai 10 Daitetsu Bldg 5F, Arakicho 23, Shinjuku-ku, Tokyo 160-0007, Japan /tel:+(81)3-6457-8662/fax:+(81)3-6457-8663/email: info@blccj.or.jp or visit www.blccj.or.jp