

# THROUGH THE LOUPE



## **A Decade of Purpose: Celebrating 10 Years of NAMDIA**

In an industry often defined by rarity, value and global competition, NAMDIA has spent the past decade building something equally important. PURPOSE.

As the company commemorates its 10-year anniversary, this milestone represents far more than the passage of time. It reflects a decade of establishing credibility, strengthening Namibia's position within the global diamond industry and fulfilling a mandate rooted in transparency, value creation and national development.

Established in 2016, Namib Desert Diamonds Pty Ltd (NAMDIA) was created as Namibia's state-owned rough diamond sales and marketing company, with a clear responsibility to serve as a price discovery mechanism for the Government of the Republic of Namibia, and ensure that the country derives fair value from one of its most strategic natural resources.

At the time, the establishment of the company marked an important shift within Namibia's diamond industry.

For decades, Namibia had already earned international recognition for producing some of the world's highest-quality gem diamonds. However, the creation of NAMDIA enabled the country to participate more directly within the global diamond trade, strengthen national expertise in diamond valuation and marketing, and build a stronger Namibian footprint within the international market.

Over the past 10 years, the organisation has evolved into far more than a diamond sales company.

Today, NAMDIA plays a strategic role within Namibia's broader diamond value chain, which is balancing commercial objectives with national responsibility. Through its sales and marketing activities, the company contributes towards revenue generation, foreign currency earnings and setting the benchmark for Namibian prices, while simultaneously reinforcing Namibia's reputation as a trusted source of responsibly sourced natural diamonds.

Central to this mandate has been the concept of price discovery.

Within the diamond industry, price discovery is not merely a commercial process. It is a strategic national function. By independently marketing and selling Namibian diamonds to international clients, NAMDIA helps ensure that Namibia receives competitive market value for its diamonds, while contributing valuable market intelligence and benchmarking insights that strengthen transparency and accountability within the sector.

This role has become increasingly important within a rapidly evolving global diamond landscape.

Over the past decade, the industry has experienced major shifts driven by changing consumer behaviour, economic uncertainty, geopolitical pressures and the rise of lab-grown diamonds. Yet despite these challenges, NAMDIA has continued to position Namibia's diamonds within premium international markets by focusing on quality, ethical sourcing and long-term stakeholder relationships.

The company's international engagements across key trading centres such as Dubai, India and Antwerp have further strengthened Namibia's visibility within the global diamond trade, while reinforcing the country's reputation for producing ethically sourced, high-value natural diamonds.

As global consumers increasingly demand transparency and sustainability, Namibia's diamonds continue to stand apart because of the country's strong governance frameworks, responsible mining practices and compliance with the Kimberley Process. These factors have positioned Namibia as one of the world's most respected producers of responsibly sourced natural diamonds and a reputation that NAMDIA continues to actively promote internationally.

However, the story of NAMDIA extends beyond markets, valuations and international trade.

At the centre of the organisation's journey has always been the understanding that diamonds must ultimately create meaningful value for people.

This philosophy is perhaps most visible through the work of the NAMDIA Foundation, which was established in 2019 to ensure that the value generated through Namibia's diamonds contribute directly towards social development initiatives across the country.

Over the years, having invested over N\$65 million to date, the Foundation has supported numerous projects focused on education, healthcare and sports development. From classroom construction projects and medical equipment donations to youth empowerment and bursary initiatives. These interventions reflect the organisation's broader commitment to ensuring that the impact of diamonds extends far beyond the boardroom and international marketplace.

Like many organisations operating within strategic industries, NAMDIA has also had to navigate periods of difficulty and change.

The past decade has reinforced the importance of resilience, adaptability and strong governance. It has highlighted the need for continuous stakeholder engagement, institutional accountability and responsible communication, particularly within an industry that remains strategically important to national development.

Over time, the organisation's approach to stakeholder engagement has evolved significantly. Greater emphasis is now placed on transparency, public education and thought leadership, recognising that building long-term trust requires consistent and meaningful engagement with stakeholders both locally and internationally.

Initiatives such as Through the Loupe form part of this broader effort.

As the company's thought leadership platform, Through the Loupe seeks to contribute towards industry dialogue and public understanding by exploring topics ranging from sustainability and ethical sourcing to market trends and the future of natural diamonds. In doing so, the platform reflects NAMDIA's broader commitment to transparency, education and industry leadership.

As the organisation looks towards the future, the next decade will likely be shaped by innovation, sustainability and continued adaptation to evolving market realities.

Yet despite the changes taking place within the industry, one thing remains constant: the importance of maintaining trust, protecting value and ensuring that Namibia's diamonds continue to benefit the country and its people.

Ten years later, NAMDIA's story is ultimately one of growth, resilience and national purpose.

It is the story of an organisation entrusted with one of Namibia's most valuable natural resources and the responsibility of ensuring that every diamond continues to represent far more than commercial value alone.

Because at NAMDIA, every diamond is a promise fulfilled.

**Namib Desert Diamonds (Pty) Ltd**

[info@namdia.na](mailto:info@namdia.na)

+264 (0) 8333 111 11

Follow our journey:

[www.namdia.na](http://www.namdia.na)



NAMDIA |



namdianam |



@NAMDIANAM |



NAMDIA |



WhatsApp Channel

