

A strong Team

Since the middle of last year, Alexander David Gul has been a member of the management board of the Pforzheim-based diamond dealer A. Gul KG. He shares a passion for diamonds with his father, Eitan Gul, and is increasingly focusing on the topics of sustainability and ethics, as demonstrated by his involvement in numerous institutions.



Eitan Gul with
son Alexander

A.GUL KG

Diamonds

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What excites you so much about the diamond business?

Alexander Gul:
I grew up with it, it is a great family tradition. I am happy to continue it and to be able to set my own course. For example, I am aiming for increased involvement in industry organizations such as the World Diamond Council (WDC) and the International Colored Gemstone Association (ICA).

What is this all about?

Eitan Gul:
Eitan Gul: As part of our 2021 growth strategy, we have focused on various aspects of our business in order to sustainably secure and further expand our position as market leader in the German diamond industry.

Alexander Gul: This includes increased participation and involvement in industry organizations: During 2021, we have joined both the WDC and the ICA as members.

What do you want to achieve with this?

Alexander Gul:
The WDC's certified diamond value chain creates trust. A. Gul is the only German member among 38 leading companies and organizations from around the world to join the prestigious institution. The WDC is active in all areas of the diamond value chain, including diamond exchanges and mines, production, wholesale and retail.

Eitan Gul:
The WDC is the representative of the diamond industry in the Tripartite Coalition of the Kimberley Process (KP), which also includes representatives of governments and the civil society. The KP is responsible for administering the Kimberley Process Certification Scheme (KPCS), under which governments establish safeguards for shipments of rough diamonds and certify them as "conflict-free".

Eitan Gul:
The WDC is the representative of the diamond industry in the Tripartite Coalition of the Kimberley Process (KP), which also includes representatives of governments and the civil society. The KP is responsible for administering the Kimberley Process Certification Scheme (KPCS), under which governments establish safeguards for shipments of rough diamonds and certify them as "conflict-free". **Alexander Gul:** I am directly involved in the organization and became an A-member of the WDC Task Force and a committee member on behalf of the WDC on two different committees: the Kimberley Process Working Group on Statistics (WGS) and the Committee on Rules and Procedures (CRP).

Eitan Gul:
We voluntarily promote the WDC Guarantee Scheme (SOW), which requires all diamond suppliers and jewelry manufacturers, when selling or transferring stones and goods, to guarantee that the diamonds originate from the Kimberley Process.

And what is the ICA membership all about?

Alexander Gul:
As part of our massive investment in our colored diamond expertise, our company and I joined the ICA as a voting member and completed the ICA's Ethical Member Accreditation in collaboration with the World Jewellery Confederation (CIBJO) to become an accredited ethical member. I believe the issues of ethics and sustainability will become even more important in our industry.

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VITA

The 30-year-old German-Israeli Alexander Gul was born in Pforzheim and holds an MBA (summa cum laude) with a focus on finance from the University of Jerusalem as well as the title of Chartered Alternative Investment Analyst from the CAIA Association (USA). After his military service in the Israeli Special Forces, he worked in the capital markets department for the Israeli Ministry of Finance and for a consulting subsidiary of Porsche in London before joining the family business. He holds several professional awards of the Gemological Institute of America (GIA) in diamonds, pearls and jewelry and nearly completed the GIA Graduate Gemologist Program, the highest and most prestigious award in the field of international gemology.



High End: The value of natural pink diamonds has increased enormously in the past two years

The performances of Gul

RJC (Responsible Jewellery Council)

As an RJC member (the first German diamond company to be certified in 2013), Gul is directly involved in new projects to ensure safety and traceability within the diamond supply chain.

Only natural diamonds

Gul has invested in state-of-the-art equipment, including synthetic diamond detectors for all sizes and quantities, to ensure that every diamond going in and out is 100 percent natural. All CVD/HPHT screeners, as well as the imitation detectors, comply with the Natural Diamond Council's ASSURE program, which has developed the highest standard for testing diamond inspection instruments in a uniform manner.

Digitization

Alexander Gul is currently leading the implemen-

tation of an ERP and CRM system fully adapted to diamond needs. This is a fully functional and multi-layered e-commerce portal-system with the ability to create a diamond e-commerce system that integrates with client websites (unlimited white-labels) and any ring/jewelry configurator. This also involves the implementation of a state-of-the-art AI-based reporting system as well as AI-based data analysis to provide diamond-related information to customers.

Gul as a "market maker"

Providing all the functions of a diamond exchange for the benefit of customers, including just-in-time buy/sell prices for each type of commodity to promote transparency and liquidity. Gul also invites customers to visit its online store with a wide selection of certified diamonds.