

Voice-over Script Shortened

Messika is introducing Namibia to the world of luxury jewellery.

André Messika Ltd is a leading global polished diamond supplier founded by self-made entrepreneur André Messika more than 55 years ago. Messika diamonds are associated with the world's top luxury brands, and the company has reached widespread prominence under the core values of traceability, transparency, trust, and integrity, using only natural diamonds, as well as the commitment to empowering communities. In Namibia, Messika's new diamond polishing and cutting factory has created employment opportunities for Namibians, and 70% of the Namibian employees are living with disabilities. All local employees are also shareholders of the company. Messika's presence in Namibia is also a good opportunity for the tourism sector to gain international exposure, as Messika's global influence will promote Namibia as an incredible travel destination.

Carrying the Messika legacy even further is Valérie Messika, Andre Messika's eldest daughter, who is at the helm of *Messika Paris*, the luxury jewellery brand. *Messika Paris* has gained widespread international recognition, and celebrities like supermodels Gigi and Bella Hadid, and musicians Jennifer Lopez, and Rihanna have flaunted the stylish Messika jewellery.

There is no doubt that Messika's global reach and reputation is going to put Namibia on the map of international luxury jewellery.

Interview Questions:

For André Messika:

1. After 55 years in the global diamond industry, how have you been able to uphold your core values?
2. What is your secret for keeping up with shifting trends in the industry?
3. Messika is committed to empowering communities through mutually-beneficial partnerships. Why do you think it is important to build steadfast relationships with stakeholders?
4. What Messika's vision for future partnerships?

For Valérie Messika:

1. Your success and the success of *Messika Paris* is incredibly admirable. What is your secret for staying ahead of the demands of international luxury jewellery market?
2. Your brand is represented by world-famous celebrities including actors, models, and singers. How Do you think this international brand recognition will benefit Namibia?