



Sylla Moussa

B

orn in Sigiri, Guinea Conakry in 1968, **Sylla Moussa** is President of South Africa's most trusted rough diamond trading company - **Sylla Diamond International (SDI)**.

Founded in the early 1990's and primarily based and accredited in South Africa with offices worldwide, SDI is recognized internationally as a prominent diamond trading company with operations in Africa, America, Europe, Asia and Middle East utilizing the Kimberly Process Certifications.

SDI developed into a global company involved in diamond mining in Guinea and supplying the market of diamond parcels mainly made up of unique and colorful rough diamonds of multiple sizes, fine quality and large quantities.

During this time Mr. Moussa has been instrumental in the recent transformation of the company, developing structure for SDI's diamond mining operation in Guinea enhancing their production implementing industry standard machinery and establishing a ground-breaking investing opportunities regionally in the mining sector.

Mr. Moussa's strategy for SDI has focused on these four fundamental pillars: expanding the international client base; increasing value of in-house cut diamonds; supporting the redevelopment of community near the mining sector; and ensuring loyalty to the highest ethical standards.

SDI's approach is clear understanding of the demands of client needs in the diamond industry. SDI implements supportive direct relationships with each client at every stage in their diamond needs from the mine to wholesaler in support of the client's final purchase decision.

During the turn of the century, Mr. Moussa has not only led the company to its highest ever annual sales and performance, but also overseen the creation of an international network of SDI's operations with established business relationships with major diamond traders and diamond companies in addition to establishing high-level Government relations in Guinea, Botswana, Brazil, and several other African countries.

As the sole owner of the SDI entity, founded in South Africa, Mr. Moussa has enabled many charitable contributors to assist Guinea and South Africa to give back to their communities by reinvesting what is extracted and to further manage the returned value from diamond mining activities, while creating thousands of jobs and transferring key related skills to regional redevelopment.

Mr. Moussa immediately made an impact by employing local talent with knowledge of rough diamond assortment for the business to teach others while forming fundraising boards, private sector fundraising initiatives, securing donations and sponsorship and effective business planning programs.

Mr. Moussa is currently the Chairperson of the SDI Board and is also a governing Board Chairman of the SDI Foundation (SDIF), a non-profit international organization which works with philanthropists on their giving strategies and with charities, cultural and education institutions to improve income through fundraising missions of raising money to support education initiatives that develop and empower economically disadvantaged people in African nations where natural resource were previously exploited.

A prominent figure in the international diamond community, Mr. Moussa was the first African born man to be awarded honorary by the South African Diamond Exchange (SADE).

Mr. Moussa has completed his primary education in Abidjan, Ivory Coast and from 1985-1990, a higher business and management education in Saudi Arabia and completing his gemological studies in Idar-Oberstein, Germany.

Moussa is holds both Guinean and South African Citizenships.

He is fluent in 6 languages, including English, French, Arabic, and African languages.