



**ALWEKA**  
**INTERNATIONAL**

DMCC - DUBAI - UNITED ARAB EMIRATES



“IF I CHOSE THE DIAMOND,  
IT IS BECAUSE IT REPRESENTS, WITH ITS DENSITY,  
LARGER VALUE UNDER SMALLER VOLUME”

*Coco Chanel*





## MANAGEMENT TEAM MESSAGE

“Alweka International DMCC is positioned as your ideal diamond trader with more than 60 years of experience, extensive knowledge and is recognized in the diamond industry as a pioneer in trading of rough and cut and polished diamonds.

With our global network of direct suppliers and international buyers, Alweka implements an activity of buy and sell of rough diamonds from recognized official seller and directly to international buyers without any intermediary.

Whether you are a diamond trader or buyer and you are looking to diversify and benefit from an exclusive and highly lucrative diamond market, our co-funding program is tailored to fit this need.

Finally, we provide a dedicate consultancy services to buyers willing to acquire diamonds.”

The Alweka Founding Team

*Sasseen*  
Alan Sasseen  
Director

*Massard*  
Sébastien Massard  
Director & General Manager

*Golamgouss*  
Samioullah Golamgouss  
Director



## ABOUT ALWEKA INTERNATIONAL

Alweka International is a pioneering independent company and is incorporated, licensed and regulated by Dubai Multi Commodities Centre (DMCC) and hold the below 3 licences:

- Pearls and precious stones trading
- Non-manufactured precious metal trading
- Jewellery trading

Alweka International is positioned in the UAE as an innovative, niche and visionary firm where the professionals equally share one common objective of enabling buyers/co-funders to access and benefit from the very selective diamond industry.

The UAE has emerged as one of the favored and largest diamond trading hubs in the world. Free trade policies have encouraged traders from all over the world and bring Dubai to a leading diamond platform.

Alweka International comes from a pedigree of passion in the diamond and investment world and brings under one roof over 60 years of cumulated experience and expertise for the benefit of our trusted clients.

Alweka International is duly incorporated in the DMCC with the company registration number DMCC190313.

*Dubai Multi Commodities Centre (DMCC) established in 2002, located in the heart of Dubai. It is crowned as the “Global Free Trade Zone of the Year” by Financial Times. It is a trade and commerce hub for all kinds of ventures. Diamond, gold and other precious metals trading are one of the major businesses there.*

# Co-funding Activity



Our trading activity allows Co-funders to generate a monthly profit of 5% on the funding capital and thus accumulate 60% of profits on an annual basis.

## DURATION

12 months  
minimum

## MONTHLY PROFIT

5.00%  
On co-funding capital

## FUNDING CAPITAL

USD 1'000'000.-  
Minimum

# Trading Activity



Our direct accessibility to official diamond suppliers allows us to buy rough diamonds for and behalf of buyers and deliver to them as per our contracts.

## -THE TRADING ACTIVITY IN 3 STEPS-

### Starting the collaboration

- Signing of agreement
- Transfer of the funds
- Beginning of the activity

### Transaction Process

- Selection & evaluation of the diamonds
- Buying process and Gov. documentation
- Logistics to buyers' final destination

### Closing Process

- TTM with the buyer at final destination
- Payment via bank transfer
- Changing of ownership to buyer name
- End of transaction

# Consultancy Activity



Combining our global network of suppliers, in-depth knowledge in the diamond industry and it's best practice, we bring to buyers a unique approach and advise in their interest to acquire rough or cut diamond.

We advise both companies as well as individuals in this selective process.

# Certified Products



Alweka International implements a monthly “Buy & Sell” strategy of rough diamonds directly (no intermediary) from official recognized suppliers to secured contracted buyers.

All diamonds purchased by the Company are certified Kimberly Process Certification.

- The Company combines a Buy & Sell diamond transaction strategy (secured contracted) and platform transaction (polished diamond). This Buy & Sell strategy also allows us to avoid any impact that may arise in the diamond market price fluctuations.
- All diamonds are [Kimberly Process Certification\\*](#) certified and are fully controlled, registered and certified by all International governments. (Compliant to [OECD principal and policies](#)).
- All suppliers (direct supply) are officially recognized, registered and certified by government authorities.
- All buyers are subject to a strict verification process and all payments are made via official bank transfer.

\*The Kimberley Process Certification is an international certification scheme that regulates trade in rough diamonds. It aims to prevent the flow of conflict diamonds, while helping to protect legitimate trade in rough diamonds. The Kimberley Process Certification Scheme (KPCS) outlines the rules that govern the trade in rough diamonds. The KPCS has developed a set of minimum requirements that each participant must meet. The core of this regime is the KPCS under which States implement safeguards on shipments of rough diamonds and certify them as “conflict free”.



All rough diamonds that Alweka International purchases and sales are Kimberly Process Certified



**GIA**<sup>®</sup>

All polished diamonds that Alweka International purchases and sales are GIA Certified



# Risk Management



THE RISK MANAGEMENT IS A KEY COMPONENT IN THE COMPANY PROCESS AND IMPLEMENTED AT ALL LEVELS OF INDEPENDENT OVERSIGHT.

IDENTIFY | ANALYZE | ASSESS | REDUCE  
CONTROL | OPTIMIZE | PERFORM



- Low risk due to secured long term contracts with Buyers and Sellers with pre-determine price.
- Any single carat purchased by the company is already sold to buyers.
- Transactions are realized if and only if all conditions are fully satisfied.
- Margin and profits that are made within every transaction are saved and secured in the Company bank account. Only the funding capital will be used to buy the product.
- Use of prime banks for banking transactions with counterparty having bank accounts in low risk jurisdiction (such as Dubai & Europe for Suppliers // Dubai & Europe for Buyers) – disbursement/settlement in less than 5 days.
- Profits are secured as and when realized.



“EVERY THING THAT IS PRECIOUS IS AS  
DIFFICULT AS IT IS RARE.”

*Spinaza*

# Alweka Founding Team



Beyond our recognition as responsible team, the spirit of the company is driven by our independent stand-alone partners with their proven track record in the diamond and financial markets. This invaluable experience has enabled us to reach the level of expectation of our valued clients and ensure a long and fruitful journey together.

## **SÉBASTIEN A. A. MASSARD || FOUNDER & DIRECTOR || GENERAL MANAGER**



Prior to the incorporation of Alweka International Dubai, Sébastien has been involved in the diamond, gold and exclusive fine art investment for more than 10 years and has been advising both local and international client willing to pursue a legacy investment or purely investment in this highly lucrative and precious product.

His expertise and talents brought him to an international exposure and to directly deal with clients from Switzerland to Europe, UAE, Russia, and the USA and in some Asian countries. Sébastien has an extensive experience in the diamond market with a direct access to exclusive high end cut & polished diamonds and precious stones from his well-established network to a direct and exclusive clientele.

Sébastien held various positions in Switzerland where he was involved in more than 10 years in luxury hotels strategic management and development. His position ranged from various management positions within InterContinental Hotel group. He especially occupied the position of general manager in a luxury trendy hotel in Geneva. Sébastien also occupied the position of AVP legal and patent for a US headquartered company in Switzerland.

He also set up his own company to accompany both local and international clientele in business advisory and consultancy services in luxury and commercial real estate development. Following his success, he focused particularly on advisory, negotiations and business cross border transactions. Sébastien pursued his negotiation skills in client advisory particularly in exclusive high-end fine art investment directly with HNWI and UHNWI clientele and world-renowned collectors.

Sébastien is graduate in management from the prestigious Lausanne Hotel School Switzerland as well as from EBS London.

Sébastien holds the position of Director and General Manager at Alweka International and he is also one of the founder members.

## **ALAN CALEEN SASSEEN || FOUNDER & DIRECTOR**



Alan has to his credit a long and rich career particularly in the diamond, gold and jewellery sector. Alan is the third family generation in the jewellery business as a qualified jewellery designer, master goldsmith and rough diamond valuator.

Until some years ago, Alan was part of a family jewellery business with membership to the internationally recognized entities - The Jewellery Council of South Africa and The Diamond Dealers Club of South Africa, two world-renowned entities.

The jewellery business designed and manufactured diamond and gold jewellery to a bespoke clientele base both local and international.

Alan has since had his own gold and diamond mining operation and opened offices internationally in many parts of Africa, trading rough diamonds in many of the international diamond centres, as well as cut and polished diamonds of rare nature to international buyers and investors. Alan brings his limitless expertise and precious experience over the last 40 years to Alweka for the sole benefit of investors.

Alan was an award winner in the prestigious De Beers South African Diamonds Today Competition and is regularly solicited to share his views and opinion on the diamond and gold market.

Alan holds the position of Director and CPO at Alweka International and he is also one of the founder members.



# Alweka Founding Team



## SAMIOULLAH GOLAMGOUSS || FOUNDER & DIRECTOR



Prior to the incorporation of Alweka International, Samiollah held the position of Chief Investment Officer at Providentia Asset Managers Ltd, an investment advisor and wealth management boutique for international clients with a focus on capital appreciation and sustainable return.

Samiollah also spent several years in France working initially as Market Risk Analyst on different activities FX, Repo Intraday Liquidity at Société Générale, Junior Trader on Structure Derivatives and Credit Products, and modelling CFs and stress scenarios, Market Data Analyst and Portfolio Manager at Natixis Asset Management.

Samiollah worked also for one of the largest asset management company in Mauritius where he managed the group pension fund and other in-house funds including an ethical investment fund.

For the last 5 years, Samiollah travelled extensively in some African countries to interact with investors and to find investment opportunities in private equity. He also set up a regulated private equity fund with the vision of sustaining the African growth. Samiollah has a wide an in-depth experience in financial market and expertise in both listed and non-listed investment products.

Samiollah holds a Master's degree (MSc) in General and Applied Physics from Pierre et Marie Curie University in Paris and a Master's degree (MSc) in Financial Engineering and Quantitative Methods from Ecole Nationale des Ponts et Chaussées in Paris, top 3 engineering school in France.

Samiollah holds the position of Director and CFO in Alweka International and he is also one of the founder members.

## ALWEKA

**“GREAT THINGS IN BUSINESS ARE NEVER  
DONE BY ONE PERSON.  
THEY ARE DONE BY A **TEAM** OF PEOPLE.”**

*Steve Jobs*





# COMPANY PROFIL & PARTNERS



## ALWEKA INTERNATIONAL DMCC COMPANY DETAILS

### Contact:

E: [admin@alweka-int.com](mailto:admin@alweka-int.com)  
W: [www.alweka-int.com](http://www.alweka-int.com) (under construction)  
P: +971 (0)52 493 93 57

### Registered Address:

Unit No: 3O-01-BA1262  
Jewellery & Gemplex 3  
Plot No: DMCC-PH2-J&G Plex S  
Dubai  
United Arab Emirates

### Company Registration N°:

DMCC190313

### Legal Status:

Free Zone Company

### Licenses Registration N°:

DMCC-809750

### Bank:

First Abu Dhabi Bank

# ALWEKA INTERNATIONAL

DMCC - DUBAI - UNITED ARAB EMIRATES

## YOUR PERSONAL ADVISOR

Mr. Alan Sasseen

### CONTACT

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(under construction)

### LOCATION

Alweka International DMCC  
Dubai  
United Arab Emirates

### OPENING HOURS

Sunday – Thursday: 9am – 6pm  
Friday: 9am – 1pm  
Saturday: Closed

