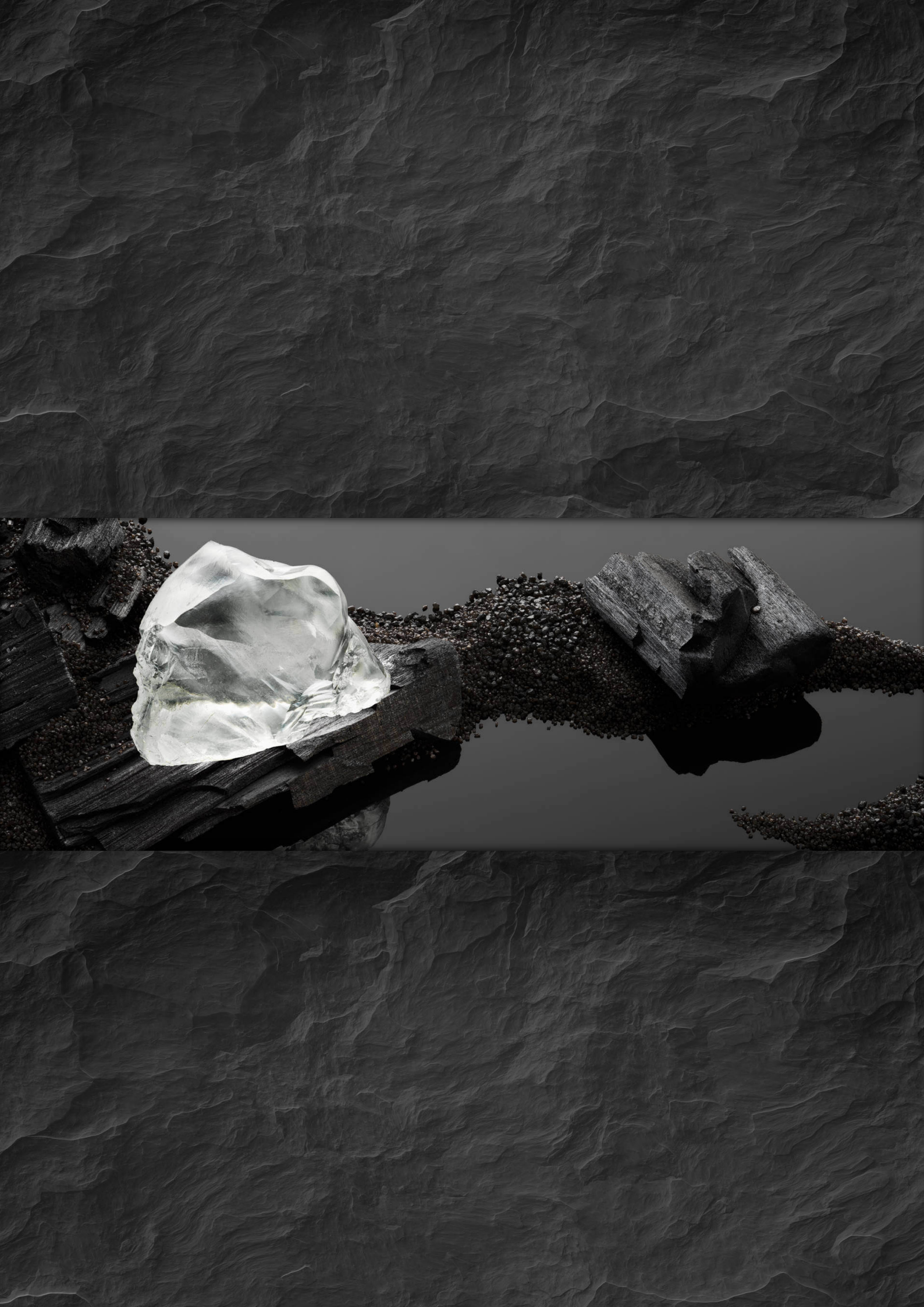


The logo features the text "EFSTAL INTERNATIONAL" in a serif font, centered within a white rectangular box. This box is set against a dark, textured background that resembles crumpled paper or stone.

EFSTAL INTERNATIONAL



## EFSTAL INTERNATIONAL

“Efstal International has a distinguished track record and milestones in the diamond and gold sector. Under one roof, 40 years of extensive experience and expertise in this one of a kind asset for clients to benefit from an on-going advice on this highly lucrative asset. The Company is affiliated to international official suppliers and is recognized to practice a best in class corporate governance with regards to diamond and gold commodities. Over the decades, I have been able to demonstrate success in selling trusted products to partners and clients in Europe, Middle East and Asia.”

“It has become apparent over the years that my trust and faith in natural mined diamonds has proved to be correct over the years – in good times of cause and in the years that the world markets have been in turmoil diamonds have always held their value and their appeal”

Alan Sasseen  
Founder and Owner

## EFSTAL INTERNATIONAL HISTORY

Efstal International is a company that was born out of the activities of Alan Sasseen who has offices or business in, Guinea, Sierra Leone, Lesotho, Tanzania, Angola and South Africa. The activities primarily cover gold and rough diamond trading, cutting works and mining operations in the different regions.

Alan Sasseen on site with his mine Manager



In each scenario Efstal International either has its own operations or has joint ventures or partnerships held directly with the various mines concerned. Most of the directors of the mines are related by family, and hence the close business relationships that are so successful in the trade of minerals. Efstal has also acted as consultants in the diamond industry in Zimbabwe, Lesotho, and Sierra Leone. In relation to gold, Efstal International and their associated companies maintain relations/refinery accounts with gold refineries in Hong Kong as well as Dubai. Further to

this, Efstal International engages with the diamond industry in Dubai with major rough diamond and gold buyers who have offices in the Dubai - Free Trade Zone as well as having nearby countries.



We are proud at Efstal International to be recognized as a trusted, transparent, dedicated, confidence and result driven company by our valued clients for more than decades.

## EFSTAL INTERNATIONAL CURRENT

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In South Africa Alan Sasseen was part of a family jewellery operation with a retail outlet and manufacturing concern with membership to the internationally recognized entities, The South African Jewellery Council and The Diamond Dealers Club of South Africa. To this extent the Sasseens, Father and Son created history in both, being nominated as chairman and vice chairman at the same time to the Jewellery Association of Natal (South Africa), for many years.



No longer part of the family business – Alan Sasseen has since then opened offices internationally as well as in many parts of Africa.



We are continuously securing rough diamond and gold sources in Africa to fulfill our increasing buyer's and investors demand as well as the upliftment of the mining communities. Our relationships in these countries are from the ground up to government level.

Efstal International and its sister companies hold rough diamond trading licenses in Africa and continue to expand their allied operations in all spheres of the diamond and gold business as well as in Dubai.

## EFSTAL INTERNATIONAL FUTURE

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- To procure and secure a solid supply of natural resources for our group as well as investors on our portfolios.
- To enlarge the diamond cutting facility to be able to process larger quantities in future ahead.
- To increase the private aircraft service to more destinations in Africa.
- To increase gold and rough diamond output.
- Partnership with a licensed Investment & diamond Trading company in DMCC, Dubai.



# THE SASSEEN'S LEGACY

## ALAN SASSEEN

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Alan Sasseen 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.

He has twice been an award winner of the prestigious De Beers South African Diamonds Today and Tomorrow Competition.

He is well known for his skillfully designed jewellery and has won awards as a tribute to the craftsmanship of this Master Goldsmith and Jewellery Designer. Further commissions have been to design the Durban Designer Competition Trophy for the clothing industry. The trophy for the Azalea Flower Organization of South Africa, as well as other organizations.

Alan Sasseen has acted as a consultant to many worldwide governments which have included, Sierra Leone and Lesotho to name a few.

As a diamond trader, miner, and supplier to the international markets, for rough diamonds – the name Sasseen is synonymous with the utmost integrity and an irrefutable reputation enjoyed across the continents and echoed through most of the international diamond centers.



## PROFESSIONAL EXPERIENCE / ACHIEVEMENTS

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- Founding Partner and Director at Alweka International DMCC
- Past vice chairman of JASA Natal (landmark for the Jewellery Council of South Africa, both father and son chairman and vice chairman at the same time)
- Past Chairman – Aruppa Investments Ghana LTD, Ghana
- Diploma in Marketing – Damelin School of Marketing
- Diploma Rough Diamond Evaluation – Harry Oppenheimer Diamond Training School
- Diploma Rough Diamond Identification and Evaluation – Tienie Barnes
- Diploma in Design and Manufacture of Jewellery – Natal Technicon South Africa
- Diploma in the Manufacture of Jewellery and Diamond Setting – Olifantsfontein Trade Diploma
- Qualified -5 year apprenticeship - Jewellery Manufacture and Diamond Setting South Africa
- Practical Gemmology for the Busy Jeweller – Alan Hodgkinson
- SACCS – various mining workshops
- De Beers Diamond Today Competition – award winner
- De Beers Diamond Tomorrow Competition – award winner
- Manufactured the DDC Trophy - Durban Designer Competition for Fashion Durban South Africa
- Designed and manufactured the floating trophy for the Azalea Association, Durban South Africa
- Past Chairman of the Tenants Forum Umhlanga Shopping Centre Durban South Africa
- Past Chairman - Prospect Tennis Club, Durban South Africa

## CALLIE SASSEEN



His late father, Callie Sasseen, was one of South Africa's well reputed diamantaires and was a member of The Diamond Club of South Africa for 50 years.

He was an expert in supplying loose diamonds for investments as well as that special diamond engagement ring, and was always on hand to offer expert and charming advice.

This internationally recognized club comprises of select diamond merchants and sets international standards of repute and Excellency, at all times in their dealings.



## THREE GENERATIONS OF JEWELLERY MANUFACTURES-DESIGNERS & DIAMOND DEALERS



**KHALLIL SASSEEN**  
« The Grandfather »  
1857



**CALLIE SASSEEN**  
« The Father »  
1928



**ALAN SASSEEN**  
« The Son »  
1957

## WHY EFSTAL INTERNATIONAL...

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- Since decades in the Diamond Industry
- Expert and professional with perfect knowledges of the products
- Direct access to official suppliers / Mines & direct recognized buyers (no intermediary)
- Active listening to the Client's needs as a priority
- Perfect transparency
- Our experts participate and are present at every step of the buying / selling process



## IN HOUSE SERVICES

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- Mining
- Direct suppliers
- Representation at the mine
- In house diamond grader and gemologist
- Financial preparation and investment strategy in order to prepare most financially viable parcels
- Immediate client contact without intermediaries or brokers
- Rough Diamond Certification
- Complete Logistics from "A to Z"
- Cut and Polish service
- Direct client sales for customers
- New business development to attract new clients
- Monthly or Bimonthly securing of allotment from the mine and/or direct suppliers that can be pre-sold directly to clients globally





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