



PROFILE

Name: Shlomi Angel

Position: CEO

Company Name: Armaan International

Type of Business: Rough diamonds

Size of Business: Five-10 employees

Years in Business: 24 years

Business Philosophy: We are always looking for innovation.

What sets your company apart from others in the industry?

We provide services to a wide range of manufacturers, from buyers of single stones through to buyers of large international companies.

What are your plans for your business in the future?

To reach new customers that have not discovered the industry yet. We also believe that rough diamonds can be used as an investment channel in the same way as gold and silver.

What makes you most proud about your company?

Our new website, www.carat-diamonds.com. The website is the first online buying format for rough diamonds in the world.

What is the most difficult business decision you have ever had to make?

After the crisis in 2008-2009, rough diamond prices decreased by 50 percent. I saw it as an opportunity to buy rough diamonds against the prevailing market trend.

What is the biggest risk you have ever taken?

I have traveled to Africa to a number of dangerous countries including Sierra Leone, Congo and Guinea.

What is the best piece of advice you have ever received?

"Sell and regret" – "Sell fast with small profit."

What is your best business tip?

Returning customers are the key for business success.

Who or what other business or business people inspire you?

Elon Musk, CEO & CTO of SpaceX and CEO & chief product architect of Tesla Motors. Also, people who help bring about changes to move humanity to a better place.

If you had only one word to describe yourself, what would it be?

Ambitious.

What do you do to relax?

I enjoy spending weekends with my family.