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IT'S ABOUT LIVING LIFE TO THE FULLEST

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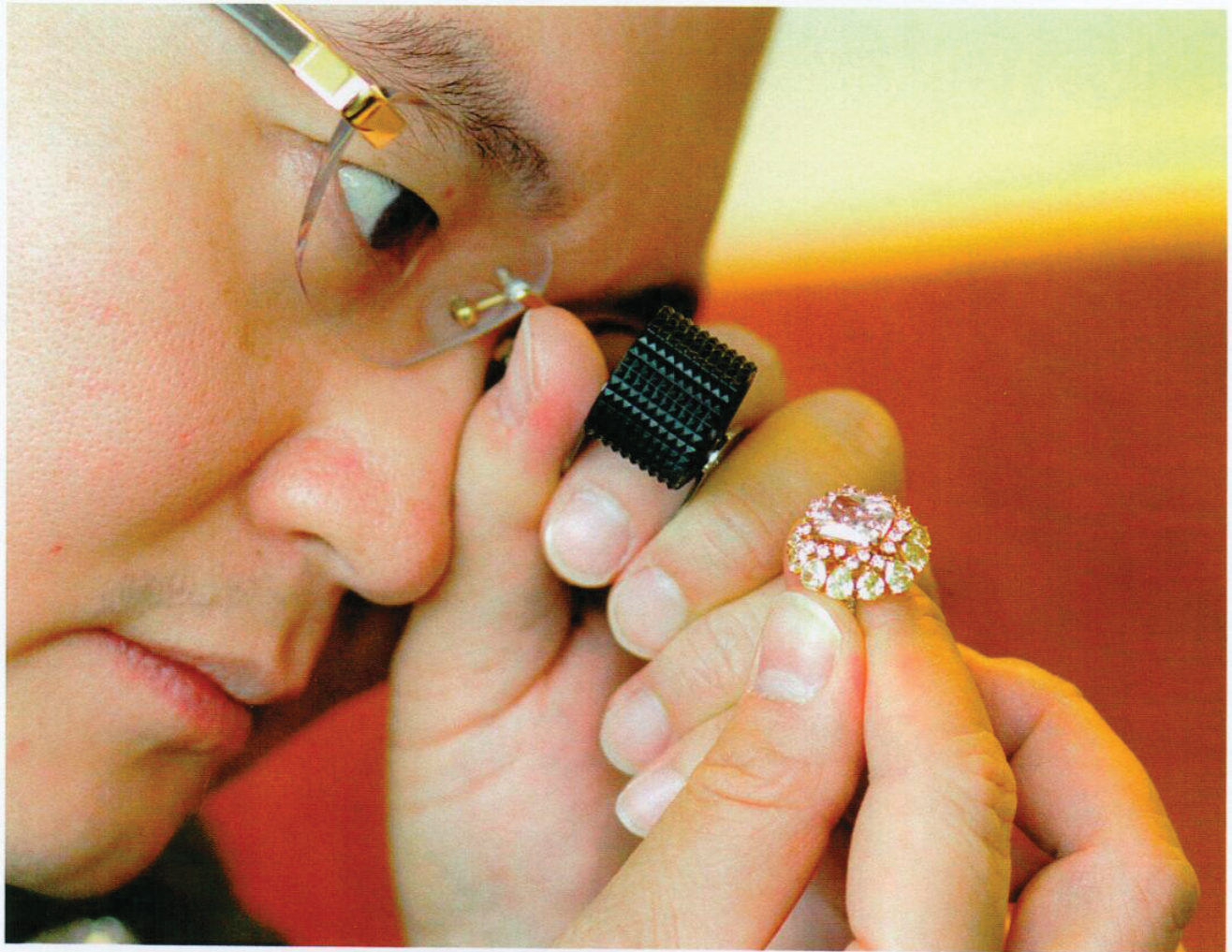
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A ring set with a rare five carat pink diamond, flanked by fancy pink and yellow diamonds.

LET THERE BE LIGHT

BY THEODORE WOON

Diamonds are no longer just a girl's best friend. According to Kelvin Tan Miang Ser, CEO of Genesis-Global, the men can invest and have a share of the diamond pie too.

When Kelvin Tan, a high-flying corporate lawyer, left the legal profession in August 2012 to pursue his passion in diamonds and precious gems, many of his contemporaries were skeptical – “Is he for real?” some would ask. Others were baffled as to why a successful lawyer would leave the profession for a business venture in an industry where everything appears uncertain and the challenges plentiful.

Kelvin simply has this to say: “This is my passion. I only have one life, so I have decided to live my passion to the fullest.”

With 16 years of impressive lawyering and a litany of professional

achievements, starting from Kelvin's appointment to the Singapore Judiciary as a Magistrate in 1996, to legal practice in major renowned Singapore law firms, culminating in a number of appointments as chief legal counsel of various renowned multi-national companies (MNCs) in the Singapore financial services sector, did not stop Kelvin from realising his life-changing passion. Hence, the birth of Genesis-Global Gems & Jewellery (Singapore) Pte Ltd, the company that was founded by Kelvin and co-founded by his brother, Dennis Tan, in 2012.

It would be untrue to say that his love for diamonds and precious gems was an

overnight infatuation. In fact, it all began when he was a young boy, watching his mother's beauty amplified through her own jewellery. This vision of beauty followed Kelvin throughout his adulthood and legal career for more than one and a half decade.

As pre-ordained by destiny, a chance encounter with an Indian astrologer, when he was still practising law, led Kelvin to his very first diamond ring, albeit astrology had nothing to do with his decision. He reminisced, “Once, an Indian astrologer walked into the law firm and demanded to see a lawyer. I initially thought he needed some legal advice, but as it turned out, he

started giving me his opinion that I should wear a diamond ring for good luck.”

After that unsolicited meeting, Kelvin simply dismissed it as a strange inexplicable encounter and thought nothing more of it. Several months passed, and when Kelvin was walking back to office after lunch, a local jewellery shop attendant lured him into the shop to see some diamonds that were on sale. Feeling intrigued, he went in, and asked to see the smallest diamond ring they had. The rest is history.

“I still do not believe it has anything to do with astrology. It was just a chance occasion when I found a strong appeal and attraction for diamonds,” said Kelvin. Since then, Kelvin has been purchasing choice pieces at opportune times. His love for colours subsequently ignited in him a collector’s fire that led him to begin his collection of Mother Nature’s treasures – precious gemstones, ranging from Burmese rubies to sapphires and the list goes on.

“It is a stress reliever when I am stressed up due to legal work. Whenever I feel tired and need a booster, I retrieve the spread of my gemstones to view. It is an instant stress buster. I call it ‘vitamin for the soul’,” said Kelvin.

Incorporating his passion and collection into his daily attire garnered Kelvin some attention, particularly from friends and relatives, who began to seek his help and expertise to acquire similar stones for investment purposes and for aesthetic enjoyment.

This was Kelvin’s eureka moment, when he realised that a business potential exists for gemstone investment and helping people build their own gemstone investment portfolio. He had uncovered a hidden demand for a largely unconventional and overlooked commodity, a demand that Kelvin believes will grow steadily in the post-Lehman era of alternative investments.

That realisation culminated in the formation of Genesis-Global as a company that is known amongst savvy gemstone investors to be a trusted supplier of investment-grade gemstones, ranging from rare natural Argyle pink diamonds, to Type IIA diamonds, fancy blue diamonds and fancy yellow diamonds. In fact, “a notable trend these days is the strong interest in unheated Royal Blue sapphires from Burma,” said Kelvin, “we have helped many customers build up their collection of rare blue sapphires as well”.



Kelvin Tan, CEO of Genesis-Global, lawyer turned private jeweller extraordinaire.

Indeed, customers have been benefiting in many ways. “As we made bigger purchases for our customers, the suppliers started to know us. We then had greater economies of scale and at the same time, got to know more suppliers. Cost-saving benefits are then passed on to our customers,” said Kelvin.

As Genesis-Global specialises in top quality diamonds graded by the Gemological Institute of America (GIA),

one cannot help but notice the emphasis placed by the company on GIA-certified triple excellent round diamonds. That is, diamonds that are certified as “Excellent” for polish, cut and symmetry, with no fluorescence. “Of all shapes, round diamonds are the most highly valued,” said Kelvin.

Upon a visit to Genesis-Global’s website at www.genesis-global.com.sg, one’s curiosity will most certainly be

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sparked and instantly drawn to Kelvin's invention, a five-year diamond investment plan, for round “triple excellent” diamonds. Fully transparent, with no frills or hidden agendas, the text clearly states how Genesis-Global is helping “customers benefit from their diamond investment in a real and tangible manner” with real profits to the customer.

“No longer can anyone say that a diamond has no resale value. We have changed that once and for all. With polished diamond price inflation averaging 10 to 12% per annum over the last 10 years, there is no reason why anyone should fail to make any money when trading-in a diamond to a shop,” said Kelvin.

When asked about his future plans, Kelvin's eyes lit up instantly, a physical expression of his passion, and he began to speak of his ultimate goal of an ultra high-end retail chain that marries top-class service and supreme glamour into one luxurious space. “God willing, the retail



A fired-up Kelvin Tan speaks about his 5-year diamond investment plan.

concept that I have in mind to do will take the whole world by storm,” said Kelvin.

Like any man with a passion and fired-up on a mission, Kelvin is actively looking for strategic investors and partners to realise his grand plan.

In a recent speech given at the Lee Kong Chian School of Business at the Singapore Management University, when they invited Kelvin to speak about diamonds as an investment as part of their CEO Talk Series, he told attendees to not just “think out of the box” but to “throw away the box” when looking at

investments. With that unmistakable cutting-edge adventurous attitude, he urged attendees (mostly men) to view top quality diamonds and gemstones as “the form of highest concentration of portable wealth, which in the true sense is a sophisticated form of monetary instrument”.

Indeed, ‘throwing away the box’ will certainly uncover the gem within, like a debutant dancer appearing on a stardust covered stage – and the light shines on her for the first time.

Let there be light.