

To Assignment Editor:

Two Major International Jewellery Fairs to Open Next Week 4,380+ Exhibitors Expected at World's Largest Jewellery Marketplace

26 February 2016 – Hong Kong will host the world's largest jewellery marketplace next week comprising the 3rd HKTDC Hong Kong International Diamond, Gem & Pearl Show and the 33rd HKTDC Hong Kong International Jewellery Show. Organised by the Hong Kong Trade Development Council (HKTDC) the two shows will welcome more than 4,380 exhibitors.

The Diamond, Gem & Pearl Show, spotlighting loose stones and raw materials, will run from 1 to 5 March at AsiaWorld-Expo. Highlights will include the Hall of Fine Diamonds, Treasures of Nature, Treasures of Ocean and the newly created Rough Stones & Minerals Zone featuring unpolished and uncut gems. The Tanzanite Foundation pavilion will debut at the show and introduce the unique Tanzanian violet-blue gemstone. Gregory So, Secretary for Commerce and Economic Development of the Hong Kong SAR Government, will be the guest of honour at the opening ceremony.

The Hong Kong International Jewellery Show, held from 3 to 7 March at the Hong Kong Convention and Exhibition Centre (HKCEC), will feature eight product zones. The Hall of Fame will present more than 40 international jewellery brands, including The Fifth Season by Roberto Coin and TTF Haute Joaillerie. The new Wedding Bijoux zone will showcase rings and other bridal jewellery.

On the first night of the Jewellery Show, celebrity models Rosemary V., Mikki Yao and Denice Lam will take part in a jewellery parade. This will be followed by a Gala Dinner (invitation only) hosted by the HKTDC under the theme of Royal Cruise. The Gala Dinner menu will be designed by celebrated chef Michael Gilligan, Royal Caribbean International's Director of Culinary. Legislative Council member James Tien will be the officiating guest.

A variety of seminars, jewellery parades and networking receptions will be held during the two shows. We cordially invite you or your representative to cover the events. Details are as follows:

	Hong Kong International Diamond, Gem and Pearl Show	Hong Kong International Jewellery Show
Date	1-5 March (Tue-Sat)	3-7 March (Thur-Mon)
Time	1 March 10:30am-6:30pm 2-4 March 10:00am-6:30pm 5 March 10:00am-5:30pm	3 March 10:30am-6:30pm 4-6 March 10:00am-6:30pm 7 March 10:00am-5:30pm
Venues	Halls 1, 2, 5, 7, 9, 10, 11 AsiaWorld-Expo	Halls 1, 3 & 5, Grand Hall & Foyer Convention Hall & Foyer, Level 2 Mezzanine & Level 4 Mezzanine, HKCEC
Media Centre/Press Registration**	Media Centre at AsiaWorld-Expo East Concourse (near Hall 2), or Registration Counters at West Lobby(G/F), East Lobby(G/F)	Media Centre at the Expo Drive Entrance or Press Registration Counter
Websites	http://www.hktdc.com/fair/hkdgp-tc	http://www.hktdc.com/fair/hkjewellery-tc/

****Press registration:** For security reasons, all media will be required to present name card and valid photo-bearing identity card (or passport) for press registration. Individuals with the valid press pass will be required to present their identity card (or passport) again at the entrance of exhibition halls. Please allow sufficient time for registration.

Media Enquiries

Please contact the HKTDC's Communication and Public Affairs Department:

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Hong Kong International Diamond, Gem & Pearl Show Major Events

1 Mar (Tuesday)

Buyer Forum: The Latest Development and Opportunities in the Emerging Market and the Chinese mainland Jewellery Industries

Time: 2pm-3pm

Venue: Meeting Room 204, Level 2, AsiaWorld-Expo

Speaker: Wenda Ma, HKTDC Economist

Fan Qin Fen, Managing Director, 21Gem

Alexey Shcherbina, Editor-In-Chief, Jewellery Review Magazine (Russia)

Language: English (simultaneous interpretation in Putonghua will be provided)

Opening Reception

Time: 3pm-4:30pm

Venue: Hall 1 & 2 Concourse, Ground Level, AsiaWorld-Expo

Guest of Honour: Gregory So, GBS, JP, Secretary for Commerce and Economic Development, the Government of the HKSAR

Guests: Lawrence Ma, Chairman, HKTDC Hong Kong International Jewellery Show and HKTDC Hong Kong International Diamond, Gem & Pearl Show Organising Committees

Benedict Sin, Chairman, HKTDC Jewellery Advisory Committee 2015/2016

Celebrities: Ana R., Roxanne Tong, Jennifer Shum

Emcee: Connie Wong

2 Mar (Wednesday)

Seminar on "Guide to Identify and Screen Synthetic Melee Diamonds"

Time: 11:30am-12:30pm

Venue: Meeting Room 204, Level 2, AsiaWorld-Expo

Speaker: Dr Wuyi Wang, Director of Research and Development, Gemological Institute of America (GIA)

Language: English (simultaneous interpretation in Putonghua will be provided)

Seminar on "Italy's Contribution to Responsible Marine-environment Practices in the Coral Jewellery Sector"

Time: 2pm-4pm

Venue: Meeting Room 204, Level 2, AsiaWorld-Expo

Speakers: Paola Guida, Italian Trade Commissioner in Hong Kong

Dr Gaetano Cavaliere, President, CIBJO, the World Jewellery Confederation

Enzo Liverino, President, CIBJO Coral Commission

Laurent Cartier, Project Manager, Swiss Gemmological Institute SSEF

Russell Hanigan, Paspaley Pearling Company
Jacques Christophe Branellec, Executive Vice President & Deputy, Jewelmer Joaillerie

George Lu, Vice President, CIBJO Coral Commission

Tommaso Mazza, President of the Association for the Manufacture of Coral, Cameos and Jewellery (Assocoral)

Dr Cristina Del Mare, Ethnologist, Orientalist and Jewellery Industry Historian

Language: English (simultaneous interpretation in Putonghua will be provided)

Carat Party

Time: 3:30pm-4:30pm

Venue: Hall 1 & 2 Concourse, Ground Level, AsiaWorld-Expo

3 Mar (Thursday)

Seminar on “The Importance of Tanzanite in the World –The Emerging Coloured Stone in the Last two Decades”

Time: 1pm-2pm

Venue: Meeting Room 204, Level 2, AsiaWorld-Expo

Speaker: Natalie Shah, Marketing Manager, Tanzanite Foundation

Language: English (simultaneous interpretation in Putonghua will be provided)

Networking Reception for Gem Zone

Time: 3pm-4pm

Venue: Hall 10 & 11 Foyer

Remarks: Tanzanite jewellery parade will be held

Hong Kong International Jewellery Show Major Events

3 Mar (Thursday)

Award Presentation of Chuk Kam Jewellery Design Competition 2016

Time: 11am-12:30pm

Venue: The Pool Side, Hall 3E South Concourse, Hong Kong Convention and Exhibition Centre

Guests: Ho Pak Tao, Honorary President, Hong Kong Jewellers' & Goldsmiths' Association
Kent Wong, Chairman, Hong Kong Jewellers' & Goldsmiths' Association
Lau Hak Bun, Vice Chairman, Hong Kong Jewellers' & Goldsmiths' Association
Benedict Sin, Chairman, HKTDC Jewellery Advisory Committee and Chariman, Hong Kong Jewellery & Jade Manufacturers Association
KK Chow, Chairman, The Gemmological Association of Hong Kong (GAHK)

Seminar on “Brand Establishment of Chuk Kam Jewellery”

Time: 2:30pm-3:45pm

Venue: Meeting Room S226-227, L2, Hong Kong Convention and Exhibition Centre

Speakers: KK Chow, Chairman, The Gemmological Association of Hong Kong (GAHK)
Max Lam, Research Member, Project of Gold Working Techniques of Ancient China
Kevin Ng, Chairman, Hong Kong International Jewellery Designer Association

Evert deGraeve, Co-Founder, International Association of Jewellery Merchandize Planning Professionals (IAJMPP)

Language: English and Putonghua (Simultaneous interpretation service in English and Putonghua)

Dancing Stone Award 2016

Time: 3pm-4pm

Venue: Chancellor Room, L4, Hong Kong Convention and Exhibition Centre

Guest: Hidetaka Dobashi - CEO and Founder of Crossfor Co., Ltd.

Jewellery Parade and Cocktail Reception

Time: 6pm-7pm Venue: Chancellor Room, L4, Hong Kong Convention and Exhibition Centre

Parade Models: Rosemary V., Mikki Yao, Denice Lam

Gala Dinner: (By Invitation Only)

Officiating Guest: James Tien, member, Legislative Council

Guests: Lawrence Ma, Chairman, HKTDC Hong Kong International Jewellery Show and HKTDC Hong Kong International Diamond, Gem & Pearl Show Organising Committees
Benedict Sin, Chairman, HKTDC Jewellery Advisory Committee 2015/2016
Akina Fong, Jessie Shum, Vivien Yeo

4 Mar (Friday)

“World of Glamour” Mini Parade

Time: 11:30am-12pm

Venue: The Pool Side, Hall 3E South Concourse, Hong Kong Convention and Exhibition Centre

Launch Ceremony of Hong Kong Standard Testing Methods for Fei Cui and Seminar on “Fei Cui Identification and Testing Technologies”

Time: 2:30pm-4pm

Venue: Meeting Room S226-227, L2, Hong Kong Convention and Exhibition Centre

Speakers: Wong Siu Kee, Chairman, Hong Kong Jewellers' & Goldsmiths' Association
Lau Hak Bun, Vice Chairman, Hong Kong Jewellers' & Goldsmiths' Association
KK Chow, Chairman, The Gemmological Association of Hong Kong (GAHK)
Prof Mimi Ouyang, Chief Academic Advisor, Project of "Standard Methods for Fei Cui for Hong Kong"
Prof Shi Guang-hai, Professor, School of Gemology, Chinese University of Geosciences, Beijing, China

Language: Cantonese and Putonghua (Simultaneous interpretation in English)

Moment of Champagne

Time: 3pm-3:30pm

Venue: Imperial Library, Hall 3B, Hong Kong Convention and Exhibition Centre

Remarks: Jewellery Parade will be held

TIMELESS SEDUCTION Coral and Cameo between Memory and Modernity Cocktail Reception

Hong Kong Trade Development Council 香港貿易發展局

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

香港灣仔港灣道1號會展廣場辦公大樓38樓

Tel: (852) 2584 4333 Fax: (852) 2824 0249

Time: 6:30pm-8:30pm

Venue: "Seduzione Senza Tempo" Area (Booth No. M4-A01), M4

5 Mar (Saturday)

"Designer Galleria" Mini Parade

Time: 11am-11:30am

Venue: Hall 1B Concourse, Hong Kong Convention and Exhibition Centre

Excellency of Hong Kong Jewellery Craftsmanship and Demonstration

Time: 11:30am-12:30pm

Venue: The Pool Side, Hall 3E South Concourse, Hong Kong Convention and Exhibition Centre

Speakers: Kong Kang Kau, Experienced Educator in Jewellery

Chow Kam Man, Experienced Goldsmith and Jewellery Maker

Language: Cantonese only (no simultaneous interpretation service)

Seminar on "CONSUMER UPDATES on JEWELLERY MARKET 2016/2017"

Time: 2:30pm-3:30pm

Venue: Meeting Rooms S226-7, Hong Kong Convention and Exhibition Centre

Speaker: Paola De Luca, Creative Director and Forecaster, TRENDVISION Jewellery + Forecasting

Language: English (simultaneous interpretation in Putonghua will be provided)

Moment of Champagne

Time: 3pm-3:30pm

Venue: Imperial Library, Hall 3B, Hong Kong Convention and Exhibition Centre

Remarks: Jewellery Parade will be held

Seminar on "TIMELESS SEDUCTION - Coral and Cameo Between Memory and Modernity"

Time: 4pm-5pm

Venue: The Pool Side, Hall 3E South Concourse, Hong Kong Convention and Exhibition Centre

Speaker: Cristina Del Mare, Curator of "TIMELESS SEDUCTION - CORAL AND CAMEO BETWEEN MODERN AND MODERNITY"

Language: English only (no simultaneous interpretation)

"Hall of Extraordinary" Mini Parade

Time: 4:30pm-5pm

Venue: Wine Cellar, Grand Hall, Hong Kong Convention and Exhibition Centre

6 Mar (Sunday)

"Hall of Fame and Jade Jewellery" Mini Parade

Time: 11am-11:30am

Venue: The Pool Side, Hall 3E South Concourse, Hong Kong Convention and Exhibition Centre

Seminar on "Expedition to the Colombian Emerald Mines"

Hong Kong Trade Development Council 香港貿易發展局

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

香港灣仔港灣道1號會展廣場辦公大樓38樓

Tel: (852) 2584 4333 Fax: (852) 2824 0249

Time: 2:30pm-4:30pm
Venue: Meeting Room S226-7
Speaker: Dr Adolf Peretti, Founder of GemResearch Swisslab AG
Language: English (simultaneous interpretation in Putonghua will be provided)

Moment of Champagne

Time: 3pm-3:30pm
Venue: Imperial Library, Hall 3B, Hong Kong Convention and Exhibition Centre
Remarks: Jewellery Parade will be held

“Group Pavilions” Mini Parade

Time: 4:30pm-5pm
Venue: Hall 5FG Concourse, Hong Kong Convention and Exhibition Centre

Asia Fancy Color Diamond Association Inauguration Ceremony

Time: 5pm-6pm
Venue: Imperial Library, Hall 3B, Hong Kong Convention and Exhibition Centre
Remarks: Jewellery Parade will be held

7 Mar (Monday)

“Hall of Time” Mini Parade

Time: 11am-11:30am
Venue: The Pool Side, Hall 3E South Concourse, Hong Kong Convention and Exhibition Centre