

To Assignment Editor:

Two Major International Jewellery Shows to Open Next Week *4,550+ Global Exhibitors Expected at World's Largest Jewellery Marketplace*

23 February 2018 – Hong Kong will host the world's largest jewellery marketplace next week comprising the fifth Hong Kong International Diamond, Gem & Pearl Show and the 35th Hong Kong International Jewellery Show. Organised by the Hong Kong Trade Development Council (HKTDC), the two shows will welcome a record number of more than 4,550 exhibitors from 50 countries and regions.

The Diamond, Gem & Pearl Show, spotlighting loose stones and jewellery raw materials, will run from 27 February to 3 March at AsiaWorld-Expo. Highlights will include the Hall of Fine Diamonds, Treasures of Nature and Treasures of Ocean. The show will feature 21 group pavilions including ACODES, Antwerp World Diamond Centre and Japan Pearl Exporters' Association. **Edward Yau, 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 will be held from 1 to 5 March at the Hong Kong Convention and Exhibition Centre (HKCEC). The Jewellery Show's new **IT Solutions for Jewellery** zone is dedicated to showcasing the latest technologies in management, jewellery design, production and e-commerce. A seminar covering cloud technology and big data in the jewellery industry will be held on the second day of the show. The Hall of Fame will present some 40 international jewellery brands, while the Hall of Extraordinary will feature collections from nearly 100 exhibitors.

On the first night of the Jewellery Show, a cocktail reception with jewellery parade will be staged. **Peter Shiu, Legislative Council member and Deputy Chairman of Panel on Commerce and Industry of the HKSAR**, will be the officiating guest. Celebrity model **Rosemary** will join other models in displaying jewellery items. This will be followed by a Gala Dinner (by invitation only) hosted by the HKTDC and sponsored by Tanzanite Foundation under the theme of Roman Constellation. Attending celebrities at the dinner include **Sarah Song, Katy Kung, Veronica Shiu** and **Ashley Chu**.

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	27 February- 3 March (Tue-Sat)	1-5 March (Thu-Mon)
Time	27 February 10:30am-6:30pm 28 February-2 March 10:00am-6:30pm 3 March 10:00am-5:30pm	1 March 10:30am-6:30pm 2-4 March 10:00am-6:30pm 5 March 10:00am-5:30pm
Venue	AsiaWorld-Expo (AWE)	Hong Kong Convention and Exhibition Centre (HKCEC)
Press Registration**	G/F, East Lobby 1/F, East Lobby (Near Airport Express Exit)	Hall 1E Concourse, Harbour Road Entrance

		HKTDC Media & Webcast Centre, Expo Drive Entrance
Websites	hkdgp.hktdc.com	hkjewelleryshow.hktdc.com
		19th Hong Kong Jewellery Design Competition Winning Entries Display Venue: Hall 1D Concourse, HKCEC

****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.

Details of free shuttle bus service to and from AsiaWorld-Expo: <http://bit.ly/2EFsmJO>

Media Enquiries

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Hong Kong International Diamond, Gem & Pearl Show Major Events

27 February (Tuesday)

Seminar on 'New Diamond Findings and Developments from the GIA Laboratory'

Time: 1:30pm – 2:30pm

Venue: Meeting Room 204, AWE

Speakers: **Thomas Moses**, Executive Vice President, Gemological Institute of America (GIA)
Dr Wuyi Wang, Vice President of Research and Development, Gemological Institute of America (GIA)

Language: English (with simultaneous interpretation in Putonghua)

MOU Signing between HKTDC and Myanmar Trade Promotion Organisation, Ministry of Commerce, the Republic of the Union of Myanmar

Time: 2:30pm – 3pm

Venue: Pearl Island, Hall 1, AWE

Representatives: **Benjamin Chau**, Deputy Executive Director, HKTDC
Aung Soe, Director General, Myanmar Trade Promotion Organisation, Ministry of Commerce, the Republic of the Union of Myanmar

Opening Reception

Time: 4pm – 5:30pm

Venue: Halls 1 & 2 Concourse, AWE

Guest of Honour: The Hon Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development, the Government of the HKSAR

Remarks: By invitation only

28 February (Wednesday)

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

Buyer Forum: The Latest Development and Opportunities in the Belt and Road Markets

Time: 11:30am – 12:30pm
Venue: Meeting Room 204, AWE
Speakers: **Russell Mak**, Economist, HKTDC
Anand Datwani, CEO, Kyra Jewellery
Language: English (with simultaneous interpretation in Putonghua)

Carat Party

Time: 4:30pm – 5:30pm
Venue: Halls 1 & 2 Concourse, AWE
Remarks: By invitation only

1 March (Thursday)

Exhibitor Forum: 125 Years Since the Invention of Cultured Pearl

Time: 11:30am – 12:30pm
Venue: Meeting Room 204, AWE
Speaker: **Shigeru Akamatsu**, Advisor for Japan Pearl Promotion Society, Vice President of CIBJO Pearl Commission, Former senior researcher of K. MIKIMOTO Pearl Research Laboratory

Networking Reception for Gem Zone

Time: 3pm – 4pm
Venue: Halls 10 & 11 Foyer, AWE
Remarks: By invitation only

2 March (Friday)

Networking Reception for Pearl Zone

Time: 3pm – 4pm
Venue: Halls 1 & 2 Concourse, AWE
Remarks: By invitation only

Hong Kong International Jewellery Show Major Events

1 March (Thursday)

Chuk Kam Jewellery Design Competition 2018 Award Presentation Ceremony

Time: 11am – 12:30pm
Venue: Collector's Gallery, Hall 3E South Concourse, HKCEC

MOU Signing Ceremony between HKTDC and Department of International Trade Promotion, Ministry of Commerce, Royal Thai Government

Time: 2:15pm – 2:30pm
Venue: Collector's Gallery, Hall 3E South Concourse, HKCEC

Representatives: **Benjamin Chau**, Deputy Executive Director, HKTDC
Chantira Jimreivat Vivatrat, Director-General, Department of International Trade Promotion, Ministry of Commerce, Royal Thai Government

Dancing Stone World Moment of Excellence 2018

Time: 3pm – 4pm
Venue: The Artist Square, Hall 3B, HKCEC
Remarks: By invitation only

The Role of Responsible Business Practice in the Future of the Jewellery Industry

Time: 4pm – 5:30pm
Venue: Collector's Gallery, Hall 3E South Concourse, HKCEC
Speakers: **Edward Johnson**, Business Development Director, Responsible Jewellery Council
Ken Lo, Chairman, Hong Kong Jewellery & Jade Manufacturers Association
Victor Chan, Vice Chairman, Hong Kong Jewellery & Jade Manufacturers Association (Chairman of Continental Holdings Limited)
Dr Guido Grohmann, Managing Director, BV Schmuck + Uhren
Jonathan Kendall, Senior Vice President, Forevermark and President, CIBJO Marketing and Education Commission
Language: English

Cocktail Reception

Time: 6pm – 7pm
Venue: Chancellor Room Foyer, 4/F, HKCEC
Model: Rosemary
Emcee: Sarah Song
Remarks: Sarah and Rosemary will receive media interviews at the Chancellor Room Foyer before the cocktail reception starts. Media who wish to attend should arrive in advance

Gala Dinner

Time: 7pm – 9pm
Venue: Chancellor Room, 4/F, HKCEC
Theme: Roman Constellation
Officiating Guest: The Hon SHIU Ka-fai, Member of the Legislative Council and Deputy Chairman of Panel on Commerce and Industry, HKSAR
Celebrities: Sarah Song, Katy Kung, Veronica Shiu and Ashley Chu
Remarks: Dinner by invitation only; Katy, Veronica and Ashley will receive media interviews at the Chancellor Room Foyer at around 6:30pm. Media who wish to attend should arrive in advance

2 March (Friday)

Parade Series: “Designer Galleria”

Time: 11am – 11:30am

Venue: Hall 1A, HKCEC

Rethink Your Marketing Strategies – Competition is Jewellers and Watchmakers

Time: 11:30am – 1:30pm

Venue: Collector’s Gallery, Hall 3E South Concourse

Speakers: **Kiri Sinclair**, PR Expert and Founder, Sinclair Comms

Sally Ryder, Founder, Ryder Diamonds

Olivia Lee, Founder, The Closeteur Magazine

Language: English

Beer Party @ T-GOLD + METS Pavilion

Time: 2:30pm – 3:15pm

Venue: T-Gold + METS Pavilion, Hall 5B, HKCEC

Remarks: By invitation only

Hall of Time Party

Time: 4pm – 5pm

Venue: Hall of Time Zone, Hall 3C

Remarks: By invitation only

Technology and Disruption: A Changing Jewellery Industry

Time: 4:30pm – 6pm

Venue: Meeting Room S226-7, HKCEC

Speakers: **Kent Wong**, Chairman of the HKTDC Jewellery Advisory Committee 2017/18
(Managing Director, Chow Tai Fook Jewellery Company Limited)

Dominic Hill, Founder and CEO, Atelier Technology Ltd

Dr Tom Kong, Co-Founder and CEO, Master Dynamic Ltd

Tony Hui, Director, NanoTechnology & Applications Centre (NTAC), Master Dynamic Ltd

Eliza Wong, Co-Founder and Co-CEO, MaLogic Holdings Limited

Language: English (with simultaneous interpretation in Putonghua)

3 March (Saturday)

Parade Series: “Hall of Extraordinary”

Time: 11am – 11:30am

Venue: Wine Cellar, Grand Hall, HKCEC

Exhibitor Forum – NGTC Jewellery Vocational Education: Cultivate Elites, Stimulate Consumption, Facilitate a Prosperous Development in the Industry

Time: 11am – 1pm

Venue: Meeting Room S226-7, HKCEC

Moderator: **Li Baojun**, Director, National Gemstone Training Center (NGTC)

Speakers: **Sun Fengmin**, Deputy Director, NGTC, Executive Vice Chairman, Gems and Jewelry Trade Association of China (GAC)

Benny Do, Chairman of Hong Kong Jewelry Manufacturers' Association

Tang Zuojun, Director of the Gemological Institute, NGTC

Eric Ho, Vice-Chairman, Hong Kong Jewellery & Jade Manufacturers Association

Rebecca Cheng, Vice-Chairman, Hong Kong Jewellery & Jade Manufacturers Association

Danny Chau, Vice-Chairman, Hong Kong Jewellery & Jade Manufacturers Association

Wang Chunli, General Manager, Caishikou Department Store Corporation, Beijing

Chai Meng, Deputy Director of Gemological Institute, NGTC

Language: Putonghua (with simultaneous interpretation in English)

A New and Contemporary Jewellery Design Approach: Integration of Hand Craftsmanship and Digital Craftsmanship

Time: 11:30am – 1pm

Venue: Collector's Gallery, Hall 3E South Concourse

Speakers: **Evert deGraeve**, Fine Jeweller & Independent Consultant; Co-Founder of International Association of Jewellery Merchandize Planning Professionals (IAJMPP)

Dr Alexandru Bunii, Award Winning Jewellery Concept Designer

Dr Norman Siu, Co-Founder, International Association of Jewellery Merchandize Planning Professionals (IAJMPP)

Max Lam, Committee Member, International Jewellery Designer Association

David Lehmann, Representative of 3DESIGN

The Latest Developments of the Hong Kong Standard of Fei Cui Testing and Service Standards of the Jewellery Retail Industry

Time: 2pm – 3pm

Venue: Meeting Room S226-7, HKCEC

Moderator: **Dr Edward Liu**, Secretary, The Gemmological Association of Hong Kong

Speakers: **Professor Yang Mingxing**, Dean, Gemmological Institute, China University of Geosciences (Wuhan), China

Kent Wong, Chairman, Hong Kong Jewellers' & Goldsmiths' Association

Lau Hak Bun, Chairman, Kowloon Pearls, Precious stones, Jade, Gold and Silver Ornament Merchants Association

Professor Mimi Ouyang, Honorary Chairlady of The Gemmological Association of Hong Kong; Chief Academic Advisor of the Project of "Standard Methods for Testing Fei Cui for Hong Kong"

Law Chi Kwong, President, Hong Kong Jade Association

CK Cheung, Honorary President, Hong Kong Institution of Certified Auditors (HKICA)

Language: Putonghua and Cantonese (with simultaneous interpretation in Putonghua and English)

What's HOT in Jewellery - Forecast 2018/19

Time: 4pm – 5pm

Venue: Meeting Room S226-7, HKCEC

Speaker: **Michele Scutto**, Trade Commissioner, Italian Trade Commission Government Agency

Paola De Luca, Creative Director & Forecaster, TRENDVISION Jewellery + Forecasting

Language: English (with simultaneous interpretation in Putonghua)

Parade Series: “World of Glamour”

Time: 4:30pm – 5pm

Venue: Collector's Gallery, Hall 3E South Concourse

4 March (Sunday)

Parade Series: “Hall of Fame”, “Hall of Jade Jewellery” and “Group Pavilions”

Time: 11am – 11:30am

Venue: Collector's Gallery, Hall 3E South Concourse

Identification of Copper-bearing Elbaite and Liddicoatite Tourmalines

Time: 11:30am – 12:30pm

Venue: Meeting Room S226-7, HKCEC

Speaker: **Dr Yusuke Katsurada**, Scientist, GIA Tokyo Lab

Language: English (with simultaneous interpretation in Putonghua)

Buyer Forum: Jewellery Market's Consumption Patterns and Characteristics in Europe and the US

Time: 2pm – 3pm

Venue: Collector's Gallery, Hall 3E South Concourse

Exhibitor Forum: Decoding Zambian Emeralds

Time: 2:30pm – 4:30pm

Venue: Meeting Room S226-7, HKCEC

5 March (Monday)

Parade Series: “Designer Galleria”

Time: 11am – 11:30am

Venue: Hall 1B Concourse, HKCEC



Media Invitation 採訪邀請