

## Reminder

To assignment editor:

## Jewellery shows and Simply Shopping Fest open tomorrow *One-stop shopping fun for public with broad array of products*

**28 July 2022**— Organised by the Hong Kong Trade Development Council (HKTDC), the **38<sup>th</sup> HKTDC Hong Kong International Jewellery Show** and **8<sup>th</sup> HKTDC Hong Kong International Diamond, Gem & Pearl Show** will be held at the Hong Kong Convention and Exhibition Centre from 29 July to 2 August. Running in parallel with the twin jewellery shows, the HKTDC will stage the inaugural **Simply Shopping Fest** from 29 July to 1 August. The three fairs are being held in a physical format and are all open to public, giving local businesses the chance to grasp new retail opportunities.

This year's twin jewellery shows will feature more than 430 exhibitors, presenting a dazzling array of exquisite jewellery and affordable luxuries across seven highlighted zones. Since this year's shows are fully open to jewellery enthusiasts, sharing sessions are being organised to help enhance the public's jewellery knowledge. Topics will include "**Diamond, Arts and Science**", "**The Creation and Appreciation of Jewellery**", "**The Tradition and Future of Craftsmanship**", "**Why Choose Sustainable Pearls?**" and "**Digitalised Jewellery Shopping Experience and Product Certification Trustmark**". The public will get the chance to create their own unique jewellery at the "**Rosy Twist Handmade Rose Earrings Workshop**" and "**Tahitian Pearl Stylish Bracelet Workshop**". Visitors can also participate in **Jewellery Smart Bidding** sessions and bid for their favourite products at attractive prices. In addition, two jewellery design competition award presentation ceremonies will be held on the first day of the show, helping to encourage and reward local jewellery design talents.

The concurrent Simply Shopping Fest has gathered more than 540 exhibitors, divided into six product zones, including Gourmet & Wine, Fashion & Jewellery, Home & Living, Toys & Leisure, Health & Beauty and Baby Essentials. The **Simply Lucky Draw** is open to visitors who spend more than HK\$200 in a single receipt, with prizes including hotel accommodation packages, accessories, healthcare products and more. Visitors can also join **Simply Smart Bidding** sessions where they can bid on favourite items such as trendy jewellery, beauty and skincare products and homeware, starting at 10% of the retail price.

We cordially invite you or your representative to cover the three fairs. Details are as follows:

<b>38<sup>th</sup> Hong Kong International Jewellery Show and 8<sup>th</sup> Hong Kong International Diamond, Gem &amp; Pearl Show</b>	
Date	29 July to 2 August 2022 (Friday-Tuesday)
Opening Hours	29 July to 1 August (Fri-Mon): 10:30am-7pm 2 August (Tue): 10:30am-5pm
Venue	Hong Kong Convention and Exhibition Centre Hall 3 (3/F)

Some events	<p><b>29 July</b>  <b>Opening Ceremony</b>  Time: 11am  Guest: <b>Shiu Ka-fai</b>, Member of the Legislative Council  Venue: LuxeStage, Hall 3F  Remark: Admission by invitation</p> <p><b>The 23<sup>rd</sup> Hong Kong Jewellery Design Competition Award Presentation Ceremony</b>  Time: 4:30pm to 5:15pm  Venue: LuxeStage, Hall 3F  Language: Cantonese  Guests:</p> <ul style="list-style-type: none"> <li>• <b>Sandy Lau</b>, President of Executive Committee, Wai Yin Association</li> <li>• <b>Benny Do</b>, Founder, Chairman and CEO, WCJ (Holdings) Company Limited</li> <li>• <b>Cecilia Fong</b>, Senior Director, APAC Market Development and Strategy, GIA Hong Kong Limited</li> <li>• <b>Diana Wong</b>, General Manager, Charming Jewellery Limited</li> <li>• <b>Ho Koon-wan</b>, Head of Master Studio of Jewellery Creative Centre, Chow Tai Fook Jewellery Company Limited</li> <li>• <b>Jacqueline Chak</b>, Founder, EDITECTURE</li> <li>• <b>Doris Kath Chan</b>, Creative Director, DORISKATH</li> </ul> <p><b>31 July</b>  <b>The Creation and Appreciation of Jewellery</b>  Time: 3:45pm to 4:45pm  Venue: LuxeStage, Hall 3F  Language: Cantonese  Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Cally Kwong</b>, Graduate Gemologist, G.G. of GIA</li> <li>• <b>George Mak</b>, Committee Consultant, Hong Kong Jewellery &amp; Jade Manufacturers Association</li> </ul>
Admission	<ul style="list-style-type: none"> <li>• Open to the public.</li> <li>• Visitors aged under 16 must be accompanied by an adult aged 18 or above when registering for their admission badges at the Registration Counter and entering the fairground.</li> <li>• Admission fee: HK\$100 per visitor.</li> <li>• Free admission for visitors aged under 16.</li> <li>• For security reasons, whether registering before or during the shows, all visitors must get their admission badges by presenting their original passport or Hong Kong Identity Card (other forms of identity documents will not be accepted) in person at the Registration Counter. Visitors without validated badges will be denied entry into the fairground. The</li> </ul>

	<p>Organiser reserves the right to verify the identity of registrants and to refuse admission to any registrants deemed inappropriate.</p> <ul style="list-style-type: none"> <li>• Due to enhanced security measures, before entering the fairground, visitors are required to present at the security checkpoints either:             <ol style="list-style-type: none"> <li>1. A validated photo admission badge issued by the Organiser; or</li> <li>2. A validated admission badge issued by the Organiser together with their original passport or Hong Kong Identity Card (other forms of identity documents will not be accepted).</li> </ol> </li> </ul>
Websites	<p>Hong Kong International Jewellery Show: <a href="http://hkjewelleryshow.hktdc.com">hkjewelleryshow.hktdc.com</a>          Hong Kong International Diamond, Gem &amp; Pearl Show: <a href="http://hkdgq.hktdc.com">hkdgq.hktdc.com</a></p> <p>Shopping Coupons:          Hong Kong International Jewellery Show:  <a href="https://www.hktdc.com/event/hkjewellery/en/shopping-coupons">https://www.hktdc.com/event/hkjewellery/en/shopping-coupons</a>          Hong Kong International Diamond, Gem &amp; Pearl Show:  <a href="https://www.hktdc.com/event/hkdgp/en/shopping-coupons">https://www.hktdc.com/event/hkdgp/en/shopping-coupons</a></p>
Free ticket registration	<a href="https://bit.ly/3bY2ddV">https://bit.ly/3bY2ddV</a>

<b>Simply Shopping Fest</b>	
Date	29 July to 1 August 2022 (Friday to Monday)
Opening Hours	29-31 July 2022 (Fri-Sun): 10:30am-7pm 1 August 2022 (Mon): 10:30am - 6pm
Venue	Hong Kong Convention & Exhibition Centre Hall 5 (5/F)
Admission	<ul style="list-style-type: none"> <li>• Open to public by ticket admission, tickets can be purchased by Octopus card at the exhibition venue only.</li> <li>• Adult ticket: HK\$20; child ticket: HK\$10 (for children under 1.2m tall/primary school students);</li> <li>• Children aged 3 or below and seniors aged 65 or above will be admitted free of charge.</li> <li>• There will be no admission to the venue 45 minutes before the announced daily closing time of the event.</li> </ul>
Websites	<p>Simply Shopping Fest: <a href="http://ssf.hktdc.com">ssf.hktdc.com</a>          Shopping Jetso and featured products: <a href="https://bit.ly/3ISQwBJ">https://bit.ly/3ISQwBJ</a></p>
Free ticket registration	<a href="https://bit.ly/3uIBVTo">https://bit.ly/3uIBVTo</a>

Press members can register to access the event at the Press Registration Counter (Hall 3E Concourse, HKCEC) by presenting a business card or media identification.

## Media enquiries

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

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## Media Invitation 採訪邀請

HKTDC Media Room: <http://mediaroom.hktdc.com/en>

### About HKTDC

The [Hong Kong Trade Development Council \(HKTDC\)](#) is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With 50 [offices](#) globally, including 13 in Mainland China, the HKTDC promotes Hong Kong as a two-way global investment and business hub. The HKTDC organises [international exhibitions, conferences](#) and [business missions](#) to create business opportunities for companies, particularly SMEs, in the mainland and international markets. The HKTDC also provides up-to-date market insights and product information via [research reports](#) and [digital news channels](#). For more information, please visit: [www.hktdc.com/aboutus](http://www.hktdc.com/aboutus). Follow us on

 Twitter @hktdc and  LinkedIn



## Media Invitation 採訪邀請

Hong Kong International Jewellery Show and Hong Kong International Diamond, Gem & Pearl Show featured events

### 29 July 2022 (Friday)

#### Opening Ceremony

Time: 11am

Venue: LuxeStage, Hall 3F

#### Chuk Kam Jewellery Design Competition 2022 Award Presentation Ceremony

Time: 2:30pm-3:30pm

Venue: LuxeStage, Hall 3F

#### 23<sup>rd</sup> Hong Kong Jewellery Design Competition Award Presentation Ceremony

Time: 4:30pm-5:15pm

Venue: LuxeStage, Hall 3F

#### Jewellery Lucky Draw

Time: 6pm-6:30pm

Venue: LuxeStage, Hall 3F

Trade Promotion Competition License Number: 55819

### 30 July 2022 (Saturday)

#### Unfolding the Digital Future of GIA Reports

Time: 11:30am-12:15pm

Venue: LuxeStage, Hall 3F

Language: Cantonese

Speaker: Cecilia Fong, Senior Director APAC Market Development & Strategy, Gemological Institute of America

#### Diamond, Arts and Science

Time: 2:15pm-3pm

Venue: LuxeStage, Hall 3F

Language: English

Speakers:

- Alice Leung, Gemologist, Lecturer and Senior Education Manager, L'ÉCOLE, School of Jewelry Arts
- Mathilde Rondouin, Art Historian and Lecturer, L'ÉCOLE, School of Jewelry Arts



## Media Invitation 採訪邀請

### **Tahitian Pearl Stylish Bracelet Workshop**

Time: 2:30pm-3:30pm

Venue: The Workshop, Hall 3F

Language: Cantonese

Instructor:

- Ida Wong, General Manager, Tahitian Pearl Association Hong Kong; Team Member, Adopt-A-School Project, Hong Kong Jewellery and Jade Manufacturers Association

### **Jewellery Smart Bidding**

Time: 4pm-4:45pm

Venue: LuxeStage, Hall 3F

### **Natural Diamond • Shapes & Style**

Time: 5pm-5:45pm

Venue: LuxeStage, Hall 3F

Language: Cantonese

Speaker: Simon Hui, Associate Director, Diamond Procurement Centre, Chow Tai Fook Jewellery Group

### **Jewellery Lucky Draw**

Time: 6pm-6:30pm

Trade Promotion Competition Licence Number: 55819

## **31 July 2022 (Sunday)**

### **Say “I Do” to the Planet: Why Choose Sustainable Pearls?**

Time: 11:30am-12:15pm

Venue: LuxeStage, Hall 3F

Language: Cantonese

Speaker: David Wong, Founder and Project Manager, Hong Kong Pearl Cultivation Association

### **A Rosy Twist Handmade Rose Earrings Workshop**

Time: 11:30am-12:30pm

Venue: The Workshop, Hall 3F

Language: Cantonese

Instructor: Rebecca Cheng, Director, Hong Kong Jewellery and Jade Manufacturers Association

### **Jewellery Smart Bidding**

Time: 2:30pm-3:15pm

Venue: LuxeStage, Hall 3F



## Media Invitation 採訪邀請

### **The Creation and Appreciation of Jewellery**

Time: 3:45pm-4:45pm

Venue: LuxeStage, Hall 3F

Language: Cantonese

Speakers:

- George Mak, Committee Consultant, Hong Kong Jewellery and Jade Manufacturers Association
- Cally Kwong, Graduate Gemologist, G.G. of GIA

### **Parade Series**

Time: 5pm-5:30pm

Venue: LuxeStage, Hall 3F

### **Jewellery Lucky Draw**

Time: 6pm-6:30pm

Venue: LuxeStage, Hall 3F

Trade Promotion Competition Licence Number: 55819

## **1 August 2022 (Monday)**

### **Making Unique Jewellery: The Tradition and Future of Craftsmanship**

Time: 11:15am-12:15pm

Venue: LuxeStage, Hall 3F

Language: Cantonese

Speakers:

- Fanny Yu, Director, Loupe Project
- Ho Koon-wan, Executive Director, Chow Tai Fook Master Studio
- Daisy Chan, Designer in Residency, Loupe Jewellery
- Chan Wing-long, Master Studio Artisan, Chow Tai Fook
- Shirley Yu, New Generation Artisan

### **Digitalised Jewellery Shopping Experience and Product Certification Trustmark**

Time: 2:30pm-3:30pm

Venue: LuxeStage, Hall 3F

Language: Cantonese

Speakers:

- Edward Liu, Chairman, The Gemmological Association of Hong Kong
- Kent Wong, Managing Director, Corporate and Hong Kong, Macau and Overseas, Chow Tai Fook Jewellery Group Limited; Chairman, Hong Kong Jewellers' and Goldsmiths' Association; Industry Adviser, The Gemmological Association of Hong Kong Fei Cui Standard Project; and Member, CIBJO, The World Jewellery Confederation Fei Cui Working Group
- CK Cheung, Expert Adviser, The Gemmological Association of Hong Kong Fei Cui Standard Project; and Lead Assessor for Gemstone Test Labs, American National Accreditation Board

- Tommy Tsui, Director, Education and Certification & Label Scheme, GAHK; Laboratory Consultant, Luk Fook Group
- Patrick Pang, Deputy Executive Director (Training Services), Employees Retraining Board
- Daniel Chan, Head, Department of Architecture, Interior and Product Design, Hong Kong Design Institute
- Steve Lai, General Manager, Qualifications Framework Secretaria

## Parade Series

Time: 4:30pm-5pm

Venue: LuxeStage, Hall 3F

## Jewellery Lucky Draw

Time: 6pm-6:30pm

Venue: LuxeStage, Hall 3F

Trade Promotion Competition Licence Number: 55819

### 2 August 2022 (Tuesday)

## Jewellery Lucky Draw

Time: 4pm-4:30pm

Venue: LuxeStage, Hall 3F

Trade Promotion Competition Licence Number: 55819

## Simply Shopping Fest featured events

Website for detailed event schedule: <https://bit.ly/3zjtgtB>

### 29 July 2022 (Friday)

## Simply Lucky Draw

Time: 6pm-6:30pm

Venue: Lifestyle Theatre, Hall 5FG

Trade Promotion Competition Licence Number: 55867

### 30 July 2022 (Saturday)

## Simply Smart Bidding

Time: 2pm-2:45pm

Venue: Lifestyle Theatre, Hall 5FG

## Cooking with Chef Kitty

Time: 3:15pm-4pm

Venue: Lifestyle Theatre, Hall 5FG

Speaker: The Hong Kong & Kowloon Provisions, Wine & Spirit Dealers' Association

Chef: Chef Kitty

## Simply Lucky Draw

Time: 6pm-6:30pm

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





## Media Invitation 採訪邀請

Venue: Lifestyle Theatre, Hall 5FG  
Trade Promotion Competition Licence Number: 55867

### 31 July 2022 (Sunday)

#### **Simply Smart Bidding**

Time: 4:45pm-5:30pm

Venue: Lifestyle Theatre, Hall 5FG

#### **Simply Lucky Draw**

Time: 6pm-6:30pm

Venue: Lifestyle Theatre, Hall 5FG

Trade Promotion Competition Licence Number: 55867

### 1 August 2022 (Monday)

#### **Simply Lucky Draw**

Time: 3pm-3:30pm

Venue: Lifestyle Theatre, Hall 5FG

Trade Promotion Competition Licence Number: 55867