

Reminder

To assignment editors:


HKTDC twin jewellery shows open late July
Combined with Simply Shopping Fest for public shopping fun

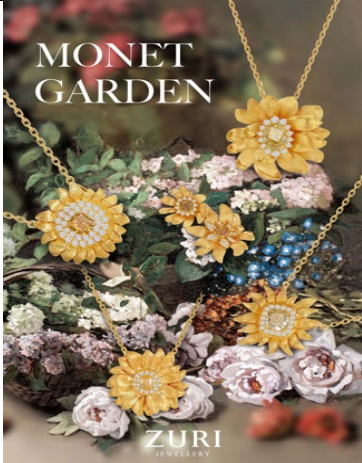



13 July 2022 – Organised by the Hong Kong Trade Development Council (HKTDC), the **38th HKTDC Hong Kong International Jewellery Show** and **8th Hong Kong International Diamond, Gem & Pearl Show** will be held from 29 July to 2 August at the Hong Kong Convention and Exhibition Centre (HKCEC). The **Simply Shopping Fest**, also organised by the HKTDC, will run concurrently from 29 July to 1 August in the same venue. All three exhibitions will be open to the public and run in a purely physical format, helping small and medium-sized enterprises (SMEs) to capture new retail business opportunities.

The twin jewellery shows have attracted more than 430 exhibitors in 2022, showcasing an abundance of exquisite jewellery items ranging from affordable luxury pieces to jade jewellery, wedding jewellery and a variety of diamonds and gems. Jewellery lovers are free to wander around the booths at the fairs and shop for precious items. Meanwhile, under the theme “**Always Vibrant for Shopping**”, the first edition of the Simply Shopping Fest has attracted more than 540 exhibitors to present a wide range of products. The public can browse through goods in various categories, including baby essentials, fashion and jewellery, gourmet items and wine, health and beauty, home and living, and toys and leisure.

A press conference will be held **tomorrow afternoon (14 July)** to introduce highlights from the twin jewellery shows, with industry experts on hand to share insights into market trends, industry prospects and business strategies under the pandemic. There will also be an introduction to the features and activities of the Simply Shopping Fest, along with details of the many discount offers.

A number of products from the fairs will be showcased at the press conference, including the stunning jewellery pieces and lifestyle items listed below:

Hong Kong International Jewellery Show and Hong Kong International Diamond, Gem & Pearl Show	
	<p>18K White Gold Natural Jadeite Huaigu Diamond Set</p> <p>Set with an imperial green colour jadeite huaigu with splashes of intense green, the pieces are decorated with brilliant-cut diamonds mounted in 18-karat white gold.</p> <p style="text-align: right;">(United Jewelry Company)</p>

 <p>MONET GARDEN</p> <p>ZURI JEWELLERY</p>	<p>Monet – The Secret Garden</p> <p>Zuri uses natural-colour diamonds gifted by nature and modern jewellery design to create “The Secret Garden” collection. The combination of Monet’s masterpiece and modern art presents a feast of exquisite jewellery that people will adore.</p> <p>(Zuri Jewelry Company Limited)</p>
<p>Simply Shopping Fest</p>	
 <p>V-MOTION Prologic</p>	<p>V910W Ultra-Small Window Cleaning Robot (Wifi version)</p> <p>The 1kg robot applies innovative pathfinder technology together with multiple safety designs and a safety rope with hooks.</p> <p>(Prologic International Limited)</p>
	<p>"Circus x Beijing Opera" Face Off Backpacks</p> <p>The design combines hand-painted circus faces with Chinese mask art, while the backpack lid is replaceable. The range took top prize in the prestigious German Design Awards 2020 in the Baby and Child Care section, Excellent Product Design category.</p> <p>(Jasming Sourcenet International Company)</p>
	<p>ANPASSA RAPID Series Tourbillon (R8_G)</p> <p>Features a 41x50mm PVD black stainless steel case, carbon fibre bezel and case back, gradient coloured aluminium-magnesium alloy movement splint, in-house 7 o’ clock-positioned tourbillon movement and a silicone strap.</p> <p>(ANPASSA Watch Company)</p>

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

Date: 14 July 2022 (Thursday)
Time: 2:30pm-4pm
Venue: HKTDC SME Centre, G/F, HKCEC, 1 Expo Drive, Wan Chai
Language: Cantonese (questions in English or Mandarin are welcome)
Speakers: **Sophia Chong**, Deputy Executive Director of the Hong Kong Trade Development Council
Lawrence Ma, Chairman, HKTDC Hong Kong International Jewellery Show and HKTDC Hong Kong International Diamond, Gem & Pearl Show Fair Organising Committee

Note: Safety is a top priority for the HKTDC and various measures will be implemented at the press conference to protect the health of all participants. Following the HKSAR Government's implementation of the LeaveHomeSafe mobile app and Vaccine Pass, all visitors to the HKTDC SME Centre will be required to use the LeaveHomeSafe mobile app and show their COVID-19 vaccination record to enter the venue.

Websites:

- Hong Kong International Jewellery Show: <https://www.hktdc.com/event/hkjewellery/en>
- Hong Kong International Diamond, Gem & Pearl Show: <https://www.hktdc.com/event/hkdgp/en>
- Simply Shopping Fest: <https://event.hktdc.com/fair/springshoppingfest-en/>
- HKTDC Media Room: <https://mediaroom.hktdc.com/en>

Media enquiries

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