

To assignment editors:

Reminder

HKTDC grabs golden opportunity as normal travel resumes *Twin jewellery shows in March draw buyers back to Hong Kong*

15 February 2023 – With normal travel between Hong Kong, Mainland China and the world resuming, the Hong Kong Trade Development Council (HKTDC) plans to promote the city through different channels and a plethora of fairs, drawing mainland and overseas companies back to Hong Kong. Organised by the HKTDC, the **39th HKTDC Hong Kong International Jewellery Show** and **9th HKTDC Hong Kong International Diamond, Gem & Pearl Show** will run from 1 - 5 March at the Hong Kong Convention and Exhibition Centre (HKCEC). The twin shows will be the launch pad for a new round of business to business fairs which will continue to create opportunities for local business and enhance Hong Kong's competitiveness.

The twin jewellery shows will feature more than 2,300 exhibitors from 34 countries and regions, presenting a medley of exquisite jewellery items, including signature collections from famous jewellery brands, jade jewellery, wedding jewellery and a variety of diamonds and gems for trade sourcing. The shows also allow exhibitors and buyers to build business connections. Seminars and highlight events will provide first-hand market intelligence for jewellery practitioners.

A press conference will be held **tomorrow afternoon(16 February)** to introduce HKTDC's 2023-2024 work focus and highlights from the twin jewellery shows, with industry experts on hand to share insights into market trends, industry prospects and business strategies in the post-pandemic era. The press conference will feature a jewellery parade with celebrity **Tiffany Lau** and models displaying stunning jewellery pieces.

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

Date:	16 February 2023 (Thursday)
Time:	2:30pm-4pm
Venue:	Harlan's, 19/F, The ONE, 100 Nathan Road, Tsim Sha Tsui
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 Winston Chow, Chairman, HKTDC Jewellery Advisory Committee
Attending Actress:	Tiffany Lau (Members of the press are welcome to request an interview at 2pm before the event starts)

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>

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

Media enquiries

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

Janet Chan Tel: (852) 2584 4369

Email: janet.ch.chan@hktdc.org

Frankie Leung Tel: (852) 2584 4298

Email: frankie.cy.leung@hktdc.org