

To Assignment Editor:

Asia's Largest Spring Jewellery Show Opens Next Month

Press Conference to Present Fair Highlights and Featured Products

16 February 2015 – Two major jewellery shows, organised by the Hong Kong Trade Development Council (HKTDC) next month, will form the region's largest marketplace of its kind under the "two shows, two venues" format.

The **HKTDC Hong Kong International Jewellery Show**, Asia's largest spring Jewellery Show, will feature finished jewellery products at the Hong Kong Convention and Exhibition Centre, on 4-8 March. Presenting loose stones and raw material, the **HKTDC Hong Kong International Diamond, Gem and Pearl Show** will be held from 2-6 March at AsiaWorld-Expo. More than 4,300 exhibitors from 52 countries and regions are expected to take part in the two trade fairs.

Details of the shows will be unveiled at a press conference on 24 February, together with the winners of the 16th Hong Kong Jewellery Design Competition. Models will showcase the winning designs and featured jewellery, while industry representatives will talk about the latest market trend of the jewellery industry.

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

Date: 24 February (Tuesday)

Time: 3:00pm

Venue: Sky100, East Lobby, 100/F, International Commerce Centre, 1 Austin Road West, Kowloon

Language: Cantonese (Questions in English are welcome.)

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

Benedict Sin, Chairman, HKTDC Jewellery Advisory Committee 2014/2015

Victor Yiu, Vice-Chairman, Diamond Federation of Hong Kong, China Ltd.

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

Adam Lau, Chairman, Hong Kong Jewelry Manufacturers' Association

Victor Chan, Vice-President, Hong Kong Jewellery and Jade Manufacturers Association

Benjamin Chau, Deputy Executive Director, HKTDC

Media Enquiries

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