



Media Invitation 採訪邀請

To Assignment Editor:

World's Largest Jewellery Marketplace Opens Late February Press Conference to Unveil Fair Details with Jewellery Parade

13 February 2017 - Two major jewellery shows organised by the Hong Kong Trade Development Council (HKTDC), the HKTDC Hong Kong International Diamond, Gem and Pearl Show and HKTDC Hong Kong International Jewellery Show will open on 28 February and 2 March respectively. Nearly 4,500 exhibitors from over 50 countries and regions are expected to take part in the two trade fairs, forming the world's largest jewellery marketplace.

Details of the shows will be unveiled at a press conference on 20 February. Industry representatives will discuss the latest market trends in the jewellery industry amid current market sentiment and impact of a strong US dollar.

Winners of the **18th Hong Kong Jewellery Design Competition** will also be announced at the press conference. Under the theme "**Follow Your Heart**", contestants from the Open Group and Student Group are challenged to come up with innovative design concepts.

Celebrity Ali Lee will join models at the press conference parading the award-winning designs as well as featured jewellery from the upcoming shows.

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

Date: 20 February (Monday)

Time: 2:30pm

Venue: Cafe Deco, 20/F, The ONE, 100 Nathan Road, Tsim Sha Tsui

Language: Cantonese (Questions in English are welcome.)

Guests: **Lawrence Ma**, Chairman, HKTDC Hong Kong International Jewellery Show 2017 and HKTDC Hong Kong International Diamond, Gem & Pearl Show 2017 Organising Committees; CEO, Lee Heng Diamond Group

Kent Wong, Chairman, HKTDC Jewellery Advisory Committee 2016/2017; Managing Director, Chow Tai Fook Jewellery Group Limited

Benjamin Chau, Deputy Executive Director, HKTDC

Celebrity: **Ali Lee**

Ms Lee will meet the press at 2pm, immediately before the press conference. Media who wish to attend should arrive in advance.

Judges of the 18th Hong Kong Jewellery Design Competition, including **Ms Sofie Lee** who was the first runner up of Miss Hong Kong Pageant 1995, and the competition winners will join the press conference. Media are welcome to request an interview after the press conference.

Media Enquiries

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