

To Assignment Editor:

World's Largest Jewellery Marketplace to Open Late February ***Press Conference with Jewellery Parade to Preview Highlights***

13 February 2018 - Two major jewellery shows organised by the Hong Kong Trade Development Council (HKTDC) – the fifth **HKTDC Hong Kong International Diamond, Gem and Pearl Show** and the **35th HKTDC Hong Kong International Jewellery Show** -- will open on 27 February and 1 March respectively. More than 4,500 exhibitors from 50 countries and regions are expected to take part in the two trade fairs, which form the world's largest jewellery marketplace.

Details of the shows will be announced at a press conference next Thursday (22 February), when industry representatives will also discuss the latest market trends amid recovering global sentiment.

The Jewellery Show's new **IT Solutions for Jewellery** zone, dedicated to showcasing the latest technologies in management, quality certification, jewellery design, production and e-commerce, will be spotlighted at the press conference, during which participating exhibitors will feature their latest Internet of things (IoT) devices designed for the jewellery industry, such as the **mTray**, which performs real-time inventory tracking.

Meanwhile, actress **Bowie Cheung** will join other models in displaying jewellery items from the upcoming shows, including:

- 1. Oval Jadeite Cabochons Jewellery Set (necklace with pendant and ring) valued about HK\$100 million:** It includes a necklace set with nine oval jadeite cabochons valued over HK\$77 million, and a ring with jadeite cabochon worth more than HK\$10 million;
- 2. Jewellery Set valued at HK\$37 million:** It comprises a ring with 26.86-carat, type IIA, round diamond valued at HK\$31.7 million; a pair of 18K white gold earrings with oval cut diamonds totalling 10.34 carats; and an 18K white gold diamond necklace with 123 pear-shaped and round diamonds totalling 56.22 carats;
- 3. Colombian Emerald Jewellery Set valued over HK\$23.4 million:** Comprising a necklace, ring and earrings, the jewellery set features fine Colombian emeralds in a rich green colour, as well as gemstones.

Winners of the **19th Hong Kong Jewellery Design Competition** will also be announced at the press conference, which they will attend along with the judges, including **celebrity model Eunis Chan**. Winning designs from the competition will be presented by models on the spot. Members of the media are welcome to request interviews with the winners and judges after the press conference.

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



Media Invitation 採訪邀請

Date: 22 February (Thursday)

Time: 2:30pm-4pm

Venue: The Poolhouse, Level 11, Grand Hyatt Hong Kong, Wan Chai

Language: Cantonese (Questions in English are welcome)

Guests: **Lawrence Ma**, Chairman, HKTDC Hong Kong International Jewellery Show 2018 and HKTDC Hong Kong International Diamond, Gem & Pearl Show 2018 Organising Committees; CEO, Lee Heng Diamond Group

Kent Wong, Chairman, HKTDC Jewellery Advisory Committee 2017/2018; Managing Director, Chow Tai Fook Jewellery Group Ltd

Benjamin Chau, Acting Executive Director, HKTDC

Celebrity guests: Actress **Bowie Cheung** and model **Eunis Chan**

Media Enquiries

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