

To Assignment Editor:

Two Major International Jewellery Fairs to Open Next Week *Record Attendance Expected at World's Largest Marketplace*

26 February 2015 – Hong Kong will host the world's largest jewellery marketplace next week. With the return of the "two shows, two venues" format this year, more than 4,300 exhibitors from 52 countries and regions will take part in the second HKTDC Hong Kong International Diamond, Gem and Pearl Show and the 32nd HKTDC Hong Kong International Jewellery Show.

The Diamond, Gem and Pearl Show, spotlighting loose stones and raw materials, will run 2-6 March at AsiaWorld-Expo. Highlights will include the Hall of Fine Diamonds, the Treasures of Nature, and the newly created Treasures of Ocean zone showcasing exquisite pearls. Regina Ip, member of the Legislative Council and Executive Council of the Hong Kong SAR Government, will be the guest of honour at the opening ceremony.

The Hong Kong International Jewellery Show, 4-8 March at the Hong Kong Convention and Exhibition Centre, will feature eight product zones. The new Treasures of Craftsmanship zone showcases selected crafted pieces while The Hall of Fame will present nearly 50 international jewellery brands, including The Fifth Season line by Roberto Coin and Giorgio Armani of Italy.

A variety of seminars, jewellery parades and networking receptions will be held during the two shows.

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

	Hong Kong International Diamond, Gem and Pearl Show	Hong Kong International Jewellery Show
Date	2-6 March (Mon-Fri)	4-8 March (Wed-Sun)
Time	2 March 10:30am-6:30pm 3-5 March 10am-6:30pm 6 March 10am-5:30pm	4 March 10:30am-6:30pm 5-7 March 10am-6:30pm 8 March 10am-5:30pm
Venues	Halls 1, 2, 5, 7, 9, 10, 11 AsiaWorld-Expo	Halls 1, 3 & 5, Grand Hall & Foyer Convention Hall & Foyer, HKCEC
Media Centre/Press Registration**	Media Centre at AsiaWorld-Expo East Concourse (near Hall 2), or Registration Counters at West Lobby(G/F), East Lobby(G/F), East Concourse (near Hall 1)	Media Centre at the Expo Drive Entrance or Press Registration Counter, outside the Hall 1E entrance
Websites	http://www.hktdc.com/fair/hkdgp/	http://www.hktdc.com/fair/hkjewellery/

****Press registration:** For security reasons, all media must provide name cards and identity cards or passports and undergo security inspection.

Media Enquiries

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