



FOR IMMEDIATE RELEASE

**Malaysia's First Jewellery Design Awards Reveals Result
Successful Discovery of New Jewellery Design Talent**

Kuala Lumpur, Malaysia: The most anticipated MIJF Jewellery Design Awards first held in Malaysia is finally announcing the result of winning entries. The Organizer, Elite Expo Sdn Bhd. is offering excellent prizes to all the winners and finalists for the designers of four categories (ring, earring, necklaces, and bracelet or brooch). Lin Lin Chen from China is nominated as winner of the Ring Category, while Lee Ye Jia from Malaysia is nominated as the winner of Earrings Category. Furthermore, Low Sue Mei from Malaysia won outstandingly in both Necklace Category and Bangle or Brooch Category.

MIJF Jewellery Design Awards is officially started since November 2010 and has gone through great lengths of promotion among design schools in Asian region. MIJF Jewellery Design Awards has received submission of over 200 students from Malaysia, Singapore, Thailand, China, India, Korea, Indonesia, Vietnam and more countries ever since its first introduction.

Synchronizing to the birth of 1st MIJF Jewellery Design Awards, the Awards is given a theme of "New Life" - symbolizing that the involvement of young, passion, talented designers is bringing a New Life, astonishing inspiration, glowing hope to the jewellery industry.

All four winning entries are manufactured into masterpieces by Ameer Philips Jewellery and showcased during Malaysia International Jewellery Fair (MIJF) 2011, from 7th to 10th July 2011, at Kuala Lumpur Convention Centre, Hall 1. Adding glitz to the Awards, Ameer Philips Jewellery has also agreed to donate the net profit acquired during MIJF to Breast Cancer Welfare Association Malaysia (BCWA).

The Most Outstanding Award, together with a 9-week gemmology course scholarship worth RM12,000 (sponsored by Gemmological Institute of America (GIA) Thailand) will be given out to one of the four winners whom receive most votes from the visiting guests throughout the 4-day exhibition. Total prizes worth RM24,000 are given out to winners of the MIJF Jewellery Design Awards. Synchronizing to this design awards, MIJF Jewellery Design Awards Ceremony will stage on the fourth day of the event to present awards to the winners and finalists.

Most Outstanding Award Voting Session

Closing date & time: 10th July 2011, 2pm*



Details of MIJF Jewellery Design Awards Ceremony

Date: 10th July 2011

Time: 3pm*

Venue: Stage Area, Hall 1, Kuala Lumpur Convention Centre

On the other hand, the panel of judges of MIJF 2011 comprises of several major industry players in global jewellery market, including Jewellery Manufacturing Arts (JMA) Director of Gemmological Institute of America’s (GIA), Mr. Mark B. Mann, Amee Philip’s co-founder, artist, entrepreneur and master craftsman of jewellery collection in Amee Philips Jewellery, Madam Amee Philips, President of Federation of Goldsmiths and Jewellers Associations of Malaysia and Group Managing Director of Tomei Consolidated Bhd, Mr. Ng Yih Pyng, MBA and Chief Executive Officer of Elite Expo Sdn. Bhd. and founder of Malaysia international Jewellery Fair (MIJF), Mr. Johnson Lim. The panel of judges selected the winning entries based on several criteria such as creativity, aesthetic, market request, compatibility and compliance with theme of their respective jewellery.

“Our ultimate vision is to support the Malaysian jewellery industry by developing it into international standard, and sooner or later, Malaysia will become the next trendsetter in global jewellery trend. With regards to our vision, MIJF Jewellery Design Awards is our first step to further promote the capability of Malaysian jewellery market and specialty of Malaysian-style jewellery design to the world stage,” said Ms. Evon Young, the PR & Communication Manager from Elite Expo Sdn. Bhd.

Below is list of winners and finalists nominated in MIJF Jewellery Design Awards 2011

<p><u>Ring Category</u> Winner: Lin Lin Chen Finalists: Lee Ye Jia Leong Wei Haur Winnie Wong King Ming (with two nominated entries)</p>	<p><u>Bangle / Brooch Category</u> Winner: Low Sue Mei Finalists: Low Sue Mei Mohd Izwan B. Mohamad Zaini Shubendo A Karmokak Tan Sok Lim</p>
<p><u>Earrings Category</u> Winner: Lee Ye Jia Finalists: Pang Cek Ying Park Seoyun Tan Sim Yee Winnie Wong King Ming</p>	<p><u>Necklace Category</u> Winner: Low Sue Mei Finalists: Choo Sze Thing Lin Lin Chen Winnie Wong King Ming Yap Kai Ning</p>



About Malaysia International Jewellery Fair 2011 (MIJF 2011)

Malaysia International Jewellery Fair 2011 (MIJF 2011) – the Malaysia’s largest jewellery fair is consistently positioned as an ultimate trading platform, which gathers world’s most exclusive traders, connoisseurs and buyer alike from the industries. With its convincing growth from year to year, MIJF 2011 is expecting participation of more than 100 exhibitors from local and overseas. Also, we are confident to dazzle 15,000 invited quality buyers with our extensive gallery showcasing more than 100,000 premium jewellery collection. MIJF 2011 – an unmistakable world stage for industry’s players to extend their jewellery business trading, and broaden their knowledge level with industry’s newest trends.

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For more enquiries and/or photos of event, please contact

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