



FOR IMMEDIATE RELEASE

MALAYSIA INTERNATIONAL JEWELLERY FAIR (MIJF) 2014
A MUCH AWAITED WORLD LEADING JEWELLERY SHOW

KUALA LUMPUR, June: Malaysia International Jewellery Fair (MIJF) is returning in this coming July 18-21, 2014 (Friday - Monday), 11am-7pm, at one of the most well-known trading hub in Southeast Asia - Kuala Lumpur Convention Centre, while expecting more than 200 international jewellery exhibiting companies.

Supported by Malaysia Tourism Promotion Board, Malaysia External Trade Development Corporation (MATRADE), Malaysia Convention & Exhibition Bureau (MyCeb), renowned overseas associations Hong Kong Jewellery & Jade Manufactures Association (HKJJA) and the influential Federation of Goldsmiths and Jewellers Associations of Malaysia (FGJAM), MIJF 2014 envisions to strengthen the country's position as global standard jewellery trading catalyst while helping out in promoting the country as next best M.I.C.E hub in the eyes of the world.

Collaborating with FGJAM, MIJF continues in presenting the "Malaysia Premier Pavilion" to showcase Malaysia's most excellent gold craftsmanship skills and gold jewelleries among Southeast Asia region. There will be approximately 30 booths in "Malaysia Premier Pavilion" this year. It would be the highest achievement to push Malaysia beyond the boundary, and to set Malaysia as the main exhibition hub for the jewellery industry.

"We foresee the growing demands of gold market in worldwide market with the increasing prices of gold bar and gold jewellery respectively in near future," Mr. Johnson Lim, the CEO of Elite Expo Sdn Bhd remarked. "We thought, along with FGJAM, the pavilion could showcase to the world that Malaysia has one of the most excellent gold craftsmanship skills and gold jewellery among Southeast Asia region, and that the local gold industry is no longer a sunset industry, yet it is ready to blossom into a vibrant one in near future!"

Nonetheless, FGJAM will be presenting the "Golden Centennial Galleria", a showcase of the historical marks in gold jewellery pieces, artefacts, equipments, machineries and etc used over a century from 1914 until today, promising a very interesting observation on the changes and development of the industry in Malaysia.

Apart from that, due to the TAX EXEMPTION policy introduced by the Malaysia Government, both visitors and exhibitors are now able to enjoy TAX FREE including import tax, export tax and sales tax in purchasing various exclusive jewellery collections showcased in MIJF 2014. This policy had successfully transformed Malaysia to be a duty-free shopping paradise locally and internationally.

As a significant benchmarking trade exhibition, the Organizer introduces the Hosted Buyers Program for all jewellery buyers offering transport incentives and free business matching services, in order to foster their



MALAYSIA'S LARGEST JEWELLERY FAIR

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business interaction upon their visit to the exhibition. On top of that, they are welcome to attend the industry trade forums and seminars to obtain the latest jewellery market info and knowledge.

With so many thrilling excitements and activities, MIJF 2014 is truly a not-to-be-missed jewellery event of the year! For more information, please logon to the official website of MIJF 2014 www.elite.com.my/mijf or contact the Organizer at T: +603-5891 1157 or E: info@eliteexpo.com.my.

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For further information, kindly contact:

PR & Communications Department,
Elite Expo Sdn Bhd,
Tel: (603) 5891 1157 ext 119
Fax: (603) 5891 1147
Email: info@eliteexpo.com.my
Website: www.elite.com.my