



7 - 10 July 2011
Kuala Lumpur Convention Centre



Press Information

FOR IMMEDIATE RELEASE

Malaysia International Jewellery Fair (MIJF) 2011

Pristine Jewellery Exhibition Returns as the Country's Key Jewellery Trading Hub

KUALA LUMPUR: Malaysia International Jewellery Fair (MIJF) is returning on this coming July 7-10 (Thursday – Sunday), 11am-7pm, at one of the most well-known trade hub in Southeast Asia - Kuala Lumpur Convention Centre. Industry players and jewellery lovers are highly encouraged to visit and inspire themselves with best new jewellery collections in trend and nourish themselves with a list of expedient in-line exhibition programmes.

Over 100 international jewellery companies from 16 countries including Turkey, Japan, Hong Kong, Indonesia, Iran, Singapore, Malaysia, India, Sri Lanka, Poland, Cambodia, Myanmar, Thailand, Dubai and UAE are gathered at this rewarding platform to exhibit more than 100,000 pieces of posh, exquisite and spectacular jewellery collections. Meanwhile, the exhibition expects to see over 18,000 global jewellery traders and potential buyers to visit and procure their pricing privileges from the discounted jewellery collection due to the tax exemption policy implemented from 1st January 2011 onwards.

With immense supports receive from Government; Malaysia Tourism Promotion Board, Malaysia Convention & Exhibition Bureau (MyCeb), renowned oversea association Hong Kong Jewellery & Jade Manufactures Association (HKJJA) and registered by Malaysia External Trade Development Corporation (MATRADE), MIJF 2011 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.

Celebrating the return of MIJF 2011, an Opening Ceremony will be held on July 7 to officially announce on the exhibition's commencement. The organizer, Elite Expo has successfully invited YB Dato' Sri Dr. Ng Yen Yen, the Minister of Tourism Malaysia, together with Mr. Zulkefli Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB); Mr. Ng Yih Pyng, Managing Director of Tomei Consolidated Berhad and President of Federation of Goldsmiths And Jewellers Associations Of Malaysia (FGJAM); Mrs. Ameer Philips, Founder of Ameer Philips Sdn. Bhd. ; Ms. Lee Yee Sze, Chief Designer of Sceng Jewellery Industries Sdn. Bhd. and nevertheless, Mr. Johnson Lim, Chief Executive Officer of Elite Expo Sdn. Bhd. to officiate the auspicious ceremony. Adding glitz to the auspicious event, three prominent jewellery brands - Ameer Philips Jewellery, SPECS Jewellery and Tomei Gold & Jewellery will collaborate to present a dazzling jewellery fashion show during the ceremony. A handful of entertainment programmes will be staged to celebrate the



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joyful moment together with the honorable guests including ambassadors, ministers, Tengku-tengku, Dato-dato, Datin-datin, socialites and celebrities.

Details of MIJF 2011 Opening Ceremony

Date: 7th July 2011

Time: 1pm-4pm*

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

Visit MIJF and amaze yourself with the creativity of Asian jewellery designer students whom participate in the ever first jewellery design competition – MIJF Jewellery Design Awards 2011! Winners of all four competition category – ring, necklace, earrings, brooch / bangle – will collaborate, Ameer Philips Jewellery to produce their designed jewellery collection and showcased in MIJF 2011. The Most Outstanding Award, together with a 9-week gemology course scholarship worth RM12,000 (sponsored by Gemological Institution 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 all winners in the competition. All four winning jewellery collections worth over RM 210,500 will put on sale during MIJF 2011 and part of the proceeds will be contributed to support Breast Cancer Welfare Association Malaysia (BCWA). 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: Seminar Lounge, Hall 1, Kuala Lumpur Convention Centre

For more information about MIJF Jewellery Design Awards or winner list, kindly log onto the Awards official website at http://www.elite.com.my/MIJF_Jewellery_Design_Awards/index.html

The Jewellery Industry Forum titled “Empower Your Jewellery Business” will debut in Malaysia in conjunction with MIJF 2011 to facilitate undergraduate students, entrepreneurs, and managers of big firms from the jewellery industry with practical guides on accelerating the growth of jewellery businesses. Panel of speakers comprises of association’s representative, spokesperson of government department, experienced



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gemologists, jewellery design educator and branding expert will share their inspiring thoughts and optimistic view on triumphing in the golden field of jewellery.

Details of Jewellery Industry Forum

Date: 8th July 2011

Time: 1pm-4pm*

Venue: Seminar Lounge, Hall 1, Kuala Lumpur Convention Centre

By attending the "Gemstone Treatment Update" Seminar presented by Mr. Ric Taylor from Gemological Institute of America (GIA) Thailand, MIJF visitors will keep themselves abreast on the most important treatment processes applied in the current gemstone market. The speaker will address every commercially important gemstone utilized in crafting a jewellery and point out the nature and identification of the applied treatments on each gemstone.

Details of Gemstone Treatment Update Seminar

Date: 9th July 2011

Time: 2pm-4pm*

Venue: Seminar Lounge, Hall 1, Kuala Lumpur Convention Centre

As an appreciation towards the dedicated support from the vast jewellery lovers and industry players, the organizer generously give out luxury gifts and jewellery prizes through few exhilarating in-line programmes including Visit to Win Everyday Diamond Lucky Draw, Spend & Win Contest, wondrous door gift and more. For those who are interested to visit MIJF 2011, the organizer encourages them to pre-register themselves at the exhibition's official website for a hassle-free entry upon their arrival. Special thanks to pristine sponsors and supporting partners including AOB International, BBI Beyond Beauty Sdn Bhd, GoalLife, Meiwa Co. Ltd., Sabah Tea, Shiseido Malaysia, Shiseido Professional and Sun & Moon Jewellery Company Limited.

Last but not least, the Organizer is pleased to announce that Maybankard is joining in as the Official Card of MIJF 2011. In result, Maybankard Cardmembers will enjoy a list of exclusive privileges during their visit to MIJF 2011, including express registration with exclusive Maybankard Cardmembers registration counter, complimentary discount vouchers specially dedicated to Cardmembers which help to save up to 70%, Exclusive Lace Hanger to be given out to Cardmembers by spending more than RM300 in a single receipt, and lastly Complimentary Glitz 2 tickets with purchase above RM5,000 with Maybankard 0% EzyPay Installment Plan. Visit Maybankard 's booth (BA04) during MIJF 2011 for more related information.



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With so many thrilling excitements and activities, MIJF 2011 is truly an unmistakable jewellery event of the year!

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

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Programme Listings*

Malaysia International Jewellery Fair 2011

7-10 July 2011

Hall 1, Kuala Lumpur Convention Centre

| Date | Time | Topic | Venue |
|----------------|-------------|--|----------------|
| 7th July 2011 | 1pm-4pm | MIJF 2011 Glamorous Opening Ceremony | Stage Area |
| 8th July 2011 | 1pm-4pm | Jewellery Industry Forum "Empower your jewellery business" | Seminar Lounge |
| 9th July 2011 | 2pm-4pm | Gemstone Treatment Update by Gemological Institute of America (GIA) Thailand | Seminar Lounge |
| 10th July 2011 | 3pm-4pm | MIJF Jewellery Design Awards Ceremony | Seminar Lounge |

*Subject to change without prior notice.



Opening Ceremony

Malaysia International Jewellery Fair 2011

1:00pm

7 July 2011 (Thursday)

Stage Area, Hall 1, Kuala Lumpur Convention Centre, Malaysia

| | |
|--------|--|
| 1:00pm | Arrival of media |
| 1:30pm | Arrival of Guest of Honor - YB Dato' Sri Dr. Ng Yen Yen |
| 1:45pm | Opening Ceremony |
| | Speech by CEO of Elite Expo Sdn Bhd – Mr. Johnson Lim |
| | Speech by Guest of Honor – YB Dato' Sri Dr. Ng Yen Yen |
| 2:00pm | Opening Performance |
| 2:15pm | Jewellery Fashion Show - Presented by Ameer Philips Sdn Bhd, Sceng Jewellery Industries Sdn Bhd and Tomei Gold & Jewellery Manufacturing Sdn Bhd |
| 2:45pm | Official Launching by YB Dato' Sri Dr. Ng Yen Yen |
| 2:50pm | Souvenir Presentation by Mr. Johnson Lim to YB Dato' Sri Dr. Ng Yen Yen |
| | Group Photo Session |
| 3:00pm | Proceed to exhibition hall (hall-touring) |
| End | |



Jewellery Industry Forum "Empower Your Jewellery Business"

Malaysia International Jewellery Fair 2011

8 July 2011 (Friday) ; 1:00pm

Seminar Room, Hall 1, Kuala Lumpur Convention Centre

| Time | Examined Topics | Speakers |
|---------------|--|--|
| 1:00 – 1:20pm | Malaysia Jewellery Industry Overview | Mr. Ermin Siow Deputy President of Federation Of Goldsmiths & Jewellers Associations of Malaysia (FGJAM) |
| 1:21 – 1:40pm | Innovative Gemology Technology | Mr. Kenneth Scarratt Thailand Managing Director, South East Asia and Director, GIA Research |
| 1:41 – 2:00pm | Inspiration & Design as Process | Ms. Sydney Scherr Raffles School of Design Malaysia |
| 2:01 – 2:20pm | Tea Break | |
| 2:21 – 2:40pm | Successful Jewellery Retailing in Today's Malaysia | Ms. Christine Lim Senior Marketing Manager of Tomei Gold & Jewellery |
| 2:41 – 3:00pm | Government Grant for Entrepreneurship | Ms. Nur Nadia Naim Assistant Manager of Service Export Fund Unit Malaysia External Trade Development Corporation (MATRADE) |
| 3:01 – 3:20pm | Importance of Registering Trademark for your Jewellery | Mr. Lok Choon Hong Pintas IP Group Sdn Bhd |
| 3:21 - 4:00pm | Q&A Session | |

* the programmes above are subject to changes without prior notice