



Press release

Malaysia International Jewellery Fair (MIJF) 2012
The renowned jewellery industry-trading hub in Southeast Asia

“Trade Buyer Incentive Program” for all jewellery trade buyers!

KUALA LUMPUR: Malaysia International Jewellery Fair (MIJF) is returning on this coming July 19-22 (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.

Expecting more than 200 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, this year MIJF 2012 will showcase more than 100,000 pieces of posh, exquisite and spectacular jewellery collections. Meanwhile, the exhibition is also anticipating the arrival of over 18,000 global jewellery traders and potential buyers as they can now 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 External Trade Development Corporation (MATRADE), Malaysia Convention & Exhibition Bureau (MyCeb), renowned oversea association Hong Kong Jewellery & Jade Manufactures Association (HKJJA) and the influential Federation of Goldsmiths and Jewellers Associations of Malaysia (FGJAM), MIJF 2012 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.



Great news for all overseas trade buyers! They can now source for Malaysian-made quality jewellery products from first-ever launched Malaysia Premium pavilion in MIJF 2012. Collaborating with FGJAM, formation of this pavilion is a breakthrough in the history of Malaysian jewellery exhibition. The pavilion congregates more than 20 local companies and targets to showcase premium Malaysian-made jewellery collections comprises of plain gold jewellery, gem set gold jewellery, silver jewellery and loose gemstone wholesaler for international branding purposes and thus, initiate the business transaction platform between these Malaysian jewellery manufacturer and international retailer or wholesaler, and propel the Malaysian jewellery industry forward to international level!

As an appreciation to all supporting parties, MIJF 2012 also introduce the "Trade Buyer Incentive Program", encouraging the participation of jewellery industry's trade buyers by providing free hotel accommodation for overseas trade buyers and transport incentive for local trade buyers. The hotel is only located 5 minutes walking distance from Kuala Lumpur Convention Centre.

The registration for the "Trade Buyer Incentive Program" is now opening online. By providing a series of exclusive privileges such as free hotel accommodation or travel incentives, complimentary entry passes to trade seminars and exhibition events, complimentary business matching services and etc, this program is especially designed for trade buyers, to experience a hassle-free and convenience of a cost-effective business trip while seeking for ideal potential business partners during their visit in Malaysian International Jewellery Fair 2012.

This program is promising a rewarding business visit to Malaysia International Jewellery Fair 2012 (19 – 22, July 2012). The offered room for overseas trade



MALAYSIA'S LARGEST JEWELLERY FAIR

19- 22 **JULY** 2012
KL CONVENTION CENTRE



buyers is limited, and priority will only be given to early applicants. Do not miss this opportunity to grab a free hotel accommodation now!

Interested jewellery trade buyers may also contact:

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