



FOR IMMEDIATE RELEASE

**MALAYSIA INTERNATIONAL JEWELLERY FAIR (MIJF) 2014**

KUALA LUMPUR, June: Malaysia International Jewellery Fair (MIJF) was held on July 18-21, 2014 (Friday - Monday), 11am-7pm, at one of the most well-known trading hub in Southeast Asia - Kuala Lumpur Convention Centre. MIJF 2014 successfully attracted over 200 international jewellery companies for participate in this world leading jewellery show.

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.

On the first day of MIJF 2014, the Organizer exclusively presented a Luxurious Private Jewellery-Viewing Session and Fashion show. 20 exclusive invited VIPs attended this private jewellery viewing session. All guests were indulged with the splendour of unique fine jewellery pieces presented by Maisya Jewellery.

MIJF 2014 Glamorous Opening Ceremony and fashion show has been held on the second day of the jewellery fair. The **Deputy Minister of Ministry of international Trade and Industry – Y.B. Senator Dato' Lee Chee Leong** was the Guest of Honor in launching the 11<sup>th</sup> MIJF. There are over 230 pristine guests and media including government body representative, royalties, ambassadors, ministers, socialites, celebrities and many other VIPs had witnessed the Glamorous Opening Ceremony of MIJF 2014. Ameer Philips, Jaipore Jewels, Maisya Jewellery, Supreme Gems, Tomei and Royaal Stones presented a ravishing jewellery fashion show with their luxurious jewellery collections on the runway was a gilt to this glamorous opening ceremony.

Nonetheless, a series of insightful jewellery seminar have been arranged to widen the knowledge of all the jewellery-lovers. Seminar entitled "Natural South Sea Pearls of Australia" and "Ruby: The King of Gems" presented by Gemological Institute of America (GIA) and The Gem and Jewelry Institute of Thailand (GIT), were successfully attracted approximately 120 and 150 audiences to attend these resourceful gemological seminars respectively.

MIJF Jewellery Design Award Ceremony that held on the 4<sup>th</sup> day of MIJF 2014 was another highlight of show. All the winners and finalists of MIJF Jewellery Design Award and of course, friends and family were there to show their support and also witnessed the born of the winner of Most Outstanding Award. Once again congratulations to Yap Jiah Wei, the winner of brooch/bangle



category has elected as the winner of most outstanding award and win away the scholarship of 9 weeks jewellery design class from GIA. All masterpieces of winners are manufactured as real and delightful jewellery pieces by Ameer Philips Exclusive Jewellery and showcase during MIJF 2014.

In addition, FGJAM presented the "Golden Centennial Galleria" on MIJF2014, a showcase of the historical marks in gold jewellery pieces, artefacts, equipments, machineries and etc used over a century from 1914 until today, a very interesting observation on the changes and development of the industry in Malaysia.

Besides, the Organizer also had involved in CSR program by collaborating with a NGO (NCD Alliance Malaysia) for a fundraising campaign. The fundraising campaign aims to raise funds for a two-year-old girl who has been diagnosed with brain cancer. The funds will be raised to enable the child's parents to pay for unexpected medical bills and the associated expenditure due to the child's critical medical condition. The Organizer truly appreciated to all visitors who showed their kindness and generously donate to the victim.

Special thanks to all Partners & Sponsors including Ameer Philips, Axis, Atelier Fine Jewellery Sdn. Bhd., C.N.G International (Thailand) Company Ltd, Perfect Point Make up, Jaipore Jewels (1949) Pte Ltd, Maisya Jewellery, Meiwa Co., Ltd, Public Bank Berhad, Royaal Stones, Shills, Supreme Gems Corporation, Tomei Gold & Jewellery Manufacturing Sdn. Bhd., WongKaMol (Thailand) Co., Ltd.

MIJF 2014 finally came to ending! For more information, please logon to the official website of MIJF 2014 [www.elite.com.my/mijf](http://www.elite.com.my/mijf) or contact the Organizer at T: +603-5891 1157 or E: [info@eliteexpo.com.my](mailto:info@eliteexpo.com.my).

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MALAYSIA'S LARGEST JEWELLERY FAIR

18 - 21 **JULY** 2014  
KL CONVENTION CENTRE

