



For Immediate Release

MIJF 2014: Insightful Jewellery Seminar presented by GIA and GIT

KUALA LUMPUR: Malaysia International Jewellery Fair (MIJF) is returning on this coming July 18 - 21 (Friday - Monday), 11am - 7pm. It will be held at Kuala Lumpur Convention Centre - the most well-known trading hub in Southeast Asia.

For the purpose of strengthen the knowledge and understanding of pearl and ruby among jewellery industry, the organizer is pleased to announce the debut of most resourceful educational gemology seminars on July 20, 2014 (Sunday)- "Natural South Sea Pearls of Australia" Seminar, presented by Mr. Kenneth Scarratt, representative of Gemological Institute of America (GIA) ,from 11.30am until 1.30pm, while "Ruby: The King of Gems" Seminar presented by Mr. Thanong Leelawatanasuk, representative of The Gem and Jewelry Institute of Thailand (GIT) , from 2pm until 3pm. Both seminars will be held at Stage area, Hall 4, Kuala Lumpur Convention Centre.

<**Natural South Sea Pearls of Australia**> Seminar will be focused on the review of colourful historical background of Australian pearling due to natural pearls have been fished in the waters of the west and north western coasts of Australia for over 100 years. In addition, Mr Kenneth will describe a recent expedition to the eighty mile beach where carried out the discovery of several natural pearls. Related video images of this discovery will be presented on the seminar as well.

<**Ruby: The King of Gems**> Seminar focuses on introduce Thailand Ruby Capital as the best hub of colored stone market of the world in future. Historical background and updated hot issues of ruby in the market will be reviewed and discussed in the seminar as well. Furthermore, Mr Thanong will provides informational about world deposit of ruby and the importance of ruby color standard, which could be used as an essential tool for trading gemstones more effectively.

Public and all the jewellery's trade buyers are welcomed to join the seminars. Admission is free and don't missed out this opportunity! Kindly contact the organization for seats reservation before June 30, 2014. (Tel) +603 5891 1157 or (Email) info@eliteexpo.com.my.

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