



FOR IMMEDIATE RELEASE

Malaysia's Second Jewellery Design Awards Reveals Result Successful Discovery of New Jewellery Design Talent

Kuala Lumpur, Malaysia: The most anticipated 2nd MIJF Jewellery Design Awards held in Malaysia is finally announcing the result of winning entries. The Organizer, Elite Expo Sdn Bhd. is offering excellent prizes to all the winners and finalists for the designers of four categories (ring, earring, necklaces, and bracelet or brooch). Tang Yuk Ying from Hong Kong is nominated as winner of the Ring Category, while Chong Jian Fei from Malaysia is nominated as the winner of Bangle or Brooch Category. Furthermore, Gan Soek Lan from Malaysia won outstandingly in both Necklace Category and Earring Category.

2nd MIJF Jewellery Design Awards is officially started since November 2011 and has gone through great lengths of promotion among design schools in Asian region. 2nd MIJF Jewellery Design Awards has received submission of over 200 students from Malaysia, Singapore, Thailand, China, India, Korea, Indonesia, Taiwan, Hong Kong and more countries ever since its first introduction.

Synchronizing to the birth of 2nd MIJF Jewellery Design Awards, the Awards is given a theme of "Natural of Earth" - symbolizing that the encouragement to the students to foster the idea of embracing the beauty of Mother Nature and pouring it into their creative jewelry design piece, astonishing inspiration, glowing hope to the jewellery industry.

All four winning entries are manufactured into masterpieces by Ameer Philips Jewellery, and will be showcased during Malaysia International Jewellery Fair (MIJF) 2012, from 19th to 22nd July 2012, at Kuala Lumpur Convention Centre, Hall 4.

The Most Outstanding Award, together with a 9-week gemmology course scholarship worth RM12,000 (sponsored by Gemmological Institute 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 winners of the MIJF Jewellery Design Awards. 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: 22nd July 2012, 2pm*

Details of MIJF Jewellery Design Awards Ceremony

Date: 22nd July 2012

Time: 3pm*

Venue: Hall 4, Kuala Lumpur Convention Centre

On the other hand, the panel of judges of MIJF 2012 comprises of several major industry players in global jewellery market, including Jewellery Manufacturing Arts (JMA) Director of Gemmological Institute of America (GIA), Mr. Mark B. Mann, Amee Philip's co-founder, artist, entrepreneur and master craftsman of jewellery collection in Amee Philips Jewellery, Madam Amee Philips, President of Federation of Goldsmiths and Jewellers Associations of Malaysia and Group Managing Director of Tomei Consolidated Bhd, Mr. Ng Yih Pyng, MBA and Chief Executive Officer of Elite Expo Sdn. Bhd. and founder of Malaysia international Jewellery Fair (MIJF), Mr. Johnson Lim. The panel of judges selected the winning entries based on several criteria such as creativity, aesthetic, market request, compatibility and compliance with theme of their respective jewellery.

"Our ultimate vision is to support the Malaysian jewellery industry by developing it into international standard, and sooner or later, Malaysia will become the next trendsetter in global jewellery trend. With regards to our vision, MIJF Jewellery Design Awards is our first step to further promote the capability of Malaysian jewellery market and specialty of Malaysian-style jewellery design to the world stage," said Ms. Evon Young, the PR & Communication Director from Elite Expo Sdn. Bhd.

Below is the list of winners and finalists nominated in MIJF Jewellery Design Awards 2012

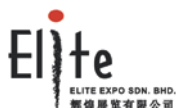
<p><u>Ring Category</u> Winner: Tang Yuk Ying Finalists: Juay Kyl Li Chan Ching Ching Foo Chu Jin Leong Wei Haur</p>	<p><u>Bangle / Brooch Category</u> Winner: Chong Jian Fei Finalists: Yih-Ying, Law Gan Soek Lan Tan Sim Yee Yiu-Shiuan, Tsai</p>
<p><u>Earrings Category</u> Winner: Gan Soek Lan Finalists: Pu Wan Chang Tan Mei Chee Hong Yu Chen Kuan Chin Tien</p>	<p><u>Necklace Category</u> Winner: Gan Soek Lan Finalists: Jefferson Tham Jun Jie Choo Sze Thing Lee Kyeong Min Oh Jang Mi</p>

About Malaysia International Jewellery Fair 2012 (MIJF 2012)

Malaysia International Jewellery Fair 2012 (MIJF 2012) – the Malaysia's largest jewellery fair is consistently positioned as an ultimate trading platform, which gathers world's most exclusive traders, connoisseurs and buyer alike from the industries. With its convincing growth from year to year, MIJF 2012 is launching its first collaboration with Federation of Goldsmiths and Jewellers Association of Malaysia (FGJAM) to form "Malaysia Premium Pavilion", and expecting participation of more than 200 exhibitors from local and overseas. Also, we are confident to dazzle 18,000 invited quality buyers with our extensive gallery showcasing more than 300,000 premium jewellery collection. MIJF 2012 – an unmistakable world stage for industry's players to extend their jewellery business trading, and broaden their knowledge level with industry's newest trends.

#####

Presented by:



Sponsored by:





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

Ms. Jojo Tan

PR & Communications Executive

Elite Expo Sdn. Bhd.

(Tel) 603-58911157 (Fax) 603-58911147 (Email) jojo@elite.com.my

(Official website) www.elite.com.my/mijf/index.php

Bangle/Brooch Category



Name: Chong Jian Fei
Title: Melting

Ring Category



Name: Tang Yuk Ying
Title: The Unique Earth

Necklace Category



Name: Gan Soek Lan
Title: Crstaylization of Love

Earring Category



Name: Gan Soek Lan
Title: Rainbow After Rain