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Dazzling Fine Jewelries Shine through Malaysia International Jewellery Fair

Kuala Lumpur, Malaysia: Malaysia's Most Exclusive Jewellery Fair – Malaysia International Jewellery Fair (MIJF) is returning on 28 - 31 July 2017 at Kuala Lumpur Convention Centre (Hall 1). The organizer, Elite Expo Sdn Bhd will be continuing its major mission in gathering over 100 jewellery brands from over 10 countries, including Italy, Japan, Hong Kong, India, UAE, Singapore, Myanmar, Cambodia, Thailand, Malaysia and more, to showcase more than 100,000 pieces of the most luxurious and trendiest jewellery collections!

Just as previous successful editions, MIJF 2017 is endorsed by Malaysia External Trade Development Corporation (MATRADE) and honored to have immense supports from government bodies, including Malaysia Tourism Promotion Board, Malaysia Convention & Exhibition Bureau (MyCEB), and renowned international association – Hong Kong Jewellery & Jade Manufactures Association (HKJJA). The organizer envisions to strengthen Malaysia's position as a global standard jewellery trading catalyst, while contributing in promoting the country as the next best M.I.C.E hub in the eyes of the world.

The **Glamorous Opening Ceremony** will highlight and initiate the world class jewellery event on 28 July 2017 at 3.00pm. In conjunction with the opening ceremony, well known international jewellery companies– Joytec Japan, Nitin Jewel Creations, Renee Jewellers, Rota E Rota (Erredue) will showcase their latest fine pieces in the **Luxurious Fashion Show** to amaze jewellery lovers.

This year, MIJF will be collaborating once more with Gemological Institute of America (GIA) to conduct a seminar titled "Spotlight on Synthetic Diamonds" on 29 July 2017, at 2.00pm (English session) & 4.30pm (mandarin session). Distinguished instructor from GIA, Dr Wuyi Wang, has prepared fruitful and informative topics of discussion in bilingual which will benefit jewellery enthusiasts, especially those specifying their interest in diamonds.



Besides that, the prestige MIJF Jewellery Design Awards will be having its 6th annual awards ceremony on the last day of the jewellery event. All award winners will be celebrating their joyful moments as their artworks are brought to light. In addition, guests can vote for their favorite piece and witness the birth of the rising star in jewellery design.

MIJF 2017 will be unleashing its creativity again with a series of gemstones collection showcased throughout the 4-days exhibition. Not only that, MIJF's <Everyday Pearl Pendant Give Away> is also giving out exquisite pearl pendant everyday! <Spend and Win Contest> will also give out prizes and gift worth over RM 10,000 for the visitors! Furthermore, there is an **Exclusive Free Handspa Treatment** specially prepared for all VIPs at VIP Lounge. VIPs will indulge in the exclusivity and relaxed moment while pampering them with a blissful hand spa therapy. Special thanks to all partners and sponsors, including Joytec Japan, Kiseki Marketing Sdn Bhd, Nitin Jewel Creations, Renee Jewellers, Rota E Rota (Erredue), and WongKaMol (Thailand) Co. Ltd, for the kind supports towards MIJF 2017.

With so many thrilling excitements and activities, MIJF 2017 is truly a not-to-be-missed jewellery event of the year! The organizer look forward to meet all the industry players in the jewellery market and jewellery lovers at the show – Malaysia International Jewellery Fair (MIJF) 2017, which will be held on 28 - 31 July 2017 at Kuala Lumpur Convention Centre (Hall 1)! For more information, please log onto the official website <http://www.mijf.com.my/mijf/> or call the organizer at +603 - 5891 1157.

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