



## FOR IMMEDIATE RELEASE

### Malaysian Jewellery Design Award To Discover Talented Student Designers

Kuala Lumpur, Malaysia - Malaysia International Jewellery Fair, organized by Elite Expo, has marked a new level of achievement in year 2011 by announcing their first international jewellery design competition, namely MIJF Jewellery Design Awards.

MIJF Jewellery Design Award welcomes all art and design students from design schools of Malaysia and Asia, having great passion in becoming an internationally recognized jewellery designer, to participate in this competition.

“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. Synchronizing 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 Manager from Elite Expo.

“We as a member of the global jewellery industry, absolutely support this Award as it helps to develop the world jewellery industry by searching out young, talented student designers from Malaysia and other Asian countries that soon become the leader of the industry”, expressed by Gemmological Institute of America (GIA) Thailand, one of the main sponsor in this Award.

“We are glad to see that the MIJF Jewellery Design Awards is going to uncover the hidden creativity of Malaysian and Asian jewellery designers, and eventually leads global attention towards the obscure aptitude of Malaysian Jewellery industry,” Ameer Philips, the main sponsor of the Awards further adds on. Synchronizing to the birth of MIJF Jewellery Design Awards, the theme of competition is set as “New Life” – symbolizing the involvement of young, passion, talented jewellery designers that bring out a brand-new life, astonishing inspiration, and glowing hope to the jewellery industry.

The first edition of MIJF Jewellery Design Awards will begin to recruit contestants from January 1<sup>st</sup>, 2011 and the submission of entry closed by March 30<sup>th</sup>, 2011. All interested students are able to register to participate through the Awards’ website ([www.elite.com.my/MIJF\\_Jewellery\\_Design\\_Awards/index.html](http://www.elite.com.my/MIJF_Jewellery_Design_Awards/index.html)). No participation fee is required.

Distinctive winner of each category (rings, earrings, necklace and bangle/brooch) will be awarded with RM 3000 cash prize (sponsored by Ameer Philips) plus the winning design will be manufactured and marketed at Ameer Philips’s outlet, as well as a trophy and certificate presented by the Organizer. Meanwhile, the elite Outstanding Award Winner, who is selected among the four top winners will win away a scholarship for 9 weeks Jewellery Design Class that worth of 115,900 THB, approximately Ringgit Malaysia 12,000 (sponsored by GIA Thailand).

“Young design students should secure this opportunity of outshining your extraordinary talents to the global jewellery market through this Award. Students, let’s glow your dream and parade your creativity to the world stage!” Young expressed heartily.

The Awards is organized in support by renowned Malaysian-based jewellery manufacturing house, Ameer Philips and internationally recognized jewellery institution, Gemmological Institute of America (GIA) Thailand.



Talented young designers, grab your chance to win away prizes total worth RM24,000! Those who wish to join this competition may contact the Organizer at Tel: 603-58911157, Fax: 603-58911147, or Email: [exhibition@elite.com.my](mailto:exhibition@elite.com.my) to get more information of this competition.

**About Malaysia International Jewellery Fair 2011 (MIJF 2011)**

Malaysia International Jewellery Fair 2011 (MIJF 2011) – 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 2011 is expecting participation of more than 100 exhibitors from local and overseas. Also, we are confident to dazzle 15,000 invited quality buyers with our extensive gallery showcasing more than 100,000 premium jewellery collection. MIJF 2011 – an unmistakable world stage for industry's players to extend their jewellery business trading, and broaden their knowledge level with industry's newest trends.

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