



**FOR IMMEDIATE RELEASE**

### **3<sup>rd</sup> MIJF Jewellery Design Awards Reveals Result**

#### **Successful Discovery of New Jewellery Design Talent**

Kuala Lumpur, Malaysia: The most anticipated 3<sup>rd</sup> 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 Bangle or brooch). Michelle Ooi Lian Yee from Malaysia is nominated as winner of the Ring Category, while Tan Sim Yee from Malaysia is nominated as the winner of Bangle or Brooch Category. Besides that, Go Ah Lam from Korea was won in Necklace Category while Riya Sinha from India won outstandingly in Earring Category.

3<sup>rd</sup> MIJF Jewellery Design Awards is officially started since 2011 and has gone through great lengths of promotion among design schools in Asian region. 3<sup>rd</sup> MIJF Jewellery Design Awards has received submission of over 400 students from Malaysia, Singapore, Thailand, China, India, Korea, Indonesia, Taiwan, Hong Kong, USA and more countries ever since its second introduction.

Synchronizing to the birth of 3<sup>rd</sup> MIJF Jewellery Design Awards, the Awards is given a theme of “Flame of Desire” – “Flame” is symbolizing the eternal; passion of the young designers, their yearn for freedom, and the freedom to blaze in the fire of creativity. While the “Desire” will be their fuel to the engine of success, giving the freedom to the young designers and courage in achieving own dreams.

All four winning entries were manufactured into masterpieces by Amee Philips Jewellery, and were showcased during Malaysia International Jewellery Fair (MIJF) 2013, from 12nd to 15th July 2012, at Kuala Lumpur Convention Centre, Hall 4.

The Most Outstanding Award, together with gemmology course scholarship, sponsored by Gemmological Institute of America (GIA) Thailand, was given to Michelle Ooi, the winner of Ring Category, who had received most votes from the visiting guests throughout the 4-day exhibition. A total prize worth RM13, 905 was given to Michelle Ooi. Synchronizing to this design awards, MIJF Jewellery Design Awards Ceremony was stage on the fourth day of the event which started from 3pm at Hall 4, KL Convention Centre.



On the other hand, the panel of judges of MIJF 2013 comprises of several major industry players in global jewellery market, including Madam Ameer Philips, (President of Federation of Goldsmiths and Jewellers Associations of Malaysia), Mr. Ng Yih Pyng , (MBA and Group Managing Director of Tomei Consolidated Bhd) , Ms. Susan Elliott and Ms. Theresa Mogavero, (Directors of GIA Education Resources, Education Operations) and lastly, Mr. Johnson Lim, (Chief Executive Officer of Elite Expo Sdn. Bhd. and founder of Malaysia international Jewellery Fair). 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 Mr. Johnson Lim, Chief Executive Officer of Elite Expo Sdn. Bhd. and founder of Malaysia international Jewellery Fair (MIJF).

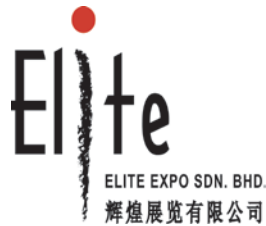
Below is the list of winners and finalists nominated in MIJF Jewellery Design Awards 2013:

<p><b><u>Ring Category</u></b>  <b>Winner:</b>  Michelle Ooi Lian Yee (Malaysia)  <b>Finalists:</b>  Choong Ke Shin (Malaysia)  Loh Wei Yee (Malaysia)  Yiu Hoi Lun (Hong Kong)  Loo Huai Rou (Malaysia)</p>	<p><b><u>Bangle/ Brooch Category</u></b>  <b>Winner:</b>  Tan Sim Yee (Malaysia)  <b>Finalists:</b>  Dinu.D (India)  Yin Bai Hui (China)  Lu Yan Fu (Taiwan)  Mohammad Farez Khusairi Bin Nordin (Malaysia)</p>
<p><b><u>Earrings Category</u></b>  <b>Winner:</b>  Riya Sinha (India)  <b>Finalists:</b>  Stella Margaretha (Indonesia)  Lim Xin Ying (Malaysia)  Liu Shujin (China)  Kuan Chin Tien (Malaysia)</p>	<p><b><u>Necklace Category</u></b>  <b>Winner:</b>  Go Ah Lam (Korea)  <b>Finalists:</b>  Chang Yung Ning (Taiwan)  Sasim Etakasakul (Thailand)  Kuan Chin Tien (Malaysia)  Lim Xin Ying (Malaysia)</p>





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