



FOR IMMEDIATE RELEASE

Dazzling Fine Jewelleries Shine Through Malaysia International Jewellery Fair

Kuala Lumpur, Malaysia: Malaysia's Most Exclusive Jewellery Fair – Malaysia International Jewellery Fair is returning on 5 - 8 August 2016 at Kuala Lumpur Convention Centre (Hall 4). The Organizer, Elite Expo Sdn Bhd continuing its major mission in gather over 120 jewellery brands from over 13 countries, including Italy, Japan, Hong Kong, Sri Lanka, India, Turkey, UAE, Singapore, Myanmar, Cambodia, Indonesia, Thailand, Malaysia, and more, in showcasing more than 100,000 pieces of most luxurious and trendiest jewellery collections!

The success of its previous editions was with the immense supports from Malaysia Tourism Promotion Board, Malaysia Convention & Exhibition Bureau (MyCeb), renowned overseas association Hong Kong Jewellery & Jade Manufactures Association (HKJJA) and endorsed by Malaysia External Trade Development Corporation (MATRADE). MIJF 2016 envisions strengthening the country's position as a global standard jewellery trading catalyst while helping out in promoting the country as the next best M.I.C.E hub in the eyes of the world.

The remarkable MIJF will be unleashed with the **Glamorous Opening Ceremony** to initiate the world class jewellery event on 5 August 2016 at 11.30am. In conjunction with opening ceremony, well known jewellery companies, which are the Infiniti Jewels and Royal Stones will showcase their latest fine pieces in **Luxurious Fashion Show** to amaze jewellery lovers.

We are lucky to engage in a collaboration once more with the Gemological Institute of America (GIA) to conduct a seminar titled "History and Value Factors of Pearls" on 6 August, at 1.00 pm to 3.00 pm. The distinguished instructor from GIA, Ms Pitchaya Lopiti, has prepared fruitful and informative topics of discussion which will benefit jewellery enthusiasts especially those specifying their interest in pearls.



In addition, a **VIP Private Jewellery Viewing Session** will be hosted by Infiniti Jewels and Make Up For Ever to present the crossover of stunning jewellery pieces with professional make over tutorial. Extinguish guests including royal family, datin-datins, socialite, fashion designers and etc will be invited to join the luxurious jewellery event in MIJF 2016.

MIJF 2016 unleashes its creativity again with a series of gemstones collection had showcased throughout the 4-days exhibition. Moreover, MIJF also hosting attractive **Visit & Win - Everyday Lucky Draw** contest with prizes total worth RM 20,000 for the visitors! Visit MIJF and stand a chance to win away an exquisite Sapphire Ring and Diamond Ring that will be giving out each for a day throughout the 4 days exhibition!

Special thanks to all Partners & Sponsors including Infiniti Jewels, Royaal Stones and WongKaMol (Thailand) Co. Ltd, Make Up For Ever as appreciation for the kind supports towards MIJF 2016.

With so many thrilling excitements and activities, MIJF 2016 is truly an unmistakable jewellery event of the year! The Organizer look forward to meet with all industry players of jewellery market and jewellery lovers in our show – Malaysia International Jewellery Fair (MIJF) 2016 which will be held on 5 - 8 August 2016 at Kuala Lumpur Convention Centre (Hall 4)! For more information, please log onto the official website <http://www.elite.com.my/mijf/index.php> or call the Organizer at +603 - 5891 1157.

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

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