



FOR IMMEDIATE RELEASE

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 3 - 6 August 2018 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 13 countries, including Malaysia, Hong Kong, Singapore, Thailand, Italy, Iran, India, Cambodia, Poland, Japan, Dubai, Belgium, Myanmar and more, to showcase more than 100,000 pieces of the most luxurious and trendiest jewellery collections!

Just as previous successful editions, MIJF 2018 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 Manufacturers 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 3 August 2018 at 3.00pm. In conjunction with the opening ceremony, well known international jewellery company– Nitin Jewel Creations, Rota E Rota (Erredue), Damas and Jaipore by Ritu Aurora 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 "Color and Pearls" on 4 August 2018, at 3.00pm to 5.00pm. Distinguished gemologist from GIA,



Ms. Nanthaporn Nilpetploy, has prepared fruitful and informative topics of discussion in bilingual which will benefit jewellery enthusiasts, especially those specifying their interest in pearls.

Besides that, the prestige MIJF Jewellery Design Awards will be having its 7th 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 2018 will be unleashing its creativity again with a series of gemstones collection showcased throughout the 4-days exhibition. Not only that, MIJF's **<Daily Give Away>** is also giving out exquisite Cinderella's heel and Pumpkin Carriage Pendants everyday! **<Visit and Win Contest>** will also give out prizes and gift worth over RM 10,000 for the visitors! Special thanks to all partners and sponsors, including Nitin Jewel Creations, Rota E Rota (Erredue), Damas, Jaipore by Ritu Aurora and more for the kind supports towards MIJF 2018.

With so many thrilling excitements and activities, MIJF 2018 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) 2018, which will be held on 3 - 6 August 2018 at Kuala Lumpur Convention Centre (Hall 1)! For more information, please log onto the official website <http://mijf.com.my/mijf/home.php> or call the organizer at +603 - 5891 1157.

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

Ms Lavigne Fong
PR & Communications Department
Elite Expo Sdn. Bhd.
(Tel) 603-5891 1157 ext. 118
(Fax) 603-5891 1147



MALAYSIA INT'L
JEWELLERY FAIR
馬來西亞國際珠寶展

MALAYSIA'S MOST EXCLUSIVE JEWELLERY FAIR

3 - 6 **AUGUST** 2018
KL CONVENTION CENTRE



(Email) lavigne@elite.com.my

(Website) <http://mijf.com.my/mijf/home.php>