



FOR IMMEDIATE RELEASE

Be In Awe By The Exquisite Fine Jewelleries Shine through Malaysia International Jewellery Fair

Kuala Lumpur, Malaysia: Malaysia's Most Exclusive Jewellery Fair – Malaysia International Jewellery Fair (MIJF) is returning on 2nd August – 5th August 2019 at Kuala Lumpur Convention Centre (Hall 5). The organizer, Elite Expo Sdn Bhd will be continuing its major mission in gathering over 100 jewellery brands from over 14 countries, including Malaysia, Japan, Hong Kong, Turkey, Poland, Italy, Cambodia, Singapore, Thailand, China, India, United Arab Emirates, Myanmar and France, to showcase more than 300,000 pieces of the most luxurious and trendiest jewellery collections!

Just as previous successful editions, MIJF 2019 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.

Glamorous Opening Ceremony and Jewellery Fashion Show

The **Glamorous Opening Ceremony** will be the main first day highlight and initiate the world class jewellery event on 2nd August 2019 at 2.30pm, featuring the latest design of eye glittering fine jewellery pieces with excellent craftsmanship. This year, the organizer has successfully invite the **wife of Tengku Mahkota Kelantan, Yang Berbahagia Cik Puan Sofie Louise Johansson** as Guest of Honor to grace the opening ceremony. In conjunction with the opening ceremony, well known international jewellery company –Damas (M) Sdn Bhd, Jaipore, Renee Jewellers and Royaal Stones will showcase their latest fine pieces in the **Luxurious Fashion Show** to amaze the eyes of jewellery lovers. Adding glitters to the glamorous opening ceremony, MIJF 2019 will be showcasing a series of latest design wedding dress and evening gown along with the jewellery pieces, making the perfect match of elegance.

GIA Seminar (Introduction to Lab-grown Diamond)

With the positive outcome that have received in year 2018, MIJF will once again collaborate with Gemological Institute of America (GIA) to conduct a seminar titled "Introduction to Lab-grown Diamond", sharing knowledge of how to identify genuine diamond and how diamonds can be created in lab. Distinguished gemologist from GIA, Ms. Claudia D'Andrea, has prepared fruitful and informative topics of discussion which will benefit jewellery enthusiasts, especially those who shows their interest in gemstones especially.



The First Ever Jewellery Auction in Malaysia

This year, Elite Expo Sdn Bhd will organize the first ever Malaysia jewellery auction on 4th August 2019, 2pm. MIJF have always been a significant jewellery event that has attract worldwide attention and this year will be its sixteenth year. MIJF has expand its division swiftly by commencing jewellery auction with classic, modern and contemporary work of arts from different country such as Europe, Italy, Indonesia, Philippine, Vietnam, Madagascar, Zambia, Thailand and Malaysia with a total value of **RM 6 million**. MIJF also allows all visitors and bidders to preview the auction items two days before the actual auction day (2nd - 3rd August 2019, 11am - 7pm).

MIJF Jewellery Design Awards Ceremony

Besides that, the prestige MIJF Jewellery Design Awards will be having its 8th annual awards ceremony on the last day of the jewellery event. All award winners will be celebrating their joyful moments as their masterpieces will finally be brought to light during the four days exhibition. Not only that, all guests are encouraged to place their vote for their favorite piece and witness the amazing workpiece of the talented jewellery designers from 10 different countries.

Gold Piece Giveaway Activity

MIJF 2019 will be unleashing its creativity again this year with a series of 5g of Gold Piece giveaway daily from the 2nd to 5th August 2019. With a minimum purchase of RM3k in MIJF, guests are entitle to get another entry to win the 5g Gold Piece!

With all the 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) 2019, that will be held from 2nd - 5th August 2019 at Kuala Lumpur Convention Centre (Hall 5)! 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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2 - 5 **AUGUST** 2019
KL CONVENTION CENTRE
11AM - 7PM



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

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