



Press release

Immediate Release

### **The First- Ever Launched Malaysia Premium Pavilion with FGJAM**

KUALA LUMPUR: Malaysia International Jewellery Fair (MIJF) is returning on this coming July 19-22 (Thursday – Sunday), 11am-7pm, at one of the most well-known trade hub in Southeast Asia - Kuala Lumpur Convention Centre.

In conjunction with MIJF 2012, the organizer is delighted to announce the first-ever launched “Malaysia Premium Pavilion” with the collaboration with renowned Federation of Goldsmiths and Jewellers Associations of Malaysia (FGJAM). With the exclusive pavilion formed, it is indeed a major milestone in the history of jewellery exhibitions held in Malaysia, as well as in the overall growth of Malaysia Jewellery market as this pavilion aspires to showcase Malaysia as the best gold craftsmanship in Southeast Asia region and display the most unique Malaysia-made jewellery collections.

“We foresee the growing demands of gold jewellery in worldwide market with the increasing prices of gold bar and gold jewellery respectively in near future,” Mr. Johnson Lim, the CEO of Elite Expo Sdn Bhd remarked. “We thought, along with FGJAM, the pavilion could showcase to the world that Malaysia has one of the most excellent gold craftsmanship skills and gold jewellery among Southeast Asia region, and that the local gold industry is no longer a sunset industry, yet it is ready to blossom into a vibrant one in near future!”

Malaysia Premium Pavilion has successfully congregated 28 booths from local jewelers and assures to leverage the most resourceful professional business interaction between local and international jewellery industry players, as well as to generate the greatest branding exposure for these local jewellery companies



in the world's eyes. From elegant, classic designs to unique and one-of-a-kind models of gold jewellery collections, Malaysia Premium Pavilion provides huge varieties of exquisite and delicate Malaysia-made jewellery collections at one point, and thus propels the local jewellery industry to international level eventually!

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For more enquiries on Malaysia Premium Pavilion, you may also contact:

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