

For Immediate Release :

## **Hong Kong International Jewellery Show “2 Shows 2 venues” In 2014 Double Business Opportunities for Indian Traders**

**Mumbai, India 29 January, 2014**— Following years of resounding success and ever-increasing demand for exhibition space, Hong Kong International Jewellery Show has gained much support from the industry and is in great demand for exhibition space. Starting from 2014, Hong Kong International Jewellery Show will transform into two shows at two venues to ensure sufficient space for further development and to solidify its leading role in exhibition of its kind. The HKTDC Hong Kong International Jewellery Show will feature finished jewellery products in the Hong Kong Convention and Exhibition Centre from 5-9 March 2014; while the HKTDC Hong Kong International Diamond, Gem and Pearl Show will be staged as a specialised trade platform for loose stones and raw materials in the AsiaWorld-Expo from 3-7 March 2014.

With the new arrangement of “2 shows 2 venues”, a record of more than 3,700 exhibitors from 50 countries and regions are expected in 2014 to showcase a greater variety of finished jewellery, diamonds, precious gemstones and pearls under the two specialized platforms which will maximize exhibitors’ exposure and buyers’ sourcing opportunities. With the increased exhibition space, the number of workers required for the construction is estimated to be over 7,500 which are highest-ever amongst all HKTDC fairs.

More than 130 Indian exhibitors will showcase their latest jewellery products and series. The HKTDC has also organized buying missions from Australia, India, Japan, Russia, Saudi Arabia, and the United States to maximize trading opportunities for exhibitors and buyers.

### **HKTDC Hong Kong International Diamond, Gem & Pearl Show (3-7 March 2014) :**

The Hong Kong International Diamond, Gem & Pearl Show will take the lead and start exhibition at AsiaWorld-Expo on 3 March 2014. In luxurious settings, buyers will be offered a wide scope of jewellery raw materials such as loose diamonds, precious stones, semi-precious stones, and pearls. The show is divided into numerous zones based on their product categories, such as “**Hall of Fine Diamond**” which showcases reliable and precious diamonds, and “**Treasures of Nature**” that displays rare pieces of precious stones, South Sea pearls, and Tahiti pearls.

Group pavilions that are participating in Hong Kong International Diamond, Gem & Pearl Show include Brazil, Chinese mainland, Colombia, Germany, India, Italy, Japan, Sri Lanka, Taiwan, Thailand and the United States. The HKTDC also welcomes Indonesia, Madagascar, and South Africa group pavilions to join for the first time. Trade organization pavilions that will be joining include Antwerp World Diamond Centre, International Colored Gemstone Association, Japan Pearl Exporters'

Association, and the Israel Diamond Institute, with the New York Diamond Club as a new addition to the exhibition.

## **HKTDC Hong Kong International Jewellery Show (5-9 March 2014)**

Going into its 31<sup>st</sup> edition, the Hong Kong International Jewellery Show presents a new extension of the “**Hall of Extraordinary**”, a luxury hall decorated with British-style layout theme for exhibitors and buyers to conduct business under an elegant environment. The Hall of Extraordinary will feature 130 exhibitors, where some, including Oriental Gemco Pvt Ltd from India, will exhibit in brand new premium double-deck booths to display their latest unique jewellerys. This elegantly decorated exhibition hall offers prominent jewellery companies such as: Lili Jewelry Limited and Fook Wing Tong Jade & Treasure Limited, with more space and new booth icons to highlight their astonishing jewellery pieces. On the other hand, “**Hall of Fame**” is also one of the ever-popular product zones, designed to showcase high-quality international jewellery brands, which will include Lao Feng Xiang from Chinese mainland, Geogiile Viscont from Italy, Waskoll and Cerruti from France, as well as Elle from Hong Kong this year.

The Hong Kong International Jewellery Show 2014 will feature group pavilions including Chinese mainland, Germany, India, Italy, Japan, Korea, Malaysia, the Philippines, Singapore, Spain, Taiwan, Thailand, Turkey, and the United States, and will have five new pavilions joining, which are Indonesia, Norway, Peru, South Africa, and the United Kingdom respectively. In addition, Fiera Di Vicenza from Italy will organise for the first time the T-Gold International Pavilion to present Italy’s latest innovative technology for jewellery production.

A number of workshops and seminars will be held throughout the show, one of which will be hosted by the President and General Manager of International Blue Nile, Inc, Mr Vijay Talwar, sharing his experience on **Global E-commerce Success** in the Jewellery Industry. To understand consumer behaviours, Mrs Paola De Luca, Creative Director and Forecaster of TRENDVISION Jewellery + Forecasting, will be hosting a seminar on exploring **2015’s Trend Forecast focused on Jewellery and Diamond Products**.

The **15<sup>th</sup> Hong Kong Jewellery Design Competition** and the **15th Chuk Kam Jewellery Design Competition** return, both competition winners’ designs will be displayed in the fairground, providing inspiration amongst international jewellers.

The widely popular Small-Order Zone will be set up in the upcoming International Jewellery Fair 2014. Meeting worldwide sourcing pattern, the Small-Order Zone offers products of minimum order quantity of 5 -1,000 for buyers’ sourcing. Small-orders are gaining attraction in today’s marketplace. The Small-Order Zone was awarded the **UFI Marketing Award 2013**, which recognises the zone’s effectiveness in connecting global distributors and buyers.

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For more information, please visit our fair websites:

Hong Kong International Jewellery Show: [www.hktdc.com/hkjewelleryshow](http://www.hktdc.com/hkjewelleryshow)

Hong Kong International Diamond, Gem and Pearl Show: [www.hktdc.com/hkdgp](http://www.hktdc.com/hkdgp)

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## About the HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, [manufacturers](#) and [service providers](#). With more than 40 global offices, including 12 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises [trade fairs](#) and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via [trade publications](#), [research reports](#) and [online](#). For more information, please visit: [www.hktdc.com](http://www.hktdc.com)