

For Immediate Release:

HKTDC International Jewellery Show Sets Exhibitor Record *Hong Kong Products Shine at New Zone at 27th Edition of Event*

5 March 2010 – The HKTDC Hong Kong International Jewellery Show opened today with a record number of exhibitors and a new product zone which features top-class items from hundreds of Hong Kong-based suppliers.

Asia's largest spring jewellery show runs until 9 March and is taking place for the first time in recently expanded space at the Hong Kong Convention and Exhibition Centre. The event features more than 2,600 exhibitors from 44 countries and regions – a more than 12 per cent increase from last year. The number of Hong Kong exhibitors has also grown to 1,378 – with 79 more local representatives occupying 20 per cent more space than last year.

The show is organised by the Hong Kong Trade Development Council (HKTDC) in association with the Hong Kong Jewellers' & Goldsmiths' Association, the Hong Kong Jewellery & Jade Manufacturers Association, the Hong Kong Jewelry Manufacturers' Association and the Diamond Federation of Hong Kong, China. Sponsors include the Hong Kong Watch Manufacturers Association and the Federation of Hong Kong Watch Trades & Industries.

New Product Zone

World of Glamour is a new product zone which showcases fine jewellery from more than 410 Hong Kong-based exhibitors. It commands a prime position in Hall 1 of the venue. Other zones returning to the show include Hall of Fame for international brands including Hong Kong's B & S and LADY HEART COLLECTION as well as TFF from the Chinese mainland, Giorgio Armani from Italy, Kuwayama from Japan and SARTORO from the United Arab Emirates.

The Hall of Extraordinary is a zone dedicated to premium, luxury and distinctive jewellery, and features 78 per cent more exhibitors than last year. It is complemented by the return of other familiar product areas including the Designer Galleria, Hall of Antique and Vintage Jewellery, Hall of Jade Jewellery, Hall of Nature, Exclusive Showroom and Hall of Time.

About 20 special events including seminars, jewellery parades, auctions and a cocktail reception are taking place during the show. Concurrent events include the Paspaley Pearl Auction, Robert Wan Tahiti Pearls Auction and Alrosa Diamond Auction. Other highlights are displays of winning pieces from the 11th Jewellery Design Competition in the Hall 1E concourse, and winners of the Chuk Kam Jewellery Design Competition 2010 in the Hall 1C concourse.

Exhibitors and Buying Missions

Among the exhibitors, Sweden is represented for the first time and group pavilions from Brazil, the Philippines and Turkey are making their debut this year, taking their place alongside pavilions for the Chinese mainland, Germany, India, Italy, Japan, South Korea, Malaysia, Singapore, Spain, Sri Lanka, Taiwan, Thailand and the United States.

Pavilions are also in place for eight major international trade organisations including the Antwerp World Diamond Centre, Israel Diamond Institute, Israel Export & International Cooperation Institute, International Colored Gemstone Association, Japan Jewellery Association, Japan Jewellery Designers Association, Japan Pearl Exporters' Association and Platinum Guild International.

Among the thousands of visitors at the show are more than 4,700 buyers representing 78 missions from 74 countries and regions. The buying missions include the likes of Australia's Prouds Jewellers, Vivara from Brazil, The Shopping Channel from Canada, APART from Poland, Joy Alukkas from the UAE and Fred Meyer Jewelers Inc from the USA.

Hong Kong is the world's fourth-largest exporter of fine jewellery after Italy, the United States and India. The city's total exports of fine jewellery in 2009 amounted to US\$3.7 billion (HK\$28.5 billion).

Fair Website: www.hktdc.com/hkjewelleryshow

Photo download



Buyers from around world, including 78 buying missions representing 74 countries and regions, register to attend the Hong Kong International Jewellery Show at it opens on 5 March at the Hong Kong Convention and Exhibition Centre

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The Jewellery Show opens with a ceremony presided over by (left to right): Sunny Chan Cho Shing, Chairman, Hong Kong Jewelry Manufacturers' Association; Billy Lau, Chairman, Hong Kong Jewellery & Jade Manufacturers Association; Starry Lee Wai-king, member of the Legislative Council Panel on Commerce and Industry; Lawrence Ma, Chairman, HKTDC Jewellery Advisory Committee 2010 and the Fair Organising Committee of the HKTDC Hong Kong International Jewellery Show 2010; Bi Lijun, Vice-Director of National Gems & Jewelry Technology Administrative Centre of The Ministry of Land and Resources, PRC; Fred Lam, Executive Director, HKTDC; Dr Gaetano Cavaliere, President, World Jewellery Confederation (CIBJO); Koo Tong Fat, Executive Committee Member, Hong Kong Jewellers' & Goldsmiths' Association and Winston Chow, Chairman, Diamond Federation of Hong Kong, China

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Models display winning designs from this year's Chuk Kam Jewellery Design Competition 2010 at the Hong Kong International Jewellery Show

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About the HKTDC

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 40 offices worldwide, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland, while providing information via trade publications, research reports and online. Visit www.hktdc.com for more information.