

Chow Tai Fook, Shanghai Diamond Exchange take lead in supporting JNA Awards 2018 as Headline Partners

Hong Kong, 2 November 2017 – Chow Tai Fook Jewellery Group continues as a proud Headline Partner of the prestigious JNA Awards for the seventh consecutive year, while long-term Awards supporter Shanghai Diamond Exchange (SDE) joins the league of Headline Partners for the second year. The JNA Awards is recognised as one of the jewellery industry's most respected awards programmes. The partnership renewal signing ceremony took place during the Awards gala dinner in Hong Kong on 14 September, which was attended by more than 500 of the industry's most influential and established players.

The KGK Group, Guangdong Gems & Jade Exchange and Guangdong Land Holdings Limited (GDLAND) are returning as Honoured Partners for 2018. The JNA Awards recognises and honours companies and individuals that have demonstrated excellence, leadership and innovation in the jewellery industry, with a focus on their contribution in Asia, and whose ideas and actions have impacted positive change in their businesses and communities.



Partners show unwavering support for JNA Awards 2018. Pictured from left: Zhao Chunxiao, CEO of Guangdong Land Holdings Limited; Sanjay Kothari, Vice Chairman of KGK Group; Lin Qiang, President and Managing Director of the Shanghai Diamond Exchange; Wolfram Diener, Senior Vice President of UBM Asia; Letitia Chow, Chairperson of the JNA Awards, Founder of JNA and Director of Business Development – Jewellery Group at UBM Asia; Kent Wong, Managing Director of Chow Tai Fook Jewellery Group Ltd; and Jim Li, General Manager of Guangdong Gems & Jade Exchange

Commenting on the partnership renewal signing ceremony, Wolfram Diener, Senior Vice President of UBM Asia, said, “We appreciate the generous support and trust from these industry leaders. Their unwavering commitment to the JNA Awards inspires us to tirelessly push for excellence in an industry that is rapidly evolving. Our goal is to inspire positive change by celebrating the extraordinary achievements of enterprises and individuals who have the courage and conviction to innovate, be creative and do the right thing for their employees, customers and society.”

Letitia Chow, Chairperson of the JNA Awards, Founder of JNA and Director of Business Development – Jewellery Group at UBM Asia, added, “It has been a very rewarding six years working closely with our Partners to grow the JNA Awards into one of the most important and well-recognised awards programmes in the global jewellery industry. We all share a strong commitment to raise the standards of a sector that has built its foundations on beauty, rarity and purity.”

“The JNA Awards is a platform that recognises innovation and excellence in the jewellery industry. Being an industry pioneer, Chow Tai Fook is very proud to remain as a Headline Partner for the seventh consecutive year, and is looking forward to collaborating with fellow partners who share the same mission,” Kent Wong, Managing Director of Chow Tai Fook Jewellery Group, shared.

“SDE is honoured to once again be associated with the JNA Awards as a Headline Partner. We continue to support this prestigious programme in recognition of its invaluable efforts to drive the jewellery industry forward. The JNA Awards also aptly represents what we aspire to embody every single day – excellence across all aspects of our business,” remarked Lin Qiang, President and Managing Director of SDE.

“The KGK Group, which continues into 2018 as an Honoured Partner, is proud of its association with the JNA Awards. Every year, the JNA Awards provides a platform that recognises and honours the incredible talent blooming across the gemstone and jewellery industry, setting benchmarks and spotlighting powerful trends that will shape the jewellery industry of tomorrow. KGK is delighted to actively take part in initiatives that stimulate industry growth and inspire creativity. I wish the JNA Awards more success in its 2018 edition,” according to Sanjay Kothari, Vice Chairman of the KGK Group.

Jim Li, General Manager of Guangdong Gems & Jade Exchange, noted, “It is our great honour to once again collaborate with the JNA Awards and be an effective driver to positive change in the jewellery industry. We look forward to delivering excellent services to the jewellery industry and creating a brighter future for the trade.”

Zhao Chunxiao, CEO of GDLAND, commented, “It is a great privilege for GDLAND to be an Honoured Partner of the JNA Awards for the fifth consecutive year. The JNA Awards is a highly regarded international jewellery awards programme that is committed to promoting the advancement of the industry. It provides a professional exchange platform for jewellery industry players by integrating and highlighting game-changing thoughts and ideas. We hope to propel the further development and prosperity of the international jewellery and gemstone trade together with the Awards.”

The JNA Awards 2017 Ceremony and Gala Dinner, held on 14 September, was a success with 20 Recipients honoured across 11 categories. Please visit the JNA Awards website [here](#) for the full list of Recipients.

For more information, visit <http://www.JNAawards.com/> or contact:
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Notes for Editors:

1. About the Headline Partner

1.1 Chow Tai Fook Jewellery Group Limited (www.chowtaifook.com)

Chow Tai Fook Jewellery Group Limited (the "Group"; SEHK stock code: 1929) was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011.

Founded in 1929, the iconic brand "Chow Tai Fook" of the Group has been widely recognised for its trustworthiness and authenticity, and renowned for product design, quality and value. The legacy of the Group and its iconic brand is rooted in innovation, craftsmanship and heritage. The Group also encompasses other jewellery brands including Hearts On Fire, Monologue and SOINLOVE.

The Group's commitment to sustainability is anchored in its "Smart+" initiatives which have been in place to promote innovation surrounding its business, people and culture. Another asset underpinning its sustainability is a sophisticated vertically integrated business model which supports the Group in fostering excellence and extending opportunities along the entire value chain. With an extensive retail network of over 2,400 POS spanning over Greater China, Korea, Japan, Singapore, Malaysia and the United States, and a fast-growing e-commerce business, the Group is capable of implementing effective online-to-offline ("O2O") strategies and achieving omni-channel retailing.

1.2 Shanghai Diamond Exchange (www.cnsde.com)

Authorised by the State Council, the Shanghai Diamond Exchange (SDE) is the only diamond exchange in China and provides diamond dealers a fair and safe transaction venue under close supervision. It also enjoys a favourable taxation policy and is operated in accordance with international best practices of the diamond industry.

Established in 2000, the SDE is a non-profit, self-regulating membership organisation and a member of the World Federation of Diamond Bourses.

2. About the Honoured Partners

2.1 KGK Group (www.kgkgroup.com)

The KGK Group was founded in 1905 by Kesrimal Kothari and Ghisilal Kothari of Jaipur (India), with the humble task of trading gemstones between India and Burma. With a global presence across 19 countries today, the privately held group has evolved into one of the most preferred brands in the gemstone and jewellery industry, with a vertically integrated operation that spans the entire supply chain from mines to brands. KGK is one of the few conglomerates covering the entire spectrum of mining, sourcing, manufacturing and distribution of coloured gemstones, diamonds and jewellery for over a century. KGK Group has a resilient team of 12,000 employees with operations and offices in Asia, Australia, North and South America, Europe and Africa.

Having achieved an impeccable reputation in the gemstone, diamond and jewellery trade, the group has recently diversified into real estate.

2.2 Rio Tinto Diamonds (www.riotinto.com/diamondsandminerals)

Rio Tinto is one of the world's leading diamond producers, operating two world-class underground diamond mines in Australia (Argyle) and Canada (Diavik), and a global sales and marketing capability with offices in Antwerp, Mumbai, Singapore and Perth.

For over three decades, Rio Tinto has played, and continues to play, an important role in the international diamond industry, supplying the full range of diamonds, in terms of colours, sizes and qualities, to all established and emerging markets.

Rio Tinto takes an active role in addressing key industry issues related to product integrity and sustainable development. Rio Tinto is a leading supporter of the Kimberley Process, an active member of the World Diamond Council, and a founding member of the Responsible Jewellery Council and the Diamond Producers Association.

2.3 The Guangdong Gems & Jade Exchange (<http://en.gdgje.com/>)

Founded in February 2016, the Guangdong Gems & Jade Exchange is one of two provincial jewellery trading platforms authorised by the People's Government of Guangdong Province.

Aggregating resources from key industrial hubs across Guangdong including Guangzhou, Pingzhou of Foshan, Yangmei of Jieyang and Sihui of Zhaoqing, the Guangdong Gems & Jade Exchange joins hands with world-renowned jewellery brands in setting up an international supply chain integrated service platform that offers a secure and convenient trading experience for domestic and overseas jewellers.

The Guangdong Gems & Jade Exchange is set to benefit China's jewellery industry in a variety of areas, such as the promotion of a healthier and more balanced international division of labour, foreign trade development, cross-border resource management and consumer market growth. As part of this effort, it will take full advantage of the base and influence of Guangdong's jewellery industry and the benefits stemming from the Belt and Road Initiative to establish linkages with national and global gemstone and jewellery markets.

2.4 The Guangdong Land Holdings Limited (www.gdland.com.hk)

The Guangdong Land Holdings Limited (GDLAND), with its headquarters in Hong Kong, is listed on The Stock Exchange of Hong Kong Limited, and is a subsidiary of GDH Limited, which is Guangdong Province's largest conglomerate operating outside Mainland China.

The principal business of GDLAND is property development and investment, including but not limited to the development and operational management of the innovative commercial real estate, urban complex and industrial business complex. As the strategic arm of GDH Limited, GDLAND engages in the business development of commercial real estate, as well as urban and industrial complex projects.

GDLAND's flagship project, namely the "Buxin Project," is planned to become the biggest and most advanced jewellery mart in the world, including a large-scale jewellery trading and exhibition centre along with other facilities, with a lot size of over 87,000 square metres and a construction scale (floor area) that is projected to exceed 700,000 square metres. The Buxin Project, which is located in the Buxin area of Luohu district in Central Shenzhen, close to the Shuibei Gold and Jewellery Base, is expected to develop the area into one of the most influential gold and jewellery trading and exchange platforms in China and around the world.

3. About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest events organiser in Asia, India and South East Asia. It is also the leading commercial organiser in China. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 25 major cities with 36 offices and over 1,600 employees.

With a track record spanning over 30 years, UBM Asia operates in 11 market sectors with over 290 events, 28 targeted trade publications, 18 round-the-clock online products for over 2 million quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. It provides a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. UBM China has 12 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Guzhou and Shenzhen, where we organise 90 events. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with 70 events in this region. UBM India teams in Mumbai, New Delhi, Bengaluru and Chennai organise over 20 events every year across the country.

UBM Asia was awarded 'Asia's Most Reliable Trade Show Organizer Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2017.

4. About JNA (www.jewellerynewsasia.com)

JNA is the flagship market intelligence platform of UBM Asia's Jewellery Group. First published in 1983, the title is the leader in providing up-to-date international jewellery trade news with an Asian insight. It features original, in-depth reports by experienced journalists covering the latest developments in the diamond, pearl, coloured gemstone, jewellery manufacturing, and equipment and supplies sectors.