



DANAT joins JNA Awards 2018 as Headline Partner

Prestigious line-up of lead sponsors also includes Chow Tai Fook, Shanghai Diamond Exchange

HONG KONG, 5 June 2018 – JNA Awards is honoured to announce that the Bahrain Institute for Pearls and Gemstones (DANAT), which has positioned itself as a guardian of global gemmological excellence, has been named one of its Headline Partners for 2018.



Kenneth Scarratt, CEO of DANAT



DANAT
BAHRAIN INSTITUTE
FOR PEARLS & GEMSTONES

DANAT is the latest addition to an already impressive roster of JNA Awards sponsors. It joins Chow Tai Fook and the Shanghai Diamond Exchange as Headline Partners. KGK Group, Guangdong Gems & Jade Exchange, and Guangdong Land Holdings Limited complete the elite JNA Awards circle as Honoured Partners.

Launched in 2012 by UBM Asia, the JNA Awards is an annual celebration of the successes and achievements of individuals and companies that have demonstrated innovation, sustainability, excellence, best business practices and outstanding business performance in the international jewellery and gemstone industry. One of the most coveted honours in the industry, the Awards programme is named after *JNA (Jewellery News Asia)*, the flagship market intelligence platform of UBM Asia's Jewellery Group. The iconic title was first published in 1983, and remains the leader in providing the latest and most relevant international jewellery trade news.



Commenting on the partnership with DANAT, Letitia Chow, Chairperson of the JNA Awards, Founder of *JNA*, and Director of Business Development – Jewellery Group at UBM Asia, said, “We are excited to welcome DANAT as our latest Headline Partner. DANAT’s values and commitment to upholding excellence within the trade are perfectly aligned with our own. We are honoured to be working with this incredible organisation to promote and encourage excellence and best business practices within the sector. I believe that together, we can drive the industry to further advancement.”

Kenneth Scarratt, CEO of DANAT, shared, “DANAT is proud to join the league of Headline Partners for the most prestigious JNA Awards for the first time in 2018, a partnership that we hope to grow and solidify in the years to come. While operating on the peripheries, DANAT as an Institute is committed to supporting all areas of this wonderful gemstone and jewellery community, and is steadfast in its focus on promoting quality, ethical standards and transparency. We look forward to our association with the JNA Awards in the knowledge that only such events may set the goals that will drive creativity, innovation and excellence in business operations within the community.”

Founded in 2017, at the instigation of HRH Prince Salman bin Hamad bin Isa Al Khalifa, Crown Prince, Deputy Supreme Commander and First Deputy Prime Minister of the Kingdom of Bahrain, DANAT was formed as a wholly owned subsidiary of the Bahrain Mumtalakat Holding Company (Mumtalakat), the sovereign wealth fund of the Kingdom. The gem lab was created to build upon the proud accomplishments of the Pearl and Gem Testing Laboratory of Bahrain from which it evolved, with the vision of becoming the world’s preferred institute for natural pearl and gemstone third-party verification services and scientific research.

The gem lab, which has offices at the Bahrain World Trade Center, aims to establish itself as the window into international markets, serving local and global clients, and further raising the profile of Bahrain as a leading centre for pearl and gemstone expertise.

Honourees or shortlisted entrants to the seventh edition of the JNA Awards will be announced on 21 June 2018, the opening day of the four-day June Hong Kong Jewellery & Gem Fair.

The recipient of the Lifetime Achievement Award will be selected by the organiser and announced at a later date.

For more information, visit www.JNAawards.com or contact:

JNA Awards Marketing
UBM Asia (Hong Kong)





+852 2516-2184

marketing@jnaawards.com



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 Group's iconic brand "Chow Tai Fook" has been widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. The success of the Group and its iconic brand is rooted in innovation, craftsmanship and heritage. The Group also holds other jewellery brands including CHOW TAI FOOK T MARK, Hearts On Fire, MONOLOGUE and SOINLOVE, which are the first examples of a long term multi-brand strategy rollout.

The Group's commitment to sustainable growth is anchored in its "Smart+" strategy, which is in place to promote long term innovation in the business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated vertically integrated business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners.

With an extensive retail network in Greater China, Korea, Japan, Singapore, Malaysia and the United States, and a fast-growing e-commerce business, the Group is implementing effective online-to-offline ("O2O") strategies to succeed in today's omni-channel retail environment.

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.

1.3 Bahrain Institute for Pearls and Gemstones -- DANAT (<http://www.danat.bh>)

The Bahrain Institute for Pearls and Gemstones (DANAT) was established in 2017, at the instigation of HRH Prince Salman bin Hamad bin Isa Al Khalifa, Crown Prince, Deputy Supreme Commander and First Deputy Prime Minister of the Kingdom of Bahrain. DANAT was formed as a wholly owned subsidiary of the Bahrain Mumtalakat Holding Company (Mumtalakat), the sovereign wealth fund of the Kingdom. As an organisation,





DANAT has evolved from the Pearl & Gem Testing Laboratory of Bahrain (the first laboratory of its kind in the region), which was established in 1990. DANAT was formed to expand upon and enhance the excellent work of the laboratory, with the vision of becoming the world's preferred institute for natural pearl and gemstone third-party verification services and scientific research.

DANAT plays a vital role in protecting and enhancing the public trust in pearls, gemstones and jewellery. With its offices located at the iconic Bahrain World Trade Center, DANAT aims to establish itself as the window into international markets, serving local and global clients and bolstering the reputation of the Kingdom as a leading centre for pearl and gemstone expertise. DANAT is an authority on industry standards, scientific knowledge and education, and is committed to the highest standards of professional and personal ethics. It is dedicated to supporting the pearl and gemstone industry and offers training programmes locally, regionally and internationally to a new generation of gemmologists, industry professionals and gemmology enthusiasts.

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 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.

2.3 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)

JNA Awards is organised by UBM Asia. Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest events organiser in Asia, India and SE Asia. We are 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 31 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 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.





UBM plc is the largest pure-play B2B Events organiser in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit www.ubm.com for the latest news and information about UBM.