

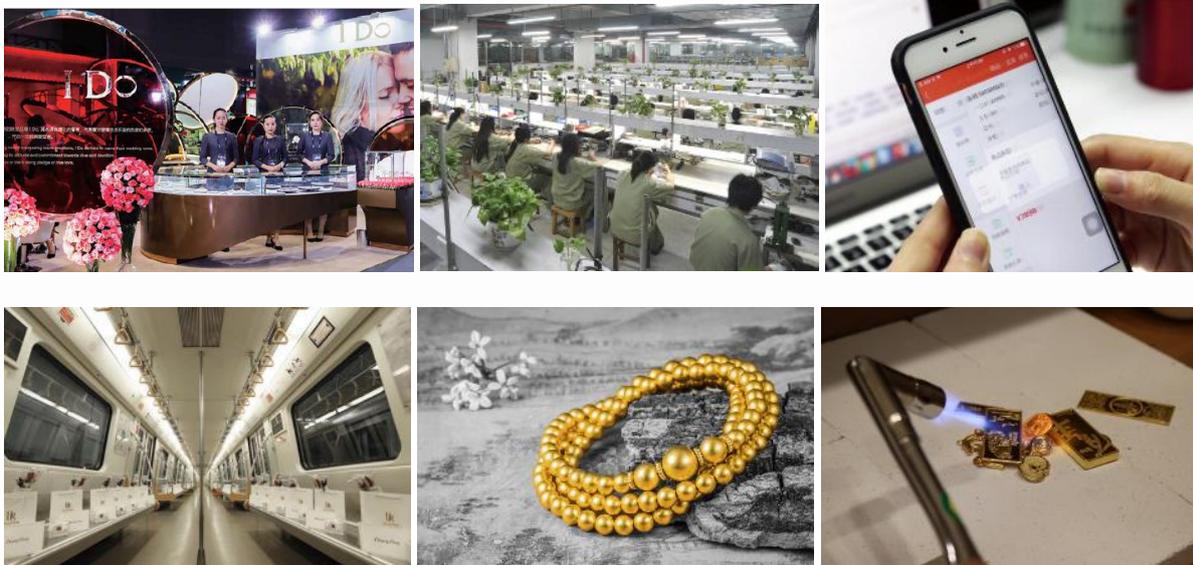


Chinese companies excel at JNA Awards 2018

HONG KONG, 29 August 2018 – Sixteen China-based companies have been shortlisted as Honourees at the prestigious JNA Awards 2018, reflecting the increasingly significant role that China plays in the international jewellery and gemstone industry. Remarkably 9 of the Honouree companies are first-time entrants. It also marks China as the country with the largest number of Honourees for the second consecutive year, with 16 Chinese companies also received this honour last year.

Organised by UBM Asia, the JNA Awards is one of the most prestigious awards programmes in the international jewellery and gemstone industry. The Awards is set out to promote and encourage innovation, excellence and best business practices within the trade and has since then recognised a diverse range of companies from the global jewellery community for their achievements.

Out of 36 Honourees companies from 12 countries and regions this year, 16 of them are from China, covering eight categories. The participation level and quality of Chinese companies joining the Awards have been on the rise impressively since the inaugural edition, which only saw one Honouree from China. The Award Recipients and Honourees will be feted at a gala celebration on Sunday, 16 September, at the InterContinental Hong Kong.



(From left to right, top to bottom)

1. Inside 'I Do's' posh flagship store by HIERSUN
2. Shenzhen Kingli Jewellery Co Ltd's modern manufacturing facilities
3. Interface of the app developed by Zhuge-to-store, Fubillion
4. Shenzhen Darry's Christmas gifts displayed inside the metro train
5. Gold jewellery by Shenzhen MingFeng Jewellery Co Ltd
6. Innovation is an advocacy for Shenzhen HengFuYingJia



The shortlisted companies and their respective Award categories are:

1. Beijing Ying Yan Network Technology Co Ltd
 - Young Entrepreneur of the Year (Age 40 and below) (YANG Lian Guang)
2. China Precious Gold Holdings Limited
 - Industry Innovation of the Year – Product Development
3. HIERSUN
 - Retailer of the Year (501 outlets and above)
4. ISMOND Jewelry Technology Co Ltd
 - Industry Innovation of the Year – Digital Platform
5. Mokingran Gold Jewelry Group Co Ltd
 - Retailer of the Year (501 outlets and above)
6. Shenzhen Darry Jewelry Co Ltd
 - Brand of the Year – Retail
 - Retailer of the Year (500 outlets and below)
7. Shenzhen HengFuYingJia Gold Co Ltd
 - Industry Innovation of the Year – Business Model
8. Shenzhen Ideal Jewellery Co Ltd
 - Retailer of the Year (501 outlets and above)
9. Shenzhen Kingli Jewellery Co Ltd
 - Manufacturer of the Year – Jewellery
10. Shenzhen Lingchengben Technology Corporation Limited
 - Industry Innovation of the Year – Digital Platform
11. Shenzhen MingFeng Jewellery Co Ltd
 - Outstanding Enterprise of the Year – Greater China
12. Shenzhen MOVER Jewellery Co Ltd
 - Industry Innovation of the Year - Business Model
13. Shenzhen Perfect Love Diamond Co Ltd
 - Brand of the Year – Retail



14. Shenzhen Sunfeel Jewelry Co Ltd

- Brand of the Year – Retail
- Outstanding Enterprise of the Year – Greater China

15. Zbird / Shanghai Wisdom Jewelry Trading Co Ltd

- eSupplier of the Year
- Young Entrepreneur of the Year (Age 40 and below) (XU Xiao)

16. Zhuge-to-store, Fubillion (Fujia Financial Information Service Co Ltd)

- eSupplier of the Year

Letitia Chow, Chairperson of the JNA Awards, Founder of *JNA*, and Director of Business Development – Jewellery Group at UBM Asia, said, “The Chinese jewellery and gemstone sector has been keen and innovative in meeting the challenges in different areas and aspects of the industry. Their efforts and hard work have certainly paid off by being recognised as Honourees of the Awards.

“Based in one of the largest jewellery markets in the world, quite a number of Chinese enterprises have made it to the Honourees list despite keen competition this year. I sincerely hope that these leading enterprises would inspire more companies in the trade, not only in mainland China but around the world, to achieve excellence and success.”

The 2018 independent judging panel consists of industry experts, namely, Albert Cheng, Advisor to the World Gold Council (WGC) and former Managing Director, Far East (WGC); James Courage, former Chief Executive Officer of Platinum Guild International (PGI) and former Chairman of the Responsible Jewellery Council (RJC); Lin Qiang, President and Managing Director of the Shanghai Diamond Exchange (SDE); Mark Lee, Research Director of Asia Pacific Institute for Strategy (APIFS); Nirupa Bhatt, Managing Director of the Gemological Institute of America (GIA) in India and the Middle East; and Yasukazu Suwa, Chairman of Suwa & Son, Inc.

JNA Awards 2018 is supported by Headline Partners Chow Tai Fook (CTF), the Shanghai Diamond Exchange (SDE), and the Bahrain Institute for Pearls and Gemstones (DANAT) together with Honoured Partners KGK Group, Guangdong Gems & Jade Exchange, and Guangdong Land Holdings Limited (GDLAND).

The JNA Awards is a ticketed event. Book your tickets for the prestigious Awards Ceremony and Gala Dinner now at <http://www.JNAAwards.com/>

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

JNA Awards Marketing
UBM Asia (Hong Kong)

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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 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)

UBM Asia recently became part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Please visit www.ubm.com/asia for more information about our presence in Asia.

4. About Responsible Jewellery Council (<https://www.responsiblejewellery.com/>)

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 1,100 member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious



metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a Full Member of the ISEAL Alliance – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com