



Mainland China tops the chart at JNA Awards 2018

HONG KONG, 4 December 2018 – China continues to lead this year’s JNA Awards by reaping 4 of 15 Recipient trophies that were presented at the Awards Ceremony and Gala Dinner in Hong Kong.

List of JNA Awards 2018 recipients from Mainland China:

1. Industry Innovation of the Year – Business Model: Shenzhen MOVER Jewellery Co Ltd
2. Outstanding Enterprise of the Year – Greater China: Shenzhen Sunfeel Jewelry Co Ltd
3. Retailer of the Year (501 outlets and above): HIERSUN - China
4. Young Entrepreneur of the Year (Age 40 and below): XU Xiao, Zbird / Shanghai Wisdom Jewelry Trading Co Ltd

First organised by UBM Asia in 2012, the JNA Awards strives to promote and encourage excellence, leadership, innovation and best business practises in the international jewellery and gemstone community. Today, the Awards has grown into one of the most prestigious and coveted awards in the trade. The Awards Ceremony of the seventh edition was held on 17 September 2018.

Three members of the judging panel of the JNA Awards 2018 shared their comments on the remarkable achievements of the Chinese jewellers.

James Courage, former Chief Executive Officer of Platinum Guild International (PGI) and former Chairman of the Responsible Jewellery Council (RJC) said, “China’s increasing engagement in jewellery development is reflected in the number of awards it has received. Having visited many of the recipients, I have noticed developments such as innovative financing that enables smaller companies to thrive; targeted marketing using social media with a focus on younger groups; and brand development aimed towards achieving recognition with the use of innovative design and technical prowess. It is an industry focused on the future — just as it should be.”

Meanwhile, Albert Cheng, Advisor to the World Gold Council (WGC) and former Managing Director, Far East (WGC) added, “One of the key drivers to the rapid development and success of the precious metals and gem-set jewellery industry around the world in the past ten years can probably be credited to the hard working entrepreneurs from China. They are always forward looking and innovative with their designs and marketing strategies. By participating in the judging process in the last seven years, I have witnessed their evolution. I hope that they will continue to progress and keep bringing new ideas to the industry.”

Lin Qiang, President and Managing Director of the Shanghai Diamond Exchange, also shared, “Since China has become the world’s second largest diamond consumer market, more and more Chinese jewellery companies seize the opportunity and forge ahead to be major players



in the industry globally. I am proud that their outstanding achievements gained recognition from the prestigious JNA Awards. I believe that they will make more progress in the future. Congratulations to all the Honourees and Recipients!”

Letitia Chow, Chairperson of the JNA Awards, Founder of *JNA*, and Director of Business Development – Jewellery Group at UBM Asia, added, “The jewellers from mainland China once again impress with their innovative ideas and outstanding leadership. Together, they make up an aspiring group that now takes the lead in the international jewellery and gemstone community. It is encouraging to witness outstanding companies and individuals from a relatively new manufacturing center and market thrive in this competitive industry. They are good models and serve as an inspiration for other emerging markets of the trade, and are revitalising forces essential for moving the industry forward.”

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).

ENDS

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 its 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 Shuibe 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.