



JNA Awards Holds First Briefing Meeting in Shanghai

*JNA Awards joined forces with
Shanghai Diamond Exchange and Shanghai Gems and Jade Exchange*

20 December 2018, Hong Kong: The first-ever JNA Awards briefing meeting jointly organised by UBM Asia, Shanghai Diamond Exchange (SDE) and Shanghai Gems and Jade Exchange (CSGJE) ended on a high note on 7 December at SDE. Held in Shanghai, the briefing meeting aimed to encourage more highly-qualified individuals and enterprises from China’s jewellery and gemstone trade to participate in the JNA Awards 2019, by enhancing their awareness and understanding of the Awards.



From left to right: Simon Chan, Executive Vice President of CSGJE, Letitia Chow, Chairperson of the JNA Awards, Founder of JNA and Director of Business Development – Jewellery Group at UBM Asia and Lin Qiang, President and Managing Director of SDE

Together with her team, Letitia Chow, Chairperson of the JNA Awards, Founder of JNA and Director of Business Development – Jewellery Group at UBM Asia, kicked off the event by giving an overview of the Awards to the attendees including how to join the Awards, the benefits of participation, judging panel members and judging process, among others. “It is our great honour to receive steadfast support from SDE and CSGJE to help promote the core values of the JNA Awards to more Chinese jewellery and gemstones enterprises. This would lead to the upgrading of the standard of the trade in China to achieve sustainable development. We look forward to having more quality Chinese companies take part in the JNA Awards, and to demonstrate and share their excellent achievements and innovative ideas to the global trade via this platform, and contribute to the advancement and progress of the global jewellery and gemstone industry,” she said.



Lin Qiang, a member of the JNA Awards judging panel and the President and Managing Director of SDE gave tips to the attendees on matters that require utmost attention when preparing the entries.

Representatives from two previous Recipients of the JNA Awards, Wang Zhou, CEO of Shenzhen Sunfeel Co Ltd. and Xu Xiao, Co-founder of Zbird, were also present to share their experiences and insights on entering the Awards.

More than 70 representatives from leading jewellers from all over China – from Beijing, Shanghai, Shenzhen, Liaoning, Jiangsu, Anhui, Zhejiang and Guangdong – also attended the meeting.

Organised by UBM Asia, the JNA Awards will be on its eighth edition in 2019. The JNA Awards is one of the most coveted awards programmes in the international jewellery and gemstone industry. The JNA Awards champions innovation, excellence and best business practices by recognising and celebrating the achievements of companies of different expertise and sizes within the community.

In retrospect, there was only one Honouree from China in the inaugural edition of the JNA Awards when it was launched in 2012. Since then, the number of participating Chinese jewellery companies have grown through the years. "The quality of the entrants from China has also been on the rise. Therefore, it is an excellent opportunity to enhance promotion of the Awards to the trade leaders in China now," Lin added.

SDE has been a partner of the JNA Awards since it was first organised, and has moved up to become a Headline Partner since 2017. CSGJE comes on board as an Honoured Partner of the JNA Awards for the first time in 2019.

JNA Awards 2019 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, Shanghai Gems and Jade Exchange, and Guangdong Land Holdings Limited (GDLAND).

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For more information, visit <http://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 Bahrain Institute for Pearls and Gemstones -- DANAT (www.danat.bh)

The Bahrain Institute for Pearls and Gemstones (DANAT) was established in 2017, as an initiative 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. DANAT evolved from the Pearl & Gem Testing Laboratory of Bahrain (the first laboratory of its kind in the region), which was established in 1990. It 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.

Currently, DANAT plays a vital role in protecting and enhancing the public's trust in pearls, gemstones and jewellery. With its offices located at the iconic Bahrain World Trade Centre, the facility 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.

1.3 Shanghai Diamond Exchange (www.cnsde.com)

Authorised by the State Council, the Shanghai Diamond Exchange (SDE) is the only diamond exchange body 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), to trade 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. 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 Shanghai Gems & Jade Exchange introduction (www.csgje.com)

Shanghai Gems & Jade Exchange was established in 2014 with the approval of Shanghai Municipal Government. Shanghai Gems & Jade aims to grow its influence in international sphere by adhering to primary principles of fairness, impartiality and openness; and advocating innovation, advancement and compliance within the trade. Since its inception, it has worked towards its goal and has carried out cross-border trade cooperation with major gemstone origin countries around the world.



Shanghai Gems & Jade Exchange aims to build a professional integrated trading platform by providing high-quality services that include bonded warehousing, trade logistics, exhibition and sales and other supporting services to jewellery enterprises and businesses both locally and globally.

Shanghai Gems & Jade Exchange also works to foster cooperation between global minerals and processing enterprises, designers and creatives of the jewellery industry. Furthermore, the organisation aims to provide convenient and efficient one-stop service for international gemstone products to enter the Chinese market. It also collaborates with different parties to create a fair and open international gemstone trading environment.

2.3 Guangdong Land Holdings Limited (www.gdland.com.hk)

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 — Guangdong Province’s largest conglomerate operating outside Mainland China.

GDLAND primarily engages in property development and investment, and in business that include (but are not limited to) the development and operational management of 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.

Its flagship “Buxin Project” is forecast to become the biggest and most advanced jewellery mart in the world. With a lot size of over 87,000 sq.m. and a floor area projected to exceed 700,000 sq.m., the Buxin Project will include a large-scale jewellery trading and exhibition centre along with other facilities. Located in the Buxin area of Luohu district in Central Shenzhen, and close to the Shuibe Gold and Jewellery Base, this prime piece of property is expected to turn the area into one of the most influential gold and jewellery trading and exchange platforms, not just in China, but in 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.