



## **JNA Awards and Responsible Jewellery Council renew their collaboration to encourage wider celebration of responsible business practices at JNA Awards 2019**

HONG KONG, 4 April 2019 – The JNA Awards and the Responsible Jewellery Council (RJC) have renewed their collaboration for a further year, to encourage an even greater number of business and individuals in the international jewellery industry to celebrate their positive business approach at the JNA Awards 2019. Armed with their shared values and vision for the trade, the collaboration, first established in 2018, promotes best practices and responsible behaviour across the jewellery supply chain, ultimately leading to long term industry advancement.

Since its inception in 2012, the JNA Awards has been striving to identify, recognise, celebrate and encourage excellence, best practices and innovation in the international jewellery and gemstone industry. A leading platform for companies to showcase their outstanding achievements, as well as their commitment to innovation and responsibility, the JNA Awards is now accepting entries for its eighth edition until 26 April 2019.

The RJC is the jewellery industry’s foremost standards-setting and certification body, with more than 1,100 member companies spanning the entire jewellery supply chain, from mine to retail, across 75 countries. Its mission is to promote responsible and safe business practices within the industry and help firms of all sizes meet rising ethical standards, while creating jobs and opportunities globally.

Letitia Chow, Chairperson of the JNA Awards, and Director of Business Development – Jewellery Group at UBM Asia, said, “We are honoured to continue our collaboration with RJC to further promote our common values and the positives of the trade . We hope that through our joint efforts, more companies will be inspired to commit to excellence and best practices in their business operations and to share their success stories at the JNA Awards.”

Andrew Bone, Executive Director at RJC said, “Our continued collaboration with the Awards allows us to recognise the best of our industry and demonstrating its commitment to ethical behavior, building further trust across the supply chain. This has been our mission since launched 15 years ago and we support any initiative that furthers this.”

JNA Awards 2019 is supported by Headline Partners Chow Tai Fook, the Shanghai Diamond Exchange, and DANAT, together with Honoured Partners KGK Group, China Gems and Jade Exchange, and Guangdong Land Holdings Limited.

The Honourees or shortlisted entrants will be announced on 20 June 2019 at the June Hong Kong Jewellery & Gem Fair.

**ENDS**



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](http://www.chowtaifook.com))

Chow Tai Fook Jewellery Group Limited (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 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](http://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.

### **1.3 Bahrain Institute for Pearls and Gemstones -- DANAT ([www.danat.bh](http://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.

## **2. About the Honoured Partners**

### **2.1 KGK Group ([www.kgkgroup.com](http://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 China Gems & Jade Exchange ([www.csgje.com](http://www.csgje.com))**



China Gems & Jade Exchange (CGJE) is a national gem and jade trading platform approved by the State Council.

China Gems & Jade Exchange adheres to the principle of “Led by Technology, Develop with Innovation”, and using the latest real-time traceability, big data, block chains, high-end intelligent technology to solve various bottlenecks in the development of the gemstone industry. At present, two platforms have been built, namely, gemstone trading service platform and intelligent supply chain service platform. CGJE has become the only international gemstone trading service platform with full process tracking service in the industry.

In line with the basic principles of " fairness, impartiality and openness", China Gems & Jade Exchange combines the concepts of "innovation, advancement and compliance" to provide high-quality and professional third-party supporting trade services for jewelry enterprises at home and abroad.

### **2.3 Guangdong Land Holdings Limited ([www.gdland.com.hk](http://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 Shuibei 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](http://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](http://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](http://www.responsiblejewellery.com)