

Thousands tune in for JNA Awards 2020 hybrid ceremony

4 November 2020, Hong Kong – The JNA Awards 2020 broke new ground by being the first business-to-business event in the global jewellery and gemstone industry to combine both live and virtual elements in a highly successful hybrid ceremony. Staged at the Hong Kong Arts Center and streamed through various online platforms, the show captured the attention of more than 18,000 viewers from over 20 countries, across six continents.



2020 JNA Awards Honourees connected via Zoom at the hybrid ceremony

Informa Markets Jewellery, organiser of the JNA Awards, developed the innovative new format in response to existing restrictions on mass gatherings and travel, and other challenges brought about by the pandemic. As such, this year's ceremony trained the spotlight on the movers and shakers of the global jewellery and gemstone trade, without the use of a grand ballroom, and only with limited live audience. In addition, the hybrid event allows more people from the trade to join in the celebration and witness the achievements made by these trailblazers, providing them with encouragement and motivation.

Honourees, Lifetime Achievement Award Recipients, Partners, presenters, judges, and industry guests from Hong Kong were invited to attend the live ceremony at the Hong Kong Arts Center; while Honourees, presenters and Partners from abroad participated via Zoom. All guests – whether physically or virtually present – interacted with each other in the theatre. The live event was also simultaneously broadcast for viewers from around the globe via Douyin, WeChat, Facebook, and Zoom.

One thing that didn't change was the palpable excitement felt by both Honourees and guests, as the JNA Awards only named this year's Recipients during the hybrid ceremony. After the moment of truth, Recipients were then invited to deliver an acceptance speech via Zoom.

Letitia Chow, Chairperson & Founder of JNA Awards at Informa Markets Jewellery remarked, "The event was well-received for seamlessly connecting the physical ceremony in Hong Kong with guests and Honourees from around the world – some of whom even organised their own

private viewing parties for this occasion. We are glad that jewellers across different time zones came together to enjoy an hour of celebration in this difficult year. We also find comfort in knowing that everyone is gearing up to overcome challenges.”

Established by Informa Markets Jewellery in 2012, the JNA Awards honours companies and individuals who uphold best business practices, innovation and excellence in the jewellery industry, regardless of scale, specialisation or geographical location. A total of 32 Honourees across seven categories were honoured, from which 14 individuals and companies were announced as Recipients. To watch the hybrid ceremony, please click [here](#); to view the Recipient list, please click [here](#).

JNA Awards 2020 is supported by Headline Partners Chow Tai Fook Jewellery Group and Shanghai Diamond Exchange, alongside Honoured Partners KGK Group and Guangdong Land (Shenzhen) Ltd.

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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.ctfjewellerygroup.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. The Group’s vision is to become the most trusted jewellery group in the world.

Founded in 1929, the Group’s iconic brand “CHOW TAI FOOK” is widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. A long-standing commitment to innovation and craftsmanship has contributed to the Group’s success, along with that of its iconic retail brand, and has been embodied in its rich 90-year heritage. Underpinning this success are our long-held core values of “Sincerity • Eternity”.

The Group’s differentiation strategy continues to make inroads into diverse customer segments by catering to a bespoke experience for different lifestyles and personalities, as well as customers’ different life stages. Offering a wide variety of products, services and channels, the Group’s brand portfolio comprises the CHOW TAI FOOK flagship brand, with curated retail experiences including ARTRIUM and JEWELRIA, and other individual brands including HEARTS ON FIRE, ENZO, SOINLOVE and MONOLOGUE.

The Group’s commitment to sustainable growth is anchored in its customer-centric focus and strategies, which are in place to promote long term innovation in business,

in people and in culture. Another asset underpinning sustainable growth is a sophisticated and agile business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners across the world.

With an extensive retail network in Greater China, Japan, Korea, Southeast Asia 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 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 15 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, 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 Guangdong Land (Shenzhen) Limited (www.gdland.com.hk)

Guangdong Land (Shenzhen) Limited (GD Land (Shenzhen)) is an indirect subsidiary of GDH Limited, the largest conglomerate from the Guangdong Province that operates outside of Mainland China. Headquartered in Hong Kong, GD Land (Shenzhen) is the listed company of GD Holdings for its HOPSCA business. It has been listed on The Stock Exchange of Hong Kong Limited with stock code: 00124 since 1997.

GD Land (Shenzhen) currently has a number of upscale projects in the Pearl River Delta Economic Zone, including Guangzhou Riverside Garden, Guangzhou Ruyingju, Guangzhou Laurel House, Guangzhou Panyu Wanbo CBD Project, Guangzhou Zhujiang New Town Project, Foshan Nanhaiheshun Project and its flagship project, the Shenzhen GDH City.

The GDH City, a landmark HOPSCA comprised of grade-A office buildings, an experiential shopping mall of around 120,000 m², a brewery heritage art street, a

versatile space of 37-69 m2 and quality apartment buildings. Situated in Shuibei Buxin Business Circle in Shenzhen, the most sophisticated and largest centre for gold and jewellery trade in the country, the GDH City enjoys instant access to rich natural resources and an expansive transportation network. Indeed, GDH City allows one to enjoy fully everything it has to offer.

3. About Informa Markets (www.informamarkets.com)

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

4. About Informa Markets Jewellery

Our resources, industry experience, influence and focus as a partner are enhanced by our global jewellery portfolio consisting of 13 events in 9 key cities, a powerful digital platform -- JewelleryNet, a dedicated Jewellery Media team and one of the industry's most prestigious awards programmes -- the JNA Awards.