

### Canadian Jewellery Buying Mission to Hong Kong International Jewellery Show, March 4 – 8, 2008

The 25th Hong Kong International Jewellery Show, organised by the Hong Kong Trade Development Council (HKTDC), will create a brilliant world of choice for buyers from March 4 – 8, 2008 at the Hong Kong Convention and Exhibition Centre.

To facilitate Canadian buyers' visit to the event, the HKTDC Toronto Office is organizing a Canadian Jewellery Buying Mission to the show.

“As a result of the efforts of the organizer and co-organizers throughout the past years, the Hong Kong International Jewellery Show has become one of the top three jewellery shows in the world,” said Andrew Yui, Director, Canada, HKTDC. “It attracted 2,185 exhibitors from 41 countries and regions in 2007. In 2008, the expected number of exhibitors is 2,250 from 41 countries and regions.”

Whatever their target, buyers will find suitable jewellery and watch products in this trade show easily as different key sections categorize the products. **Treasures of Nature** will display high-quality loose jewellery elements such as diamonds, precious gemstones and pearls. Buyers who want to source quality timepieces can go to the **Watch & Clock Pavilion**. **Le Salon Extraordinaire** will offer the finest precious gems and pearls. **Les Salons Privés** will be located at meeting rooms and provides the opportunity for buyers to source from a wide array of fine jewellery and diamond items and enjoy private discussion while staying close to the centre of action. For buyers of designer collections and design-driven brand names, **Designer Jewellery Galleria** is the must-visit section. Specialists in estate jewellery or buyers simply seeking something different and unusual, will find the **Antique & Vintage Jewellery Section** is the answer as a wide range of jewellery from many different periods will be on show. **Jade Jewellery Section will be returned after the debut success in 2007**. It will display many fine pieces demonstrating the enduring popularity of jade set along or with gems and precious metals.

The fair is known for dovetailing buyer and exhibitor needs. Speaking of the 2007 fair, US buyer, Peter Luplow, Vice President and Merchandise Manager of Ben Bridge, said, “My company has been coming to Hong Kong for more than 20 years and I've been coming to the fair for eight of those. We sell watches, gold jewellery, pearls, coloured stones and fine jewellery in 12 states in the US. This is where we source a lot of our vendors. This is a wonderful fair. Everyone you need to see is here and it's all under one roof. Manufacturers from Hong Kong pay a lot of attention to detail. There is very fine workmanship that is difficult to find in other parts of the world.”

Another buyer from Japan, Seiji Tsutsumi, President, Tsutsumi Jewelry Co., Ltd. said, "My company owns about 165 retail outlets in Japan. We focus on high-end jewellery including platinum, diamonds and coloured stones. I have been visiting this fair for around 15 years: by coming here, I can find out about this year's fashion trends. I am intending to place orders this week, probably to the value of ¥200 million. I find the fair well organized and the quality of what we buy here is very good – it always sells quickly!"

“The Hong Kong International Jewellery Show has always been well supported by Canadian buyers,” said Andrew Yui, HKTDC’s Branch Director in Canada. “Last year, the Show received a total of 353 Canadian buyers from across the country.” To register for the mission or obtain more information, interested parties please contact Jill Chien of HKTDC Toronto Office at Tel. No.: (416) 366-3594.

The Hong Kong International Jewellery Show also plays a role in enhancing the creativity of the Hong Kong jewellery industry. HKTDC will once again join hands with the Hong Kong Jewellers’ & Goldsmiths’ Association, the Hong Kong Jewellery & Jade Manufacturers Association, the Hong Kong Jewelry Manufacturers’ Association, and the Diamond Federation of Hong Kong, China, to organise the 9<sup>th</sup> Hong Kong Jewellery Design Competition. Under the theme of “Colour of the World”, this year’s winning pieces will shine around the fairground as they will be on display during the fair period.

As well as the eye-catching exhibits, the show will offer a range of seminars so that all participants can obtain and exchange the most up-to-date industry information.

Updated information of the Hong Kong International Jewellery Show can also be viewed from the event website: <http://hkjewellery.com>

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