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Shanghai Diamond Exchange joins Chow Tai Fook as Headline Partner of JNA Awards 2017

HONG KONG, 3 August 2017 –Shanghai Diamond Exchange (SDE), a long-time supporter of the JNA Awards, has shown further confidence in one of the world’s most prestigious awards programmes by moving up to become a Headline Partner from the 2017 edition. The Awards event, widely regarded as the Oscars of the jewellery and gemstone industry, aims to promote and uphold excellence in innovation, leadership, sustainability and best business practices in the international jewellery and gemstone trade.

The renowned Chinese diamond bourse joins Chow Tai Fook as a JNA Awards Headline Partner, with KGK Group, Rio Tinto Diamonds, Guangdong Gems & Jade Exchange, and Guangdong Land Holdings Limited supporting the annual event as Honoured Partners.



Lin Qiang, President and Managing Director, Shanghai Diamond Exchange



Letitia Chow, Chairperson of the JNA Awards, Founder of JNA, and Director of Business Development – Jewellery Group at UBM Asia, said, “We are extremely privileged to have SDE’s unwavering support all these years. Their trust and strong belief in what we do at the JNA Awards is a clear signal that the event helps bring positivity and advancement to the industry.”

Lin Qiang, President of SDE, said, “Having been a solid supporter of the JNA Awards since its inception five years ago, SDE is very honoured and delighted to upgrade its position to Headline Partner this year. Through this gesture, we would like to pay special tribute to this prestigious event for the positive message it is promoting in the international jewellery and





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gemstone industry. We truly believe that the vision and core values that the JNA Awards bring will inspire industry stakeholders to do their best and thus, create a brighter future for the jewellery and gemstone community. SDE is so proud to be a part of this driving force.”

SDE is a non-profit, self-regulating membership organisation and a member of the World Federation of Diamond Bourses. Authorised by the State Council, SDE is the only diamond exchange in China, providing 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.

Since its founding in 2000, the total value of SDE’s diamond transactions has been growing at an annual average rate of 27%, with diamond transactions reaching a total value of US\$2.67 billion in the first half of 2017. Its membership has also increased to the current 390 from 41 when it first started, including 262 overseas members from 14 countries and regions such as Israel, Belgium, India, Hong Kong, South Africa, the US, Japan and Canada. SDE is home to the most prestigious jewellery retailers, diamond wholesalers and manufacturers with a business presence in China.

The annual JNA Awards Ceremony and Gala Dinner will take place on Thursday, 14 September, during the September Hong Kong Jewellery & Gem Fair 2017. The Award Recipients will be announced and feted at this glittering event.

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)

Chow Tai Fook Jewellery Group Limited is a world-class leading jeweller listed on the Main Board of The Stock Exchange of Hong Kong in December 2011, and has become the largest jeweller listed in Hong Kong by market capitalisation.





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The iconic brand "Chow Tai Fook" of the Group has been widely recognised for its trustworthiness and authenticity, and renowned for product design, quality and value. The acquisition of Hearts On Fire, an internationally acclaimed U.S. luxury diamond brand, in August 2014 has further underpinned the Group's stature as a diamond expert in the industry.

The Group boasts an extensive retail network comprising over 2,300 Chow Tai Fook and Hearts On Fire stores spanning more than 500 cities in Greater China, Singapore, Malaysia, South Korea and the United States, as well as a strong and fast growing e-tail network through operating its Chow Tai Fook e-Shops and various e-tail accounts on other online shopping platforms.

The Group's sophisticated vertically integrated business model provides it with an effective and tight control over the entire operation chain from raw material procurement, design, production, to marketing and sales through its extensive POS and e-tail channels.

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.

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





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achieved an impeccable reputation in the gemstone, diamond and jewellery trade, the group has recently diversified into real estate.

2.2 Rio Tinto Diamonds (www.riotinto.com/diamondsandminerals)

Rio Tinto Diamonds is one of the world's major producers of rough diamonds and operates a fully integrated diamond exploration, mining and marketing business.

For over three decades, the company has been an important participant in the international diamond market with two world class underground diamond mines in Australia (Argyle) and Canada (Diavik) and an advanced diamond project in India (Bunder).

Rio Tinto Diamonds' production is sorted and prepared for sale at its sales and marketing office in Antwerp, Belgium, supported by a network of representative offices in Hong Kong, Mumbai and New York. It also operates a niche cutting and polishing factory in Perth, Australia for the rare pink diamonds from its Argyle mine. Rio Tinto Diamonds is a leading supporter of the Kimberley Process, as well as a founding member of the Responsible Jewellery Council and the Diamond Producers Association.

2.3 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.





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2.4 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 the projects of urban and industrial complex.

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 the construction scale (floor area) is expected to be more than 700,000 square metres. The Buxin Project, which is located in the Buxin area of Luohu district in Central Shenzhen, close to the Shuibei 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)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 24 major cities with 32 offices and 1,300 staff.

With a track record spanning over 30 years, UBM Asia operates in 19 market sectors with 230 events, 28 targeted trade publications, 18 round-the-clock online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. UBM China has 12 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Guzhou and Shenzhen, where we organise 90 events. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the





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Philippines with 70 events in this region. UBM India teams in Mumbai, New Delhi, Bengaluru and Chennai organise over 20 events every year across the country. UBM Asia was awarded 'Asia's Most Reliable Trade Show Organizer Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

4. About JNA (www.jewellerynewsasia.com)

JNA is the flagship publication of UBM Asia's Jewellery Group. First published in 1983, the title is the leader in providing up-to-date international jewellery trade news with an Asian insight. It features original, in-depth reports by experienced journalists covering the latest developments in the diamond, pearl, coloured gemstone, jewellery manufacturing, and equipment and supplies sectors.

