

Mainland Chinese enterprises lead in number of Honourees at the 2019 JNA Awards

Hong Kong, 11 September 2019: As one of the world’s largest consumer markets for jewellery, the Chinese jewellery market has been gaining momentum and establishing a foothold in the international jewellery and gemstone market. This year, twelve companies from mainland China have been shortlisted as Honourees at the 2019 JNA Awards, an acclaimed awards programme in the international jewellery and gemstone industry. This would be the third consecutive year China leads with the highest number of Honourees.

Out of the 38 Honouree companies from 11 countries and regions, 12 are from mainland China and they cover seven categories, including Brand of the Year, eSupplier of the Year, Industry Innovation of the Year, Manufacturer of the Year – Jewellery, Outstanding Enterprise of the Year – China, Sustainability Initiative of the Year, and Young Entrepreneur of the Year. These companies represent different sectors of the industry, ranging from jewellery design to online trading platform. They also share qualities that are essential to stay ahead, especially in challenging times, such as embracing innovation, adopting impactful marketing tactics, displaying flexibility to adapt, and committing to the well-being and sustainability of their employees and the environment.

Letitia Chow, Chairperson of the JNA Awards and Director of Business Development – Jewellery Group at Informa Markets, said “We have witnessed tremendous growth and development in this market, and we are honoured to share some of these successes on the JNA Awards platform. Industry Innovation of the Year sees the greatest number of Chinese Honourees this year, reflecting the strong innovative culture of this market. I sincerely hope that these companies would inspire and continue to raise the standards of the trade, not just in mainland China, but globally.”



From top left (clockwise)

1. Shanghai Kimberlite flagship store
2. Principal craftsman from Shenzhen Xingguangda Jewelry at work
3. Wedding bands from Shenzhen Future Wisdom
4. BOJEM coloured gemstone jewellery collection

The list of Honourees from mainland China for the 2019 JNA Awards:

- 3D kaiente Jewellery Co Ltd, Industry Innovation of the Year - Jewellery Manufacturing Technology
- BOJEM Jewelry, eSupplier of the Year
- DECENT Gold Group Co Ltd, Outstanding Enterprise of the Year – China
- Kongfook Jewelry (Shenzhen) Co Ltd, Industry Innovation of the Year - Shared Services
- Mokingran Gold Jewelry Group Co Ltd, Brand of the Year - Retail
- Shang Jin Pin Jewellery (Shenzhen) Limited Corporation, Manufacturer of the Year – Jewellery
- Shanghai Kimberlite Diamond Group Co Ltd, Outstanding Enterprise of the Year – China
- Shenzhen Future Wisdom Jewelry Co Ltd, Industry Innovation of the Year - Production Technology
- Shenzhen MOVER Culture Co Ltd, Industry Innovation of the Year - Marketing and Marketing Services and Young Entrepreneur of the Year (age 40 and below), Raymond CHEN
- Shenzhen Sunfeel Jewelry Co Ltd, Brand of the Year - Retail
- Shenzhen Xingguangda Jewelry Industrial Co Ltd, Sustainability Initiative of the Year
- Zbird Diamond Co Ltd, eSupplier of the Year



For the full list of 2019 JNA Awards Honourees, please click [here](#).

Recipients of the JNA Awards will be announced and feted at the JNA Awards Ceremony and Gala Dinner during the September Hong Kong Jewellery & Gem Fair on 17 September at the InterContinental Hong Kong.

This year for its eighth edition, the JNA Awards is supported by Headline Partners Chow Tai Fook Jewellery Group, the Shanghai Diamond Exchange, and DANAT, together with Honoured Partners KGK Group, China Gems and Jade Exchange, and Guangdong Land Holdings Limited.

Organised by Informa Markets, the JNA Awards celebrates and recognises outstanding achievements and leadership, with a mission to champion excellence, innovation and best business practices in the jewellery and gemstone industry. More than 500 industry leaders and trade VIPs are expected to attend the awards ceremony on 17 September 2019.

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For more information, visit 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 (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 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.

1.3 Bahrain Institute for Pearls and Gemstones -- DANAT (<http://www.danat.bh>)

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

DANAT plays a vital role in protecting and enhancing the public trust in pearls, gemstones and jewellery. With its offices located at the iconic Bahrain World Trade Center, DANAT 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)

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 achieved

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

2.2 The China Gems & Jade Exchange (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, highend 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 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 urban and industrial complex projects.

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 a construction scale (floor area) that is projected to exceed 700,000 square metres. The Buxin Project, which is located in the Buxin area of Luohu district in Central Shenzhen, close to the Shuibe 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 Informa Markets (www.informamarkets.com)

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, 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.