



FOR IMMEDIATE RELEASE

### **MALAYSIA WORLD CLASS JEWELLERY PARADISE**

KUALA LUMPUR, MALAYSIA: Malaysia's Most Exclusive Jewellery Fair - Malaysia International Jewellery Fair - Spring Edition (MIJF SE) 2017 is once again set to return on the 6 - 9 January 2017 at Ballroom 1 @ Level 3, Kuala Lumpur Convention Centre. The Organizer, Elite Expo Sdn Bhd has successfully gathered 100,000 pieces of the most luxurious and finest jewellery collections from over 100 jewellery brand from more than 11 countries including Malaysia, Cambodia, Dubai, Hong Kong, India, Japan, Italy, Singapore, Thailand, Myanmar and China.

The success of its previous editions was with the immense supports from Malaysia Tourism Promotion Board, Malaysia Convention & Exhibition Bureau (MyCEB), renowned overseas association Hong Kong Jewellery & Jade Manufactures Association (HKJJA) and endorsed by Malaysia External Trade Development Corporation (MATRADE). MIJF SE 2016 envisions strengthening the country's position as a global standard jewellery trading catalyst while helping out in promoting the country as the next best M.I.C.E hub in the eyes of the world.

MIJF SE 2017 unleashes its creativity again this year; MIJF SE 2017 is ready to provide a luxurious hospitality to visitor with a Luxurious Jewellery-Viewing Section. Experience the luxurious ambiance of private jewellery-viewing section where you find nowhere and indulge with the splendor of unique jewellery piece presented.

Adding glitz to the jewellery fair, a Glamorous Opening Ceremony with Luxurious Jewellery Fashion Show will beheld on the 6<sup>th</sup> January 2017, 3pm to commemorate the grand launching of MIJF SE 2017. The enchanting Jewellery Fashion Show adorned by top models is going to showcase the latest dazzling and unique fined jewellery collection sourced across the globe that vows to delight the honorable guests.

In conjunction with MIJF SE 2017, an Auspicious of Lavender Jadeite Jade Galleria will be highlighted to showcase the unique Lavender Jadeite Jade collections. There will be a full-detailed information regarding Lavender Jade being shared in MIJF SE 2017 such as the symbolism meaning, classification of Lavender Jade as well as the correct way to clean and maintain the Lavender Jade.

Besides, a series of free informative seminar will be arranged as a platform for professional's experiences sharing. There will be seminar regarding Feng Shui by Master Elaine Kuan, the Feng Shui Practitioner & Destiny Analyst, on the 8<sup>th</sup> January 2017, 2pm. Informative seminar will be addressing information regarding the divination of the general outlook for the coming rooster year and also the gems in relation to our date of birth, as known as BaZi. The weakness of Chinese five elements: Water, Wood, Fire, Earth and Metal as well as the suitable jewellery to strengthen it will be presented only at MIJF SE 2017!



For jewellery lovers visiting to MIJF SE 2017, attractions include EXCITING Everyday Lucky Draw, Thrilling Jewellery SPEND & WIN contest, Mystery Welcome Goodies, FREE jewellery cleaning service and more! Every visitor is entitled to stand a chance to grab the alluring prizes.

Special thanks to all Partners & Sponsors including Orital S.r.l., Atelier Fine Jewellery, Oriental Feng Shui, CiUM, Malaysian Nail Technicians & Make Up Artists Association (MNTA) and more.

With so many amusing activities and attractive gifts, MIJF SE 2017 is truly a not-to-be-missed jewellery event of the year! For pre-registration, please log onto the official website of MIJF SE 2017 [http://www.mijf.com.my/mijf\\_spring/pre-registration\\_attend.php](http://www.mijf.com.my/mijf_spring/pre-registration_attend.php) or contact the Organizer at +603 5891 1157.

###

For more enquiries and/or photos of event, please contact

Ms Miko Chong

PR & Communications Department

Elite Expo Sdn Bhd

Tel : +603 5891 1157 ext 116

Fax : +603 5891 1147

Email : [mikochong@elite.com.my](mailto:mikochong@elite.com.my)

Website : [http://www.mijf.com.my/mijf\\_spring/](http://www.mijf.com.my/mijf_spring/)