



Penang Gold Signature Fair – A Project by MIJF

The First International Gold-Focus Trade Show within Southeast Asia

PULAU PINANG: Penang Gold Signature Fair (PSG) 2016 as a project by Malaysia International Jewellery Fair (MIJF), proudly initiated by Elite Expo will be held on a stage where business and leisure meet; Penang Straits Quay Convention Centre on August 10-12 from 11am to 6pm.

The organizer Elite Expo is delighted to announce Penang Gold Signature Fair (PSG) will be launched as the first ever International Gold-Focus Trade Show within Southeast Asia, and the collaboration with P.W. Gold & Silver Ornament Merchants Association as PSG's co-organizer. This project is strategically located in Penang which is known as the ideal shopping destination for gold jewellers as the industry previously started off of skilful gold craftsmanship for over a century long. With a start-up of a gold exhibition in Penang, PSG 2016 serves the aim of promoting Malaysia's gold craftsmanship as well as magnifying the nation's potential in the gold market to a global stage.

Malaysia aspires to become one of the world's major gold jewellery supplier as Malaysia's labor charges for per gram of gold are lower than other countries especially China. Thus, PSG is ambitious to become the most renowned Gold-Focus Trade Show in Malaysia and across the region to promote Malaysia Gold craftsmanship, allowing both exhibitors and delegates to establish solid networking connections and business deals while to keep abreast with the most up-to-date gold industry insights.

The President of P.W. Gold & Silver Ornament Merchants Association, Mr. Chiah Hock Yew, has a nostalgic perception of the event. Malaysia is known to be a steady gold manufacturing and crafting country across the world, with its extended history of trading, and gold is no exception of such trades. "For more than 100 years, the gold and jewellery industry is ever-growing in Malaysia. Yet, growth comes in many forms, including deficit. This endeavour is hopeful in restoring the gold market in Malaysia to its former glory," he said.

The event is inaugurated by flaunting the best gold jewellery products, in the PSG Trade Fashion Show. This grandiose inauguration of PSG will be taking place on the 10th August at 11.30 AM. This Trade Fashion Show is the first ever fashion show highlighting gold jewellery which will be tailored to the needs of trade buyers, who will have the liberty of being the audience members. Advertising the most commendable pieces of gold jewellery, traders will be able to experience the live showcase of jewellery and be fully immersed in the beauty of gold jewellery.



In addition, we are gathering gold jewellery factories and manufacturer to participate in PSG, with each individual manufacturer showcasing their best quality products for trade buyers, wholesalers, and even retailers. An invitation expanding across the world, the gold jewellery factories are sure to bring their best products to enhance popularity as well as generating sales in hopes of increasing clients. A one-in-a-million opportunity for trade buyers to invest in international-grade gold jewellery, and with gold jewellery designs to cater to most forms of interest, we are confident that trade buyers will not be disappointed with the gold jewellery factories gathered.

We have also invited the Malaysian Islamic Economic Development Foundation, or YaPEIM for short, to conduct a forum titled The Shariah Principle In Gold Business. The Ar Rahnun National Forum (ForNASIONAL) aims to inform audiences of Islamic alternatives of conducting business, and at PSG, we are delighted to have ForNASIONAL to conduct a forum which discusses the gold business in a Muslim-friendly environment, as well as to answer questions that may arise about getting involved in the gold business, whilst being in accordance of the Shariah laws.

Gold buyers are now able to have a specific yet wider range of gold sourcing based on different karats or millesimal fineness of gold such as 22K, 21K, 18K and etc. Different categories of jewellery like bracelets, bangles, brooches, necklaces, rings, earrings, gold coins and gold bars, tools and machinery, and those which are related to gold accessories will be presented as well. From elegant, classic designs, to unique and one-of-a-kind models of gold jewellery collections, PSG provides huge varieties of exquisite and delicate Malaysian made jewellery collections at one point, and thus propels the local jewellery industry to the international level eventually!

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For more information, feel free to contact:

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