

IMMEDIATE RELEASE

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 place where business and leisure meet, Penang Straits Quay Convention Centre on August 10-12 from 11am to 7pm.

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 the Southeast Asia, and the collaboration with P.W Gold & Silver Ornament Merchants Association as PSG's co-organizer. This project strategically located in Penang which known as the ideal shopping destination for gold jewellery as the industry previously started off of skillful 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 and to magnify the nation's potential in the gold market to a global stage.

Malaysia aspires to become a world's major gold jewelry supplier as Malaysia's labor charges for per gram of gold are much 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.

Nonetheless, a Memorandum of Understanding (MOU) as an introduction to the market of the collaboration between two parties, Elite Expo and P.W Gold & Silver Ornament Merchants Association, has been scheduled in the Press Conference of Penang Signature Gold Fair (PSG) 2016, that falls on 8 April 2016, 12.00pm at Straits Quay Convention Centre, to elevate the economic growth of gold market locally and internationally. The presences of the guests in this remarkable moment are the CEO of Elite Expo Sdn. Bhd., Mr. Johnson Lim, the person in charge of P.W

Gold & Silver Ornament Merchants Association, Mr. Chiah Hock Yew, witnessed by Penang Chief Minister Y.A.B. Tuan Lim Guan Eng as the Guest of Honour in the Press Conference.

Gold buyers are now able to have a specific but wider range of gold sourcing based on different karat or millesimal fineness of such as 22K, 21K, 18k or 916 gold and etc. Different categories of jewellery like bracelet, bangle, brooch, necklace, ring, earrings, gold coin and gold bar, tools and machinery that 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 Malaysia-made jewellery collections at one point, and thus propels the local jewellery industry to international level eventually!

Interested jewelry buyers may also contact:

PR & Communication Department,

Elite Expo Sdn. Bhd,

Tel: (603) 58911157

Fax: (603) 58911147

Email: info@eliteexpo.com.my

Website: www.elite.com.my

###