

## Penang International Jewellery Show 2020 to set the stage for South East Asia

**Penang, Malaysia:** Penang will be hosting the first Penang International Jewellery Show (PGIJS), a B2B event where 100 international buyers will be brought into Penang and matched with local gold suppliers.

Organised by Valuqo Sdn Bhd with over 30 years of export globally experience and managed by Penang based professional conference organiser (PCO) – ACE Conferences and Exhibitions, PGIJS is set to be held from 24 – 26 April at Setia SPICE Convention Centre.

Being the first exhibition of its kind within the gold and jewellery industry in Penang, the event is supported by the Malacca Goldsmith Merchants' Association, the Federation of Goldsmiths and Jewellery Associations of Malaysia and Penang Convention & Exhibition Bureau (PCEB).

Penang is currently ranked number one in the world as the top exporters of gold. With more than hundred years of history in the gold industry, Penang is established itself as a hub for gold exports to countries including Switzerland, China, India, United Kingdom, Hong Kong, Singapore, Thailand, Turkey, United Arab Emirates, United States, Cambodia, Canada, Australia, Germany and Italy.

The event provides a one-stop platform for all gold jewellery manufacturers, traders, retailers and jewellery designers who are seeking unlimited business opportunities in Penang to share their stories and gain access to new markets. Throughout the three days, the event will be expecting more than 500 visitors.

As part of the exhibition and B2B matching, the event will also have a foreign network meeting related to the jewellery industry and a sharing session on topics focusing on new gold jewellery designs and new technologies introduced by international manufacturers and jewellers in the gold industry.

In addition, the event will introduce a new, vibrant and exciting component during the third day called "Golden Street" where 50 exhibitors and individual gold companies representing 20 countries are able to showcase their brands to the public for them to purchase.

The Federation of Goldsmiths and Jewellery Associations of Malaysia also announced that they will be organising their annual general meeting here in Penang in conjunction with the event.

"The Penang state plays a major role as a producer of gold jewellery for export markets, contributing 80% of Malaysia's total exports of RM 5.89 billion in 2018. We hope this event will bring more international buyers, traders, retailers and jewellery designers to Penang and we hope this event will become the most prestigious event in South East Asia, as well as in Asia," said YB Yeoh Soon Hin, the Penang State Executive Councillor for Tourism, Arts, Culture & Heritage who chaired the press conference.

"We believe that with PGIJS 2020, Penang's profile in the jewellery industry will be further known in the Asian market, and will additionally increase the awareness of its own international show brand throughout Malaysia and the rest of the global industry," said Ashwin Gunasekeran, PCEB's CEO.

IN CONJUNCTION WITH



SUPPORTED BY



“Having the show in Penang will also encourage domestic consumption while boosting tourism and increasing the economic impact for Penang,” he added.

PGIJS aims to set itself to become the most famous jewellery show in South East Asia and will promote Penang and Malaysia to become the world's top gold and jewellery trading centre, and rise to become the world's top ten exporters by volume.

Photos of the press conference can be obtained here: <http://bit.ly/3bl85cn>

For more information on PGIJS 2020, visit [www.pgijs.com](http://www.pgijs.com).

---

## NOTE TO EDITORS

### About Penang Convention & Exhibition Bureau (PCEB)

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for Business Events activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of Business Events in Penang, PCEB serves as Penang's focal point for the coordination of all Business Events activities, providing expert assistance to organisations and Business Events planners at every step of the planning. PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the smoothness and success of each event organized. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.

For more information, please visit [www.pceb.my](http://www.pceb.my) and follow us on:

Facebook: @PCEB.my

Twitter @PCEB\_MY

Instagram @penang.unfiltered

IN CONJUNCTION WITH



SUPPORTED BY

