



MIJ Exhibition Sdn. Bhd.
(1000334-H)

22nd – 25th April 2016
Kuala Lumpur Convention Centre – HALL 5

*Malaysia's Biggest
Jewellery Trade Show
Spark off Your Sparkling Success*

马来西亚最大珠宝展
瑰宝璀璨 商机无限



MIJ Festival 2016
Malaysia International Jewellery Festival (Spring Edition)
马来西亚国际珠宝节 (春季)



Company Background

26th Malaysia International Jewellery Festival 2016

MIJ Exhibition Sdn Bhd started in Malaysia from the year 1994, MIJ was the first international jewellery exhibition organizer. For over 20 years, MIJ was being recognized as the most spectacular international jewellery exhibition. We are proudly to be recognized by **Malaysia Book of Record** as the Biggest Jewellery Exhibition in Malaysia since 1997 and we are still remain in this record until now.

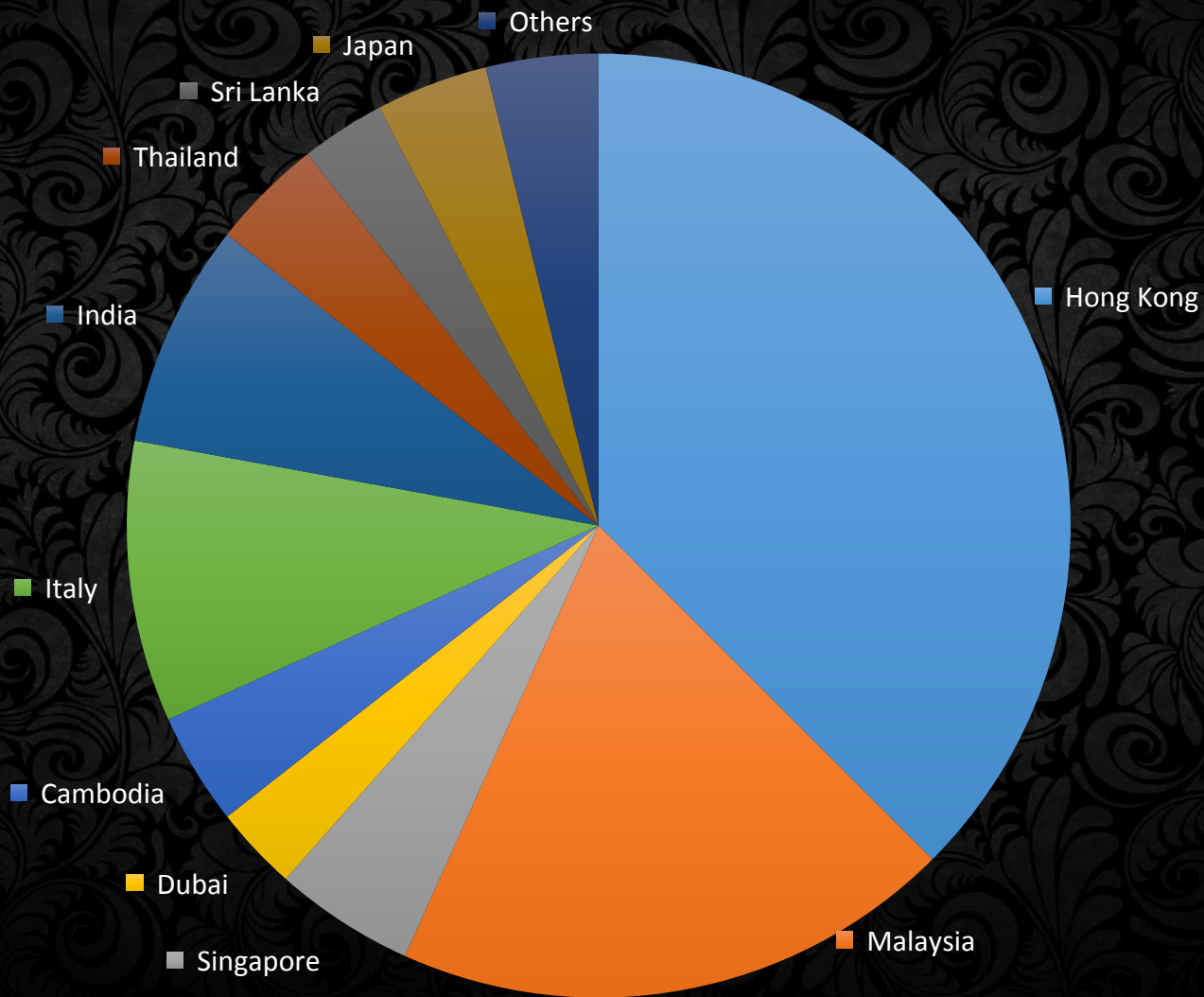
This upcoming Malaysia Jewellery Festival 2016 marks as the 26th year of MIJ's participation. MIJ is acknowledge by many industries and it is recognized by **Malaysia Tourism Promotion Board, Malaysia Convention & Exhibition Bureau (MyCEB)** and **Malaysia External Trade Development Corporation (MATRADE)**.

Branded as the Biggest jewellery exhibition in Malaysia, MIJ has successfully attracts more than **90,000 international potential trade buyers** for the past 20 years.

The image features a large circular graphic. In the center is a stylized globe showing the Western Hemisphere, with blue oceans and grey landmasses. Surrounding the globe is a thick, black ring. Outside this ring, filling the rest of the circle, is a dense, overlapping collage of numerous national flags from various countries. The flags are arranged in a way that they appear to be floating or attached to the ring. The entire graphic is set against a dark, textured background with a subtle, repeating pattern.

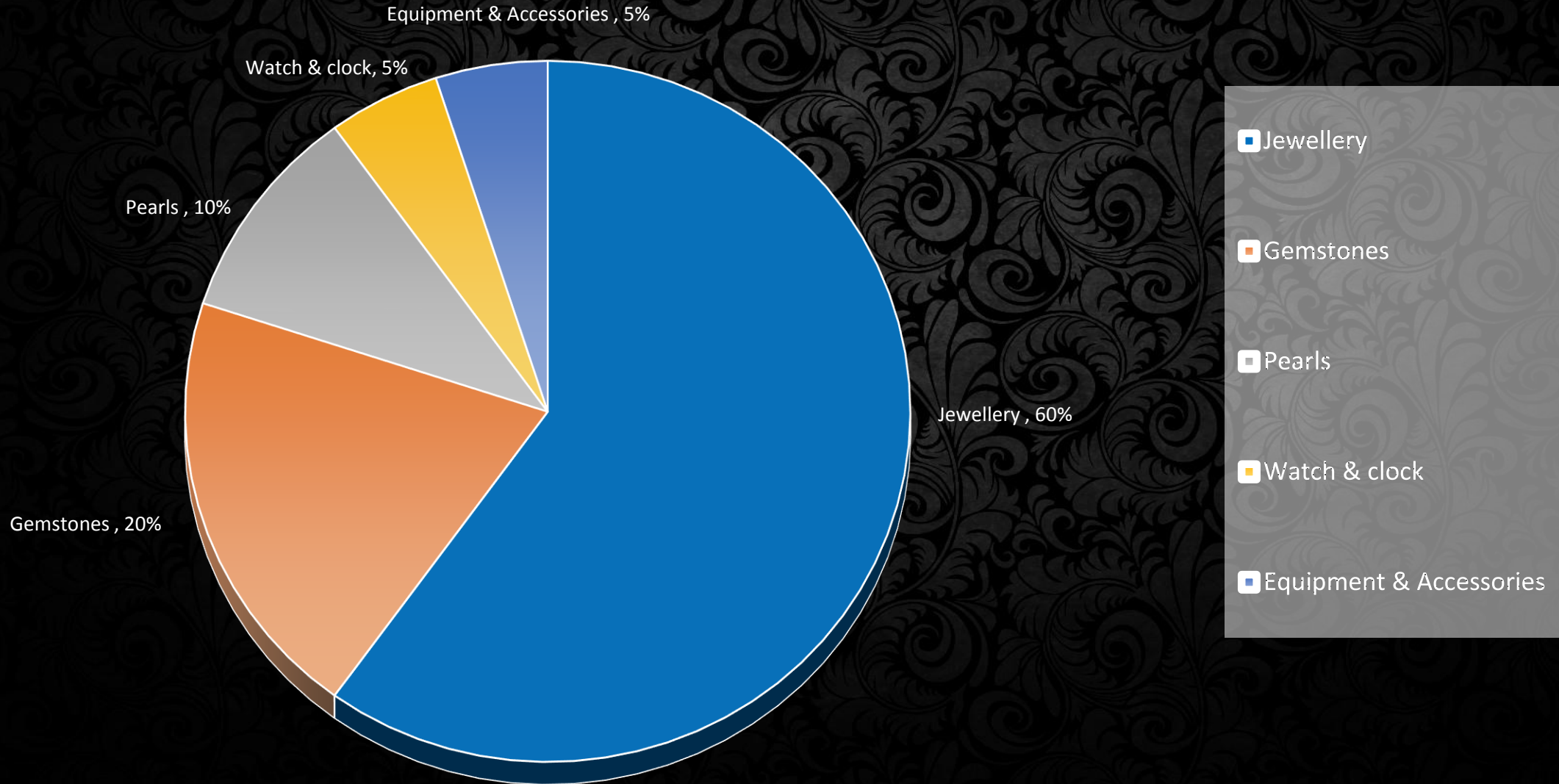
Over the years, **MIJ16** has gathered over 120 jewellery exhibitors from more than 30 countries and regions (from Hong Kong, Japan, Dubai, Cambodia, Italy, India, Thailand, Indonesia, Sri Lanka, Russia, Turkey, Malaysia and etc.)

Country Analysis on Exhibitors



Hong Kong Malaysia Singapore Dubai Cambodia Italy India Thailand Sri Lanka Japan Others

Exhibits Analysis



120 EXHIBITORS
22,000 VISITORS

Visitors

Buyers

Professionals

Exporters

Retailers

Importers

Socialites

Jewellery & accessory
designer

Wholesalers

Manufactures

Jewellery Lovers



Why Exhibit with us ?

- ◆ **USD 3,000,000** business opportunity available
- ◆ Worldwide explode your brand awareness
- ◆ New launch for your dazzling collections
- ◆ Showcase your latest collection with immediate feedback
- ◆ Engage with qualified buyers and visitors with real spending power
- ◆ Networking with local and international buyers and key industry players
- ◆ Share and exchange latest information on the Jewellery market trends



Malaysia International Jewellery Festival (MIJ) 2016 platform to penetrate into ASEAN market, now is the time to start planning for the key opportunity to introduce your company and products to a diverse audience of qualified decision makers who might otherwise be difficult to meet. Enormous support towards the glamorous jewellery festival.

This show provides you with four days: 22nd - 25th April 2016 in Kuala Lumpur Convention Centre (KLCC) - Hall 5, Malaysia where you can enjoy valuable face-time with potential buyers in buying power and who came ready to place orders.

TRADE BUYERS / HIGH END VISITORS

- ◆ E-invitation to Trade Buyer [Locally & Internationally]
- ◆ E-invitation to Public listed VIP, Embassy, Royal Families, Celebrities
- ◆ **Over 22,000** visitors in 4 days!
- ◆ Cooperate with medium & high-end goodwill ambassadors [Invitation cards sending out to their exclusive customers]



Platform To Penetrate Into ASEAN Market

- ❖ Face to face meeting with potential customers for building customers relationship.
- ❖ Less work and high quality access to qualified customers
- ❖ Opportunity to compare with other exhibitors on products, promotions and selling skills
- ❖ Low cost access with no big capital injection on market testing



Worldwide Extensive Promotion Campaign



- ◆ Partnering with fine dining restaurants and branded retails to increase exposure of event.
- ◆ Internet in massive TV banner
- ◆ Press up in Magazines, Radio & Newspaper
- ◆ Cooperating with worldwide jewellery exhibition organizer, industry publisher and delivering exhibitions information to global industry insiders



Size of Standard Booth Shell Booth

❖ Participation Fee: **USD 418** per Square Meter



<u>Booth Size</u>	<u>Price</u>
• 9 Sqm	: USD 3,762
• 12 Sqm	: USD 5,016
• 18 Sqm	: USD 7,524

Facilities Including:-

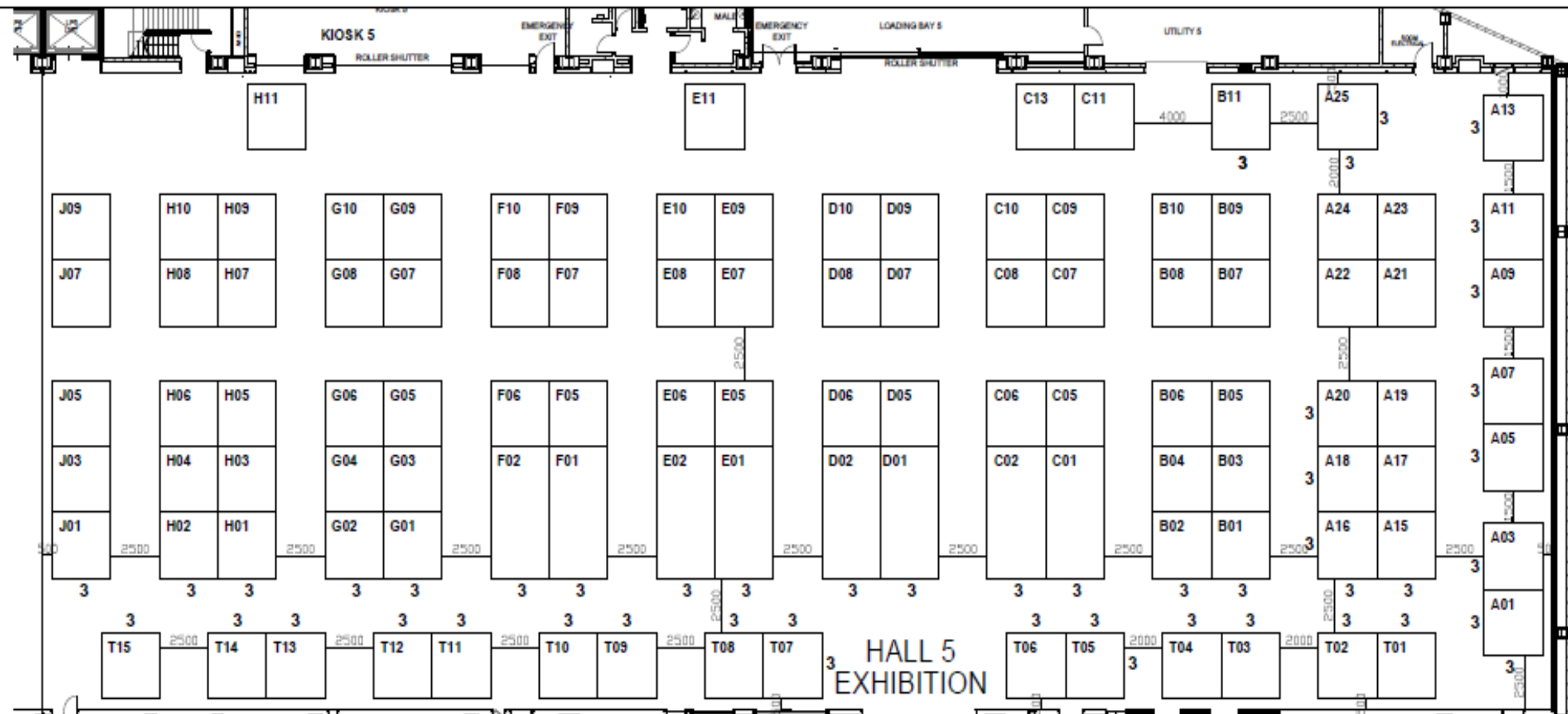
- Fascia Board with Company Name
- Carpeting
- 1 Square Table
- 2 Chairs
- 2 Spotlights
- 1 Waste Basket
- Invitation Cards
- Cleaning Services
- 24Hrs Security Services

Floor Plan of MIJ SE 2016

26th Malaysia International Jewellery Festival 2016 (Spring Edition)

KUALA LUMPUR CONVENTION CENTRE EXHIBITION HALL 5

22 - 25 April 2016



RESERVE YOUR BOOTH FOR:

26th Malaysia International Jewellery Festival (Spring Edition)

Date: 22nd -25th April 2016

Venue: Kuala Lumpur Convention Centre (Hall 5)



For further information, please contact:

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