



**THE ONLY GOLD-FOCUS TRADING PLATFORM WITHIN SOUTHEAST ASIA
FOR WORLDWIDE TRADE BUYERS
PENANG SIGNATURE GOLD & JEWELLERY FAIR – A PROJECT BY MIJF**

PENANG, MALAYSIA: Gold industry is ever-growing in Malaysia as Malaysia is known to be a steady gold manufacturing and crafting country across the world, with its extended history of trading. The Only Gold-Focus Trading Platform within Southeast Asia - **Penang Signature Gold & Jewellery Fair (PSG) 2021**, a project by Malaysia International Jewellery Fair (MIJF) is proudly initiated again by Elite Expo Sdn Bhd and will be held on stage where business and leisure meet at Setia SPICE Convention Centre, Penang, Malaysia 15th – 17th October 2021.

Demand for the safe-haven commodity has soared during the corona-virus pandemic and it is not only professional investors who are cashing in, but small businesses too. Gold shops doubled or even tripled their sales during the lockdown period as gold in any crisis, would be the key asset to look out for. With an additional of exciting brand new Diamond & Gemstones zone this year, the Organizer – Elite Expo Sdn Bhd envisions bringing together the local and international gold and jewellery manufacturers and buyers under a rooftop.

This project is strategically located in Penang which is known as the ideal shopping destination for gold jewellery as the industry previously started off of skilful gold craftsmanship for over a century long. With a start up of a gold & jewellery exhibition in Penang, PSG 2021 serves to aim of promoting Malaysia's gold jewellery craftsmanship as well as magnifying the nation's potential in the gold jewellery market to a global stage.

Just as previous successful editions, PSG 2021 is endorsed by Malaysia External Trade Development Corporation (MATRADE) and honored to have immense supports from government bodies, including Malaysia Tourism Promotion Board, Malaysia Convention & Exhibition Bureau (MyCEB), Penang Convention & Exhibition Bureau (PCEB) and renowned international association – Hong Kong Jewellery & Jade Manufactures Association (HKJJA). The organizer envisions to strengthen Malaysia's position as a global standard gold jewellery trading catalyst, while contributing in promoting the country as the next best M.I.C.E hub in the eyes of the world.

Previous show was concluded with tremendous results and with positive responses from the industry as well as buyers , PSG 2021 will make continuous improvements and bring comprehensive business platform to exhibitors and buyers. We also want to emphasize that a rigorous safety regime will be enforced at the physical show. In partnership with Setia SPICE Convention Centre, PSG will strictly adhere to health and safety guidelines, and enhanced cleaning protocols in accordance with health and safety standard by local government to ensure a clean and safe trading environment.

About PSG

PSG gathers local and international gold & jewellery manufacturers to showcase the latest designs of gold jewellery, technologies, machinery, equipment and tools. PSG serves a 'Trading Window to ASEAN' that provide strategic and genuine trading platform for gold and jewellery traders around the globe together in expanding gold and jewellery worldwide market. PSG has steadily attracted high sales leads, establishing the exhibition as the main hub of sourcing, branding and trading in Southeast Asia.

For enquiries, kindly logon www.elite.com.my/penanggold/ or contact the Organizer, Elite Expo Sdn Bhd through (Email: psg@eliteexpo.com.my) or (Tel: 603 5891 1157). See you at PSG 2021!

For further inquiries, kindly contact the Organizer at:

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