

JNA Awards names Cao Thi Ngoc Dung as Lifetime Achievement Award Recipient

HONG KONG, 21 August 2019 – The JNA Awards marks another first in its eight-year history by conferring its highest honour, the Lifetime Achievement Award, to three recipients. These achievers have made invaluable contributions, not just to their respective enterprises, but to the entire jewellery and gemstone industry with their hard work, innovative ideas and the advocacies they support.

Cao Thi Ngoc Dung, Founder and Chairperson of Phu Nhuan Jewelry Joint Stock Company (PNJ) in Vietnam, is one of the three Recipients of this prestigious accolade.



Cao Thi Ngoc Dung, Founder and Chairperson of Phu Nhuan Jewelry Joint Stock Company (PNJ)

A celebrated businesswoman and philanthropist, Cao is best known for founding the Phu Nhuan Jewelry Store – the predecessor of PNJ – in 1988, while she was still a state employee. Over the course of three decades, she grew the once state-owned company into a publicly listed business entity.

Cao began her journey with the intention of reviving the traditional Vietnamese jewellery industry. Believing that “anything that can be made overseas could be made domestically,” she persevered and engaged in self-research by joining jewellery expos, visiting and studying large jewellery factories across Asia, and investing on state-of-the-art technology that would be essential in growing PNJ.

The fruits of Cao’s efforts can be seen in the tremendous growth of PNJ. From an initial team of 20, the company currently employs nearly 7,000 individuals – 1,000 of whom are skilled artisans and goldsmiths. A designer, manufacturer and retailer rolled into one, PNJ has also been dubbed as the Tiffany of Vietnam, whose products are carried in nearly 400 jewellery outlets in 55 provinces. PNJ has also spawned a number of prominent jewellery and fashion brands in Vietnam, namely PNJGold, PNJSilver, CAO Fine Jewelry, Jemma Accessories, PNJArt and PNJWatch, among others. Furthermore, Cao has successfully trained the limelight to her homeland at a global scale, by exporting jewellery to 13 countries.

Cao has also led the company to various milestones. In 2012, PNJ was ranked 16th in the Top 500 list of the World's largest jewellery, manufacturing and trading companies by Plimsoll UK. She was also recognised as one of Forbes Vietnam's Top 50 Most Influential Women in 2019 and 2018; and one of its Top 50 Most Powerful Women Entrepreneurs in Asia in 2016. Furthermore, Cao leads PNJ to promote higher standard and advancement in the industry by setting up the PNJ laboratory, the laboratory is an important step for PNJ to enhance consumer education and to further protect the consumers by providing testing service to the public. Cao herself has been the Vice-President of Vietnam Gold Trader Association (VGTA) from 2012-2018 and is a member of the executive committee of Ho Chi Minh City Gemstones Jewellery and Art Craft Association.

Aside from her success in business, Cao also lends her voice and stature to a number of worthwhile causes, particularly for women empowerment and inspiring young entrepreneurs. She is Vice-President of the Vietnam Association for Women Entrepreneurs and President of the Ho Chi Minh City Association for Women Executives & Entrepreneurs. She has also led efforts to build 100 PNJ Houses annually for underprivileged women and initiated an awareness campaign for the benefit of Vietnamese children with autism.

Letitia Chow, Chairperson of the JNA Awards and Director of Business Development – Jewellery Group at Informa Markets said, "Madam Cao is a woman of strong belief and conviction. Determined and passionate, she has put Vietnamese jewellery on the global map. Instilled with an exceptional work ethic, and a big heart, she continually gives back to the community, supporting the development of entrepreneurial women in Vietnam. We are truly honoured to bestow her with this year's Lifetime Achievement Award."

On receiving the Lifetime Achievement Award, Cao said, "I would like to sincerely thank the JNA Awards organisers for this honour. This award has brought me pride and has motivated me even more in contributing to the growth of PNJ and the Vietnamese jewellery industry in general."

Regarded as one of the most prestigious awards programmes that push for the advancement of the gemstone and jewellery industry, the JNA Awards is organised by Informa Markets as a platform for promoting best business practices, innovation and leadership excellence.

The JNA Awards 2019 is held in cooperation with Headline Partners Chow Tai Fook Jewellery Group, the Shanghai Diamond Exchange and DANAT; and with the support of Honoured Partners KGK Group, China Gems and Jade Exchange and Guangdong Land Holdings Limited.

Cao will officially receive the Lifetime Achievement Award at a highly anticipated Awards Ceremony and Gala Dinner on Tuesday, 17 September, during the September Hong Kong Jewellery & Gem Fair.

ENDS

For more information, visit <http://www.JNAawards.com/> or contact:

JNA Awards Marketing

Informa Markets

+852 2516-2184

marketing@jnaawards.com

Notes for Editors:

1. About the Headline Partner

1.1 Chow Tai Fook Jewellery Group Limited (www.chowtaifook.com)

Chow Tai Fook Jewellery Group Limited (the “Group”; SEHK stock code: 1929) listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. The Group’s vision is to become the most trusted jewellery group in the world.

Founded in 1929, the Group’s iconic brand “CHOW TAI FOOK” is widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. A long-standing commitment to innovation and craftsmanship has contributed to the Group’s success, along with that of its iconic retail brand, and has been embodied in its rich 90 year heritage. Underpinning this success are our long held core values of “Sincerity·Eternity”.

The Group’s multi-brand strategy comprises the ARTRIUM, JEWELRIA and CTF WATCH brands that are endorsed by the CHOW TAI FOOK master brand, in addition to other brands including HEARTS ON FIRE, T MARK, SOINLOVE and MONOLOGUE.

The Group’s commitment to sustainable growth is anchored in its “Smart+” strategy, which is in place to promote long term innovation in the business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated and agile business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners across the world.

With an extensive retail network in Greater China, Japan, Korea, Southeast Asia and the United States, and a fast-growing e-commerce business, the Group is implementing effective online-to-offline (“O2O”) strategies to succeed in today’s omni-channel retail environment.

1.2 Shanghai Diamond Exchange (www.cnsde.com)

Authorised by the State Council, the Shanghai Diamond Exchange (SDE) is the only diamond exchange body in China; and provides diamond dealers a fair and safe transaction venue under close supervision. It also enjoys a favourable taxation policy and is operated in accordance with international best practices of the diamond industry.

Established in 2000, the SDE is a non-profit, self-regulating membership organisation and a member of the World Federation of Diamond Bourses.

1.3 Bahrain Institute for Pearls and Gemstones -- DANAT (www.danat.bh)

The Bahrain Institute for Pearls and Gemstones (DANAT) was established in 2017, as an initiative of HRH Prince Salman bin Hamad bin Isa Al Khalifa, Crown Prince, Deputy Supreme Commander and First Deputy Prime Minister of the Kingdom of Bahrain. DANAT was formed as a wholly owned subsidiary of the Bahrain Mumtalakat Holding Company (Mumtalakat), the sovereign wealth fund of the Kingdom. DANAT evolved from the Pearl & Gem Testing Laboratory of Bahrain (the first laboratory of its kind in the region), which was established in 1990. It was formed to expand upon and enhance the excellent work of the laboratory, with the vision of becoming the world's preferred institute for natural pearl and gemstone third-party verification services and scientific research.

Currently, DANAT plays a vital role in protecting and enhancing the public's trust in pearls, gemstones and jewellery. With its offices located at the iconic Bahrain World Trade Centre, the facility aims to establish itself as the window into international markets, serving local and global clients, and bolstering the reputation of the Kingdom as a leading centre for pearl and gemstone expertise.

DANAT is an authority on industry standards, scientific knowledge and education, and is committed to the highest standards of professional and personal ethics. It is dedicated to supporting the pearl and gemstone industry and offers training programmes locally, regionally and internationally to a new generation of gemmologists, industry professionals and gemmology enthusiasts.

2. About the Honoured Partners

2.1 KGK Group (www.kgkgroup.com)

The KGK Group was founded in 1905 by Kesrimal Kothari and Ghisilal Kothari of Jaipur (India), to trade gemstones between India and Burma. With a global presence across 19 countries today, the privately held group has evolved into one of the most preferred brands in the gemstone and jewellery industry, with a vertically integrated operation. KGK is one of the few conglomerates covering the entire spectrum of mining, sourcing, manufacturing and distribution of coloured gemstones, diamonds and jewellery for over a century. KGK Group has a resilient team of 12,000 employees with operations and offices in Asia, Australia, North and South America, Europe and Africa. Having achieved an impeccable reputation in the gemstone, diamond and jewellery trade, the group has recently diversified into real estate.

2.2 China Gems & Jade Exchange (www.csgje.com)

China Gems & Jade Exchange (CGJE) is a national gem and jade trading platform approved by the State Council.

China Gems & Jade Exchange adheres to the principle of “Led by Technology, Develop with Innovation”, and using the latest real-time traceability, big data, block chains, high-end intelligent technology to solve various bottlenecks in the development of the gemstone industry. At present, two platforms have been built, namely, gemstone trading service platform and intelligent supply chain service platform. CGJE has become the only international gemstone trading service platform with full process tracking service in the industry.

In line with the basic principles of "fairness, impartiality and openness", China Gems & Jade Exchange combines the concepts of "innovation, advancement and compliance" to provide high-quality and professional third-party supporting trade services for jewelry enterprises at home and abroad.

2.3 Guangdong Land Holdings Limited (www.gdland.com.hk)

Guangdong Land Holdings Limited (GDLAND), with its headquarters in Hong Kong, is listed on The Stock Exchange of Hong Kong Limited, and is a subsidiary of GDH Limited — Guangdong Province’s largest conglomerate operating outside Mainland China.

GDLAND primarily engages in property development and investment, and in business that include (but are not limited to) the development and operational management of innovative commercial real estate, urban complex and industrial business complex. As the strategic arm of GDH Limited, GDLAND engages in the business development of commercial real estate, as well as urban and industrial complex projects.

Its flagship “Buxin Project” is forecast to become the biggest and most advanced jewellery mart in the world. With a lot size of over 87,000 sq.m. and a floor area projected to exceed 700,000 sq.m., the Buxin Project will include a large-scale jewellery trading and exhibition centre along with other facilities. Located in the Buxin area of Luohu district in Central Shenzhen, and close to the Shuibei Gold and Jewellery Base, this prime piece of property is expected to turn the area into one of the most influential gold and jewellery trading and exchange platforms, not just in China, but in the world.

3. About Informa Markets (www.informamarkets.com)

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world’s leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.