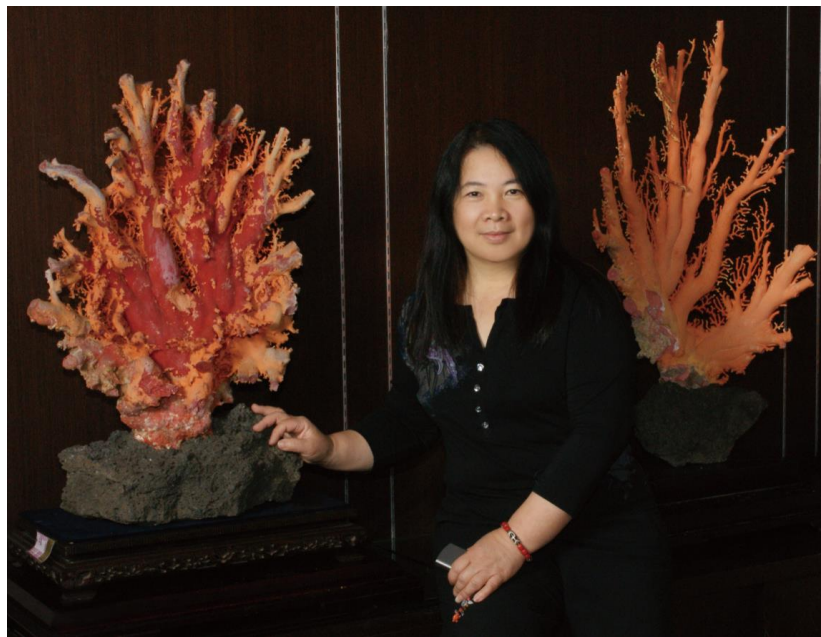


## **Hung Ming Li receives the JNA Awards' Lifetime Achievement accolade**

HONG KONG, 21 August 2019 – The JNA Awards, first time in its history, is conferring three important and influential leaders from the retail sector with its highest accolade, Lifetime Achievement Award, in its eighth edition. The Recipients hail from different parts of the world but they share the same passion and vision in making their brands the shiniest ones in their own right.

Hung Ming Li, Founder and Chairman of Taiwan-based Chii Lih Coral (Chii Lih) is one of the three Recipients of the prestigious Lifetime Achievement Award in this year's JNA Awards.



*Hung Ming Li, Founder and Chairman of Taiwan-based Chii Lih Coral*

Heralded for promoting Taiwan's precious coral to the world through her successful business, Hung established Chii Lih in 1973. In 1981, she took an important step of establishing her first Chii Lih retail store. The decades that followed would be marked by one milestone after another. Over the past 40 years, this Lifetime Achievement Award Recipient would transform the once small traditional coral processing factory and wholesaler in Kaohsiung, into a world-renowned jewellery enterprise.

Letitia Chow, Chairperson of the JNA Awards and Director of Business Development – Jewellery Group at Informa Markets remarked, "Madam Hung has devoted her life to introducing precious coral to the global market and building her very own coral kingdom. Not only has she built a successful business, she generously gives back to the communities and values the team supporting her, she exemplifies the core values upheld by the JNA Awards and therefore she truly deserves this recognition."

On being conferred the highest award for 2019, Hung Ming Li said, "I joined this industry when I was 17. It has been almost 50 years now. I am grateful for all the help I have received along the way. I am also grateful for the recognition from the JNA Awards. I still work 16 hours a

day, tirelessly promoting red coral, and hope more people will like this most beautiful gemstone from Taiwan.”

Hung is well-known for her unwavering faith and perseverance in hard times. As the economy bubble in Japan burst in the '90s, which was at that time a major market for the upmarket red coral, many decided to leave the coral business for other ventures, Hung remained steadfast in her mission of promoting and conserving the red coral, as well as to strengthen Taiwan's reputation as the “Coral Kingdom”.

Determined to turn the crisis to an opportunity, she spent much time and resources to buy back corals that were previously sold to companies in Japan, which were no longer in operation during the business downturn. This eventually made Chii Lih into the leader in this sector; and Hung, into the owner of one of the largest inventories of gem coral in the world.

Hung truly understands it takes more than her hard work to grow a successful business, and she deeply cares about the communities where her business is built on. For instance, Chii Lih helped establish the Taitung Red Coral Baseball Team in 2011; and in 2013, launched the largest coral museum in Taitung, with the goal of educating more people about gem corals, creating more jobs and boosting tourism. Even during challenging times, Hung has always held her head high to soldier on with her team. Chii Lih has now grown into a diverse enterprise, besides its core jewellery business, with museums, hotels, cultural park under its belt.

Hung also takes time to serve the industry, among others, she helped establishing the Taiwan Coral Networking Association in 2003, she was the Chairman of the Taiwan Jewelry Industry Association from 2013-2016, led her company to join CIBJO as the first corporate member from Taiwan and was named as an Honourary President of Hong Kong Gemstone Manufacturers' Association in 2017.

In order to further promote gem coral to the general public and to educate them, Hung has generously donated precious coral to numerous museums, including donating gem coral trees to National Palace Museum in Taipei in 2014 and the Palace Museum in Beijing in 2018. In 2015, under Hung's watch, Chii Lih and CIBJO teamed up to create the Coral Blue Book, which comprehensively enumerates and expounds on the standards for coral trade.

The other two Recipients of the Lifetime Achievement Award are Cao Thi Ngoc Dung, Founder and Chairperson of Phu Nhuan Jewelry Joint Stock Company in Vietnam; and Wang Chun Li, Managing Director and General Manager of Beijing Caishikou Department Store Co. Ltd.

Organised by Informa Markets, the JNA Awards is one of the most prestigious awards programmes that push for the advancement of the gemstone and jewellery industry, through the promotion of best business practices, innovation and leadership excellence.

JNA Awards 2019 is supported by Headline Partners Chow Tai Fook Jewellery Group, the Shanghai Diamond Exchange, and DANAT, together with Honoured Partners KGK Group, China Gems and Jade Exchange, and Guangdong Land Holdings Limited.

The prestigious honour will be presented to Hung at an Awards Ceremony and Gala Dinner scheduled for Tuesday, 17 September, during the September Hong Kong Jewellery & Gem Fair.

## ENDS

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## Notes for Editors:

### 1. About the Headline Partner

#### 1.1 Chow Tai Fook Jewellery Group Limited ([www.chowtaifook.com](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://www.informamarkets.com).