

## JNA Awards confers highest honour to Wang Chun Li

HONG KONG, 21 August 2019 – For the first time in history, the JNA Awards will present its prestigious Lifetime Achievement Award to three Recipients in 2019. Hailed for their unparalleled vision and innovative ideas, these high achievers have not only built successful retail empires and reached millions of customers from around the globe, but have also made lasting and significant contributions to the industry as a whole.

Wang Chun Li, Managing Director and General Manager of Beijing Caishikou Department Store Co Ltd (Beijing Caibai) is one of the three distinguished women receiving this honour.



*Wang Chun Li,  
Managing Director and General Manager of Beijing Caishikou Department Store Co Ltd*

Best known for growing Beijing Caibai into one of China's leading yellow gold jewellery stores, Wang started her journey in the early '80s by selling gold jewellery in the then department store. It was also there that she created a special sales strategy for her team. Eventually, the company expanded its gold business, shifting its model from being a department store to be a specialised gold Jewellery store.

Through the years, Wang would lead Beijing Caibai to various milestones, such as becoming the first enterprise in China to sell CNY 100 million (USD 14.5million) for gold in 1994. Since then, Beijing Caibai has also consistently topped the sales chart of gold jewellery in Beijing, as well as a standalone store in the country for 29 consecutive years. Its annual sales records have also exceeded CNY 10 billion (USD1.45 billion) for eight straight years.

Wang is also credited for successfully restructuring Beijing Caibai from being a state-owned company to a share-holding system of ownership by raising funds from its employees and legal person along with her management team. This laid down the foundations for Beijing Caibai as a modern business entity and became the cornerstone for its long-term success in the coming years.

Never one to slow down and to give up in the face of adversity, Wang also led her team in building Beijing Caibai's own SAP information system and creating an omni-channel sales network as digital platforms started to gain popularity and began to threaten the business of

brick and mortar stores. Such an effective integration of online and offline businesses and experiences have further enhanced the company's position as a market leader.

Under her leadership, the company was also named as "The First Yellow Gold House in Beijing" by the Beijing Municipal Commission of Commerce in 1997, joined the Shanghai Gold Exchange as a "Yellow Gold Retailer" in 2001, and was recognised as "The First Gold House in China" by the Association of China Commercial Enterprise Management in 2004. Nowadays, gold, platinum, jade and diamond jewellery are sold at Beijing Caibai, it has been honoured as "Global Leading Platinum Jewellery Enterprise" and "The First Coloured Gemstone House in China" by Platinum Guild International and The International Colored Gemstone Association respectively.

Dedicated to establishing and improving the industry standards and practices in China, Wang is devoted to working closely with trade organisations like the World Gold Council and Platinum Guild International. She sits as a committee member of the National Jewellery Standard Committee, National Accessories Standard Committee and the Delivery Committee of the Shanghai Gold Exchange, among others. She is also an HRD Antwerp Certified Diamond Grader and a senior analyst in gold investment.

Customers always come first for Wang, and she tirelessly endeavours to protect the consumers by getting certification from global standardisation bodies, exercising strict quality-control in every step of the supply chain and providing excellent after-sales service to them. All these measures have, in turn, earned her the confidence and trust from the consumers.

Letitia Chow, Chairperson of the JNA Awards, and Director of Business Development – Jewellery Group at Informa Markets shared, "Gold has long been a coveted precious metal in the Chinese culture, and Wang, who is recognised for her vision and innovative spirit, has definitely set the gold standard in driving her team and the industry to greater heights. By adopting best business practices in every aspect of its operations and growing a winning team, she ensures Beijing Caibai can stand the test of time. Altogether, these make her very deserving of the Lifetime Achievement Award."

Along with her great achievements in business, Wang has also spearheaded charity works such as "Celebration Budget for Education," "Project Hope 1+1," "Student Sunshine: Seeding Scholarship" for outstanding university students, and "Spring Rain Project", among others, to give back to the society.

"I am very honoured to receive the Lifetime Achievement Award from the JNA Awards. This is a recognition to my career in the jewellery industry, as well as our philosophy of having a 'heart purer than gold' here at Beijing Caibai Jewellery," she said.

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

Wang, along with other Honourees and Recipients, will be formally recognised at an Awards Ceremony and Gala Dinner scheduled for Tuesday, 17 September, during the September Hong Kong Jewellery & Gem Fair.

## ENDS

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

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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)**

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 Shuibe 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).