

All that glitters at the **Singapore International Jewellery Show**



Guest of honour Lee Yi Shyan, Minister of State for Trade and Industry (third from right), accompanied by Ho Nai Chuen, President of the Singapore Jewellers Association (extreme right), viewing the masterpieces of Thomas Diego Armonia (extreme left).

The Singapore International Jewellery Show (SIJS) returned with its fourth presentation at Suntec Singapore on August 21-24 2008. Organised by Conference and Exhibitions Management Services and Singapore International Jewellery Pte Ltd, the show was co-hosted by two of the Chamber's trade association members, namely the Singapore Jewellers Association and the Diamond Exchange of Singapore.

Backed by strong support from local and foreign government bodies, the Singapore International Jewellery Show brought together leading local and international producers, manufacturers and suppliers to showcase a spectacular treasure trove of jewellery, gems and accessories to trade visitors and members of the public.

This year, 148 exhibitors from 30 countries presented more than S\$100 million worth of dazzling pieces over a span of 6,000 sq m of floor space. To complement the jewellery items on show during the 4-day event were a large number of jewellery fashion shows, and jewellery appreciation talks.

The Singapore International Jewellery Show 2008 was an inspiring integration of art and jewellery. For the first time, 13 masterpieces of Thomas Diego Armonia made their debut in Singapore at this show. Singapore was also the first Asian country to feature his art. An Italian artist based in Paris who has achieved much success in Europe, Mr

Armonia was commissioned by local jewellers Goldheart and On Cheong to create unique works of art – a tribute to the beauty of women and fine pieces of jewellery that reflect their corporate style and brand identity. In his black and white figurative oil paintings skilfully embellished with genuine gold, he set off beautiful arrangements of gems against the bloom of a woman's skin.

Industry and diamond enthusiasts were also given an opportunity to learn from Martin Rapaport, a well-known authority in the diamond industry. A genius with an economics background, he grew up in a diamond family and is best known for establishing the Rapaport Diamond Price List in 1978 – the primary source of diamond price and market information for the diamond trade. Mr Rapaport conducted two highly interesting seminar sessions during the International Jewellery Show, one on the "State of the Diamond Industry", speaking on the impact of globalisation on the diamond industry, and another on

"Commodification and the Internet – Impact on the Diamond Trade".

The guest of honour for the show was Minister of State for Trade and Industry Lee Yi Shyan. Also present were Sri Lankan Minister of Enterprise Development & Investment Promotion, Hon Dr Sarath Amunugama and Acting High Commissioner for Sri Lanka in Singapore, A.C. M. Ibrahim.

Among the highlights of the show were:

- a breathtaking selection of jewellery themed Wheels of Fortune by leading local jewellers, On Cheong, Lee Hwa, Goldheart, Soo Kee, SK and Poh Heng;
- winning entries of the Rotary Jewelry Design Awards, which aimed at encouraging students to explore greater levels of creativity and rewarding young budding jewellery designers in the region under the theme of "The Modern Man";
- Fazioli, the world's most expensive grand piano with a price tag running up to \$409,000, and which has carved out a market niche for the quality of its sound. ■



The exclusive partnership of a world renowned artist with two of Singapore's long established jewellery brands marks the beginning of a new chapter in the history of local jewellery as it highlights the importance of "cross-boundary" collaborative efforts between two distinct trades. This success story is an inspiration that will definitely encourage more jewellers to think out-of-the-box and embrace partnerships between players in different industries to achieve synergies that were not thought of previously. //

– Ho Nai Chuen
President, Singapore Jewellers Association