



MEDIA RELEASE

FOR IMMEDIATE USE

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INTERNATIONAL JEWELLERY FAIR SET TO DAZZLE WITH SUPERB CRAFTSMANSHIP ON DISPLAY

Expertise Events is pleased to announce there are several new features that have been added to the **JAA International Jewellery Fair** held on August 30 – September 1, 2009 at Sydney Exhibition Centre, Darling Harbour.

“In line with promoting innovation and craftsmanship in Jewellery design we are proud to announce the inclusion of the *Diamond Guild Australia – Harpers Bazaar Design Awards 2009* and a unique viewing of pieces from the *Balgara Musical Carousel Company*”, said Gary Fitz-Roy, Managing Director of Expertise Events.

A special judges’ selection of the entries in the *Diamond Guild Australia – Harpers Bazaar Design Awards 2009* will be on display at the JAA International Jewellery Fair.

“The inclusion of the *Diamond Guild Australia - Harpers Bazaar Design Awards* in IJF Sydney is an exciting addition to this year’s program. We are looking forward to not only seeing the finalists on display but also the judges’ special selection of works with promise”.

According to Robert Musson, Diamond Guild Australia Chairman, designs will be rewarded for their uniqueness, innovation and originality. Pieces may only feature diamond and be made using predominantly precious metals. All diamonds used must be of natural origin and free from any enhancements and treatments.

Categories include: Solitaire, Fancy Fancy (fancy cuts and colours), Gents, Reinvention (innovative new category aiming to reward the skills of remodeling) and Red Carpet (glamorous statement, pieces).

In 1963, master watchmaker, George Rotenstein had a vision of using his skills of all things mechanical to create a miniature musical carousel. Now owner of *Balgara Miniature Carousel Company*, George has perfected the ultimate synergy between beauty and mechanics. Crafted by hand in only the finest materials each piece is small enough to sit on a table but complex enough to have a team of jewellers, engineers, artists and a metal casting specialist working simultaneously on each tiny masterpiece.

“We are privileged to be showing these carousels. The mixture of craftsmanship, silver and goldsmithing and jewellery with beautiful artistic design makes these pieces something truly unique”, said Gary Fitz-Roy.

The International Jewellery Fair delivers a comprehensive mix of education, business strategy and inspiring jewellery design that reflects global and regional market needs.

‘This year we have doubled the size of educational and seminar offerings. These have been developed to support all members of the jewellery industry, including from the *National Council of Jewellery Valuers*, the *Gemmological Association of Australia* and *Retail Edge Consultants* to name a few”.

For visitor or exhibition information visit www.internationaljewelleryfair.com.au or call +61 2 9452 7575.

Where & When: International Jewellery Fair Sydney (IJF)
Sydney Exhibition Centre, Darling Harbour
August 30 – September 1, 2009

Information & Registration: Call + 61 2 9452 7575 or visit www.internationaljewelleryfair.com.au

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MEDIA ENQUIRIES

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ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company’s reputation as the leading Australian independently owned and managed exhibition and event group.

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