

## 2nd Edition P.W Gold and Silver (PWGS) Trade Fair 2024: Shaping the Future of the Jewellery Industry

**Penang, Malaysia:** The PW Gold & Silver Ornament Merchants Association (PWGS) is thrilled to announce the launch of its inaugural "Business to Business" (B2B) and "Business to Consumer" (B2C) event, the 2nd edition of the PWGS Trade Fair 2024. Scheduled to be held from May 31st to June 2nd, 2024, this groundbreaking event is set to welcome approximately 100 exhibitors and an estimated 10,000 visitors from across the nation.

Penang's gold and jewellery industry boasts a rich heritage spanning over a century, serving as a cornerstone of Malaysia's jewellery sector. In 1963, recognizing the strength in unity, jewellery merchants united to establish PWGS with the shared belief that "Coming together is a beginning, staying together is progress, and working together is success."

The 2nd edition PWGS Trade Fair 2024 marks a significant milestone in PWGS's journey, aiming to become the primary driving force in shaping the global jewellery culture. With a mission to position Malaysia as the premier hub of jewellery worldwide, the event seeks to enhance the competitive edge of the local jewellery industry. This inaugural fair will serve as a platform for the international promotion and publicity of local designers, elevating their presence on the global stage.

The 2nd edition PWGS Trade Fair 2024 promises to be a dynamic platform for industry stakeholders, offering unparalleled networking opportunities, insightful discussions, and access to the latest trends and innovations in the jewellery sector. In addition to the exhibition extravaganza, attendees can anticipate a range of engaging activities, including a fashion show, business matching sessions, and a jewellery design competition.

The anticipation for this event has transcended borders, drawing industry players from around the globe who recognize Malaysia's standing as one of the top ten exporters of gold by volume. With Malaysia's reputation as a key player in the global gold trade, the 2nd edition PWGS Trade Fair 2024 presents an unparalleled opportunity for international stakeholders to tap into the nation's rich heritage and thriving jewellery sector. As the world converges in Penang for this landmark event, attendees can expect to witness the fusion of tradition and innovation, driving the future of the jewellery industry forward.

Press Release  
3 May 2024



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For more information about the PWGS Trade Fair 2024 and how to participate, please visit [www.tradefair.pwgs.org.my](http://www.tradefair.pwgs.org.my)

Photos of the press conference can be accessed here after the event:



#### NOTE TO EDITORS

##### About Penang Convention & Exhibition Bureau (PCEB)

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for Business Events activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of Business Events in Penang, PCEB serves as Penang's focal point for the coordination of all Business Events activities, providing expert assistance to organisations and Business Events planners at every step of the planning. PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the smoothness and success of each event organised. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.

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