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GRU2025 MOU

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PENANG, AUGUST 9, 2024- Universiti Teknologi Mara (UiTM), through the Jewellery Design Technology Program, College of Creative Arts, UiTM Shah Alam, has been invited to exhibit and represent the academic community at the Penang Signature Gold, Gems & Jewellery Fair 2024 organized by Elite Expo Sdn. Bhd and the Penang Goldsmiths and Jewellers Association (PGJA). The Penang Signature Gold, Gems & Jewellery Fair 2024 was inaugurated by the Deputy Minister of Finance of Malaysia, YB Puan Lim Hui Ying. It will be held from August 9 to 11, 2024, at Setia SPICE Convention Centre, Penang.

This exhibition allows all jewellery manufacturers, buyers, sellers, and designers to explore unlimited business opportunities. Gold producers and manufacturers introduce various jewelry designs and the latest jewellery manufacturing technologies through this exhibition. The Penang Signature Gold, Gems & Jewellery Fair 2024 is a way to promote Malaysia as a global center for the gold and jewellery trade. UiTM has received an exhibition fee sponsorship of RM22,000 from Datuk Johnson Lim, CEO of Elite Expo Sdn. Bhd., to participate in this exhibition.



Previously, the Jewellery Design Technology Program, College of Creative Arts, UiTM Shah Alam, and the Penang Goldsmiths and Jewellers Association (PGJA) signed a Memorandum of Understanding (MoU) in 2023 and collaborated with Elite Expo Sdn. Bhd. in organizing the PSG Jewellery Design Competition 2023. This partnership aims to inspire and attract graduates, encouraging them to view the dynamic jewelry industry as a promising career path. This collaboration introduces Malaysian and international jewellery industry players to the national education system, gathers talent, and ensures the program sustainability through various collaborations between UiTM and Elite Expo Sdn. Bhd., and the Penang Goldsmiths and Jewellers Association (PGJA).

Also present and delivering speeches was the President of Federation of Goldsmiths and Jewellers Association, Dato' Chiah Hock Yew, CEO of Elite Expo Sdn. Bhd., Datuk Johnson Lim, and the President of the Penang Goldsmiths and Jewellers Association (PGJA), Dato' Ivan Chee.

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