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## MALAYSIA GOLD ASSOCIATION (MGA) ELEVATES NATIONAL CRAFTSMANSHIP AND GLOBAL REACH AT MGJE 2025

BAYAN LEPAS, PENANG, 9<sup>TH</sup> MAY 2025 — Malaysia Gold Association (MGA) has co-organized the Malaysia Gold and Jewellery Trade Exhibition 2025 (MGJE 2025), with Province Wellesley Gold & Silver Ornament Merchants Association (PWGS), here at Setia SPICE Convention Centre, today. This prominent event was graced and launched by Guest of Honor, Chief Minister of Penang, Yang Berhormat Tuan Chow Kon Yeow, accompanied by MGJE Organizing Chairman, Mr. Law Chin Hooi, and MGA President, Dato' Wira Louis Ng.

As a co-organizer of MGJE 2025, MGA reaffirmed its commitment to advancing the industry by providing a dynamic platform for global networking, business growth, and market intelligence, while helping exhibitors and visitors from around the world to navigate through the latest market trends.

At the event, MGA has officially launched a documentary showcasing Malaysia's gold jewellery fabrication sector, highlighting the country's long-standing legacy as world-renowned hub for high-quality craftsmanship of the 916 (22k) and 999 (24k) gold, infused with traditional artistry and modern techniques.

According to MGA President, Dato' Wira Louis Ng, "This documentary serves as a tribute to the many generations of skilled artisans who have shaped today's gold industry. It reflects our rich heritage and positions Malaysia as a global centre for excellence in gold jewellery production. We hope it inspires greater appreciation and recognition, both locally and internationally."

Another key highlight during the MGJE event was the unveiling of the 3<sup>rd</sup> Edition of Malaysia Gold Conference (MGC) 2026, scheduled for 2<sup>nd</sup>- 3<sup>rd</sup> February 2026, at the Kuala Lumpur Convention Centre (KLCC). This prestigious conference is set to host over 500 delegates from more than 30 countries, with a strong presence from ASEAN and the Asia-Pacific, to share insights and foster collaboration across the precious metals industry. Among the key Supporting Partners for this conference include: the World Gold Council, MATRADE, and MyCEB, with Metals Focus serving as the Knowledge Partner to deliver data-driven insights throughout the event.

"MGC 2026 will be our most ambitious and international edition yet. It will bring together voices from the precious metals ecosystem which includes miners, refiners, jewellers, regulators, and investors, to share perspectives, spark innovation, and strengthen global networks. With the support of world-class partners, Malaysia is poised to take leadership role in shaping the future of this industry in ASEAN and beyond," said MGA President.

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On top of that, MGA is also proud to announce that Emirates Gold DMCC has recently joined MGA as its esteemed Foreign Associate Member. Based in Dubai, the international gold hub, Emirates Gold is one of the Middle East's largest and most influential players in the global precious metals industry, which prides itself as a prestigious brand renowned for its quality, exclusivity, and excellence. This partnership symbolizes deeper regional collaboration and strengthens Malaysia's position in the global precious metals network. Apart from that, Emirates Gold will also be the Title Sponsor for MGC 2026.

Last but not least, MGA has also launched the "Buy Malaysian Gold: A Tradition of Craftsmanship, A Future of Excellence" Campaign under the Buy Malaysian Goods Campaign (KBBM) 2025, in collaboration with the Ministry of Domestic Trade and Costs of Living (KPDN), whereby YBhg Dato' Rohaizi Bin Bahari, Senior Director of the Distribute Trade and Business Sector of KPDN was present to launch the campaign.

As the first gold-focused initiative under the Buy Malaysian Goods Campaign (KBBM), this campaign reflects the government's recognition of the sector's economic and cultural importance. Running from 1 May to 31 December 2025, it aims to boost local sales, elevate consumer confidence, and position Malaysia as a global leader in gold jewellery fabrication. With this, MGA takes this opportunity to invite gold industry players to participate in this landmark campaign by contacting the MGA Secretariat at [info@mga.my](mailto:info@mga.my).

MGJE 2025 not only showcased Malaysia's heritage and capability in the gold sector but also set the tone for a promising future driven by strategic collaboration, global engagement, and national pride.

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About the Malaysia Gold Association (MGA):

The Malaysia Gold Association represents stakeholders across the gold value chain, from miners and refiners, to jewellers and investors. MGA is dedicated to promoting sustainable growth, innovation, and international collaboration within Malaysia's gold industry.

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