



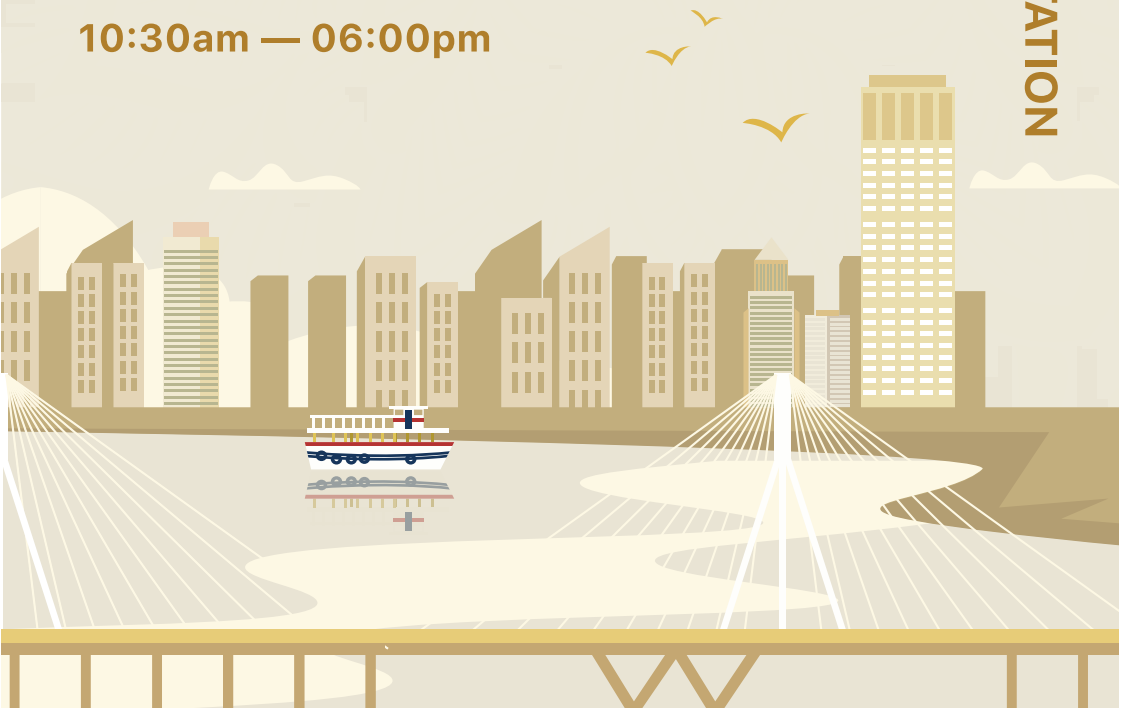
# 马来西亚槟城 2025黄金展销会 MALAYSIA, PENANG PWGS TRADE FAIR 2025

📍 槟城国际会展中心 | Setia SPICE Convention Centre

五月  
MAY **09 ▶ 11**

10:30am — 06:00pm

邀请函  
INVITATION



# 前言

## Speech

组委会主席 Organising Chairman

LAW CHIN HOOL, DJN

准拿督刘俊辉



我们诚挚地邀请您参加即将在马来西亚槟城举办的黄金展销会。本届展会将以一线标准打造，聚集世界各地黄金珠宝行业各方资源，为黄金珠宝厂商、批发商、零售商，还有机器供应商搭建笔法直采平台，分享黄金贸易的无限商机。

PWGS黄金展销会是由威省金银饰品商业公会主办，每年定期在马来西亚槟城举办。自2023年始，PWGS黄金展销会已成功举办两届。在“一带一路”倡议的推动下，我们可以清晰地看到黄金珠宝行业的光明前景和发展潜力。黄金行业绝对不是夕阳行业，而是一个充满发展空间

We cordially invite you to participate in the upcoming Gold & Jewellery Trade Fair in Penang, Malaysia. This prestigious event, organised to the highest standards, convenes leading stakeholders from the global gold and jewellery industry. It offers an exceptional platform for direct procurement, connecting gold and jewellery manufacturers, wholesalers, retailers, and machinery suppliers, and unlocking limitless business opportunities in the gold trade.

The PWGS Trade Fair, organised by the Province Wellesley Gold & Silver Ornament Merchants Association, is an esteemed annual event in Penang, Malaysia. Since its inception in 2023, the PWGS Trade Fair has successfully held two editions, demonstrating the vibrant prospects and growth potential of the gold and jewellery industry, particularly under the 'Belt and Road' initiative. The gold industry remains far from a sunset sector; instead, it is a field brimming with dynamic opportunities for development.



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# 01

## 简介

### Introduction

PWGS黄金展销会是一个汇聚黄金珠宝制造商、交易商、零售商和设计师的盛会，为您提供探索无限商机的绝佳平台。在这里，您将有机会一睹行业领袖推出的前沿黄金珠宝设计和创新的新机械技术，揭开它们神秘的面纱。PWGS黄金展销会的愿景是将马来西亚打造成为全球黄金和珠宝贸易的中心，力争跻身全球十大出口商之列。

The PWGS Trade Fair is a premier event that gathers gold and jewellery manufacturers, traders, retailers, and designers, providing you with an excellent platform to explore limitless business opportunities. Discover the latest gold jewellery designs and cutting-edge machinery technologies unveiled by industry leaders. The PWGS Trade Fair aims to position Malaysia as a global hub for gold and jewellery trade, striving to become one of the top ten exporters worldwide.



# 活动亮点

Event Highlight

## 01 现场演示 Live Demo



您能够现场演示展示您的工艺，为参展者提供与您的产品互动的沉浸式体验。

Showcase your craftsmanship in real-time, offering attendees an immersive experience with your products.

## 02 专家研讨会 Expert Seminar



通过参与有关市场趋势、设计创新和业务策略的研讨会，获得行业专家的前瞻性见解。

Gain forward-looking insights from industry experts by participating in seminars on market trends, design innovations, business strategies.

## 03 媒体报道 Media Coverage



您可以得到广泛的媒体报道，在活动前、活动期间和活动之后扩大您的品牌影响力和曝光率。

Expand your brand's influence and visibility with extensive media coverage before, during, and after the event.



# 02

## 为什么参与黄金展销会

Why Participate in PWGS  
Trade Fair 2025

**展示您的专长：**展现您产品的工艺、创新和独特设计，吸引并激励参展者。

**Bulk Purchase Opportunities:** Benefit from wholesale pricing and bulk purchase options to maximize your inventory.



**拓展您的市场：**在一个充满活力和繁荣的市场中扩大您的品牌存在，并探索新的业务途径。

**Specialized Collections:** Explore curated collections tailored for trade buyers, featuring top-quality gold products.



**增加您网络曝光的机会：**与其他参展商、潜在合作伙伴和来自全球的买家建立宝贵的联系。

**Networking:** Build valuable connections with industry peers, experts, and suppliers for potential collaborations.



**更多的曝光机会：** 在一个充满活力和繁荣的  
市场中扩大您的品牌存在，并探索新的业  
务途径。

**Direct Interaction:** Connect directly with manu-  
facturers and suppliers to discuss customizations  
and bulk orders.



马来西亚唯一B2B2C的国际黄金展  
Malaysia's first and only B2B2C Premium  
Gold Exhibition



# 展商面向哪些群体

Who should exhibit ?

珠宝首饰制作商  
和批发商  
Jewellery manufacturers  
& wholesalers

珠宝首饰制造商  
Jewellery  
Manufacturers

珠宝首饰零售商  
Jewellery  
Retailers

机械设备与工具  
Machinery  
& tools

包装与工业方案  
Packaging  
& Industrial  
Solutions

# 03

## 全球化营销策略

### Global Advertising and Promotional Strategies

#### 户外宣传 Outdoor Advertisement

- 广告牌 Billboards
- 布条 Streamers



#### 网络宣传 Online Advertisement

- 网络营销 Internet Marketing
- 直销电邮及邮件推广 E-Direct Mailers
- 电子刊物广告 E-Newsletters
- 社交媒体宣传广告 Social Media Advertisement

#### 公关活动 PR Activities

- 新闻发布会 Press Conference
- 国际珠宝商参访 International Buyers Participation



#### 媒体宣传 Media Advertisement

- 杂志 Magazine
- 报纸 Newspaper
- 展览目录 Fair Directory
- 短信推广 SMS Invitations





# 参展商 尊享特权

Exclusive Privileges  
For Exhibitors



一站式参展服务  
(摊位装置、拆卸、  
橱柜、电子设备租赁)  
One Stop Exhibition  
Services (Booth Setup,  
Disassemble, Furnitures,  
Electrical Devices Rental)



24小时全天候保安  
及电子监控服务  
24 hours Security  
Patron and  
CCTV Monitoring



物流服务  
On-site Forwarding  
Services



海关文件处理服务  
Custom Documentation  
and Handling Services



交通及酒店住宿安排  
Transportation  
and Accommodation  
Arrangement



有机会展示最新的黄金珠宝设计和技术。  
Opportunity to showcase the latest gold  
jewellery designs and technologies.



为消费者创造黄金珠宝的购物平台。  
Create a shopping experience for  
consumers to purchase desired gold jewellery.



提供与设计师互动的机会，  
了解他们的创作灵感。  
Offer the chance to interact with designers  
to understand their creative inspirations.



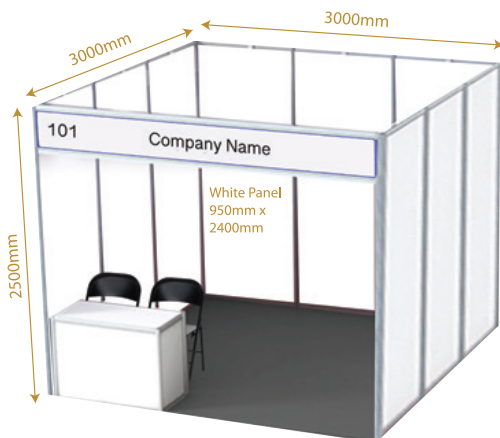
与珠宝行业的领导探讨的商业机会。  
Explore potential business opportunities  
with key players in the jewellery industry.

## 通过黄金展销会促进珠宝行业业务增长

Facilitating Business Growth in the Jewellery Industry with  
PWGS Trade Fair.

## 标准配套 STANDARD BOOTH

咨询桌 E-system Table	x 1张(unit)
折椅 Folding Chair	x 2张(units)
中英文楣板一块 Company Name Cutout	x 1块(unit)
PVC Sticker 2.75"(H)	
废纸篓 Waste Basket	x 1个(unit)
长管灯 Fluorescent Light	x 2支(nos)
13A 插座 13A Power Point	x 1个(no)



标准版  
Standard

**2,500 USD**

展位 Booth  
3mx3m  
(9sqm)



高级配套  
Gold

**5,000 USD**

展位 Booth  
3mx6m  
(18sqm)



白金版  
Platinum

**10,000 USD**

展位 Booth  
6mx6m  
(36sqm)

**04**

**参展展位格式及配套**

BOOTH SIZES & PACKAGES

# 高级配套 GOLD BOOTH

咨询桌 x 2张(units)

E-system Table

折椅 x 4张(units)

Folding Chair

中英文楣板一块 x 2块(units)

Company Name Cutout

PVC Sticker 2.75"(H)

废纸篓 x 2个(units)

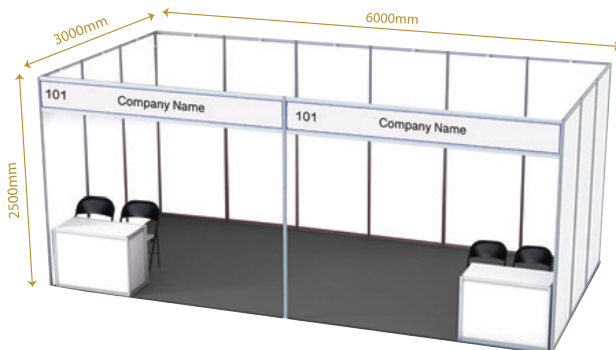
Waste Basket

长管灯 x 4支(nos)

Fluorescent Light

13A 插座 x 2个(nos)

13A Power Point





[www.tradefair.pwgs.org.my](http://www.tradefair.pwgs.org.my)



[hello@tradefair.pwgs.org.my](mailto:hello@tradefair.pwgs.org.my)



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不要错过这个宝贵的机会！参与2025马来西亚槟城黄金展销会，  
将您的黄金品牌定位在行业顶尖领域！

Join us at PWGS TRADE FAIR 2025, PENANG, MALAYSIA  
and elevate your business to new heights!

主办单位

Main Organised by



协办单位

Jointly Organised by



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