

— 2024 —

China Jadeite

Industry Development White Paper

2024 CHINA JADEITE
INDUSTRY DEVELOPMENT WHITE PAPER

Jointly published by:

Gems & Jewellery Trade Association of China x Dehong New Media Association x Jadeite Dynasty



| Foreword

Every civilisation carries forward a nation's spiritual bloodline — requiring not only the passing of the torch from generation to generation, but also keeping pace with the times and daring to innovate. Jade culture has endured for thousands of years as the "spiritual symbol" of Chinese civilisation. Jadeite continues to evolve and renew, weaving the gem and jewellery industry with its enduring vitality.

As China's economy has grown steadily and household incomes have risen, demand for high-end jewellery such as jadeite has continued to increase, with market scale expanding continuously. We have witnessed digital transformation, innovative design, and sustainable development become key drivers of industry upgrading — and the rapid rise of livestream and short-video commerce, which has become a powerful engine for the jadeite industry and regional economic development. The global spread of jadeite culture and the trend towards internationalisation will also bring fresh vitality to the market.

In 2024, livestream commerce entered a new phase. How can the jadeite industry achieve new growth? How can jadeite livestreamers elevate quality? How can businesses lead in the new season? This white paper aims to provide a rich, objective perspective — analysing the current state of the jadeite industry, forecasting future development directions, and exploring how to seize opportunities amid change and achieve healthy, sustainable growth. We look forward to exploring the limitless possibilities of the jadeite industry together, and opening a new chapter in its development.

CONTENTS / DIRECTORY

1. 2024 China Jadeite Industry Development Overview	01	4. 2024 China Jadeite Industry Talent Structure Changes	35
<ul style="list-style-type: none"> China jewellery market hits new high; gold leads, jadeite grows steadily Livestream e-commerce penetration exceeds 50%; jadeite enters "quality livestream" era Jewellery social media heat continues rising; jadeite social media performs brilliantly Jadeite drives 90s+ high-quality consumption; 4 consecutive years as top investment collectible "Fei Cui" becomes international standard name; accelerating jadeite globalisation 	02-07	<ul style="list-style-type: none"> Short-video & livestream talent: "National Team" anchors; market insights & data analysis Private domain talent: Growth strategies tied to sales; six enterprise functions Full-domain talent: Online + offline integration; consumer-centric 	36-43
2. 2024 China Jadeite Industry Chain Changes	08	5. AI Technology Empowering China's Jadeite Industry	44
<ul style="list-style-type: none"> Upstream: Myanmar auctions resume; supply up 51%; good-quality supply brings positive surprise Midstream: Cloud-based digital factories; AI-driven design innovation Downstream: Sales — Culture+, Venues+, Services+, Platforms+, Traffic+ Services: Quality inspection logistics integration; ERP management software 	09-18	<ul style="list-style-type: none"> Supply chain AI: Cost reduction across every link Design AI: Full-cycle product design — faster, more precise, more vivid Sales AI: Full-process smart delivery, dynamic monitoring, ROI improvement Operations AI: More content possibilities and more precise data analysis AI Digital Humans: Virtual people working 24/7 livestream AI Customer Service: AI + human, improving service headcount AI CRM: Seamless public-to-private domain management 	45-49
3. 2024 China Jadeite Market New Consumption Trends	20	6. 2024 China Jadeite Industry Opportunities & Challenges	50
<ul style="list-style-type: none"> Consumer protection: Pingzhou innovation; Dehong regulation; industry standards Consumer profile: Bracelets/accessories — 75%+ female; pendant — 67%+ male 2024 emerging female consumer segments: Gen Z 95s, Qianxi Mama, Sui Yue Li Ren Consumer trends: Celebrity co-branding +110%; bracelets most popular; styling up 218% Collectible value is 2nd biggest reason to buy; silver-haired consumers growing fast 	21-34	<ul style="list-style-type: none"> African jadeite rising; driving mid-low market; capturing young consumers Consumption segmentation; high-end vs value coexist Going global: from "bringing in" to "going out" Brand building: from "brand power" to "brand vitality" Strengthening daily wear attributes; material innovation Building integrity ecosystem for healthy sustainable development 	51-52
		Appendix 1: 2024 China Jadeite Major Events & Industry Dynamics	54
		Appendix 2: 2024 High-End Jadeite Auction Gallery	72
		Appendix 3: 2024 National Major Competition Award List	78

2024



2024 China Jadeite Industry Development Overview

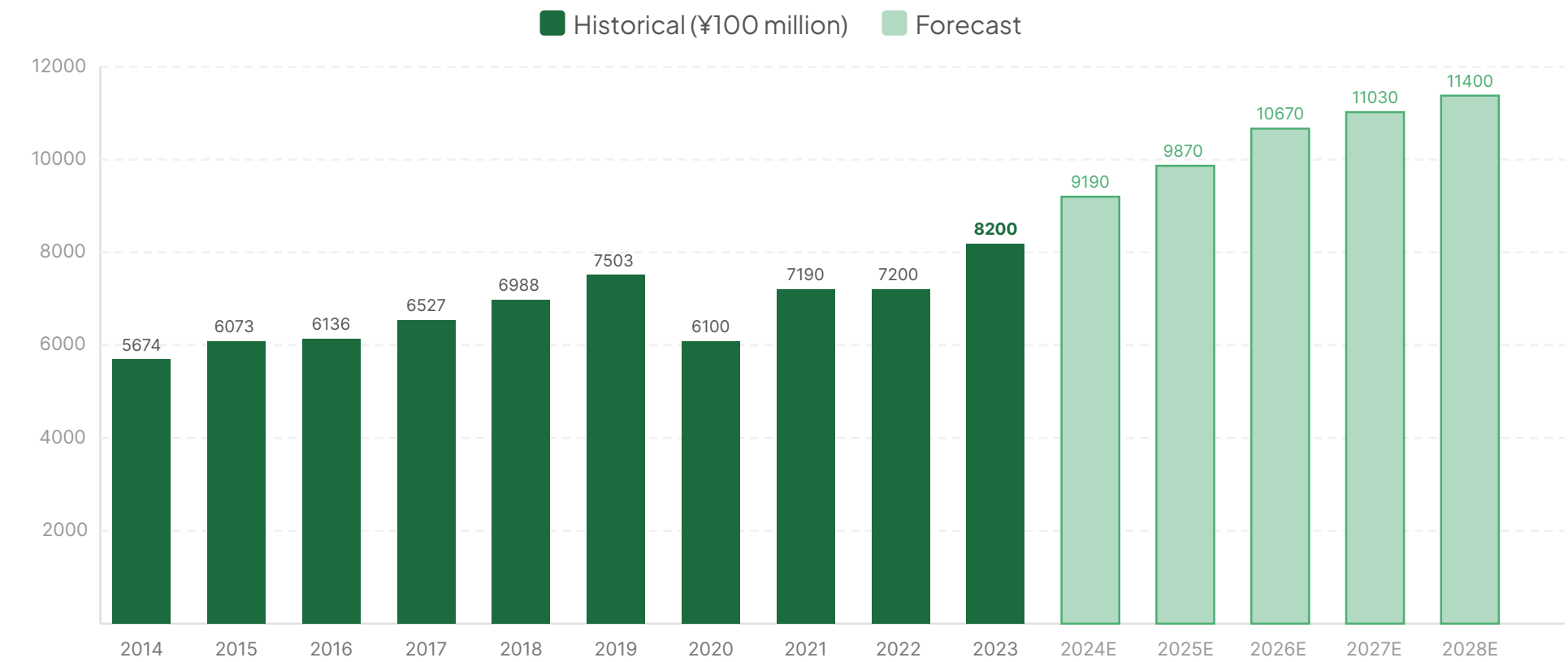
2024 CHINA JADEITE INDUSTRY DEVELOPMENT WHITE PAPER

PART.1

China Jewellery Market Scale Hits New High; Gold Leads, Jadeite Grows Steadily

In 2023, China's gems and jewellery industry market scale reached **¥820 billion**, up **14%** year-on-year — a historic high. By 2028, the overall market scale is forecast to reach **¥1.14 trillion**.

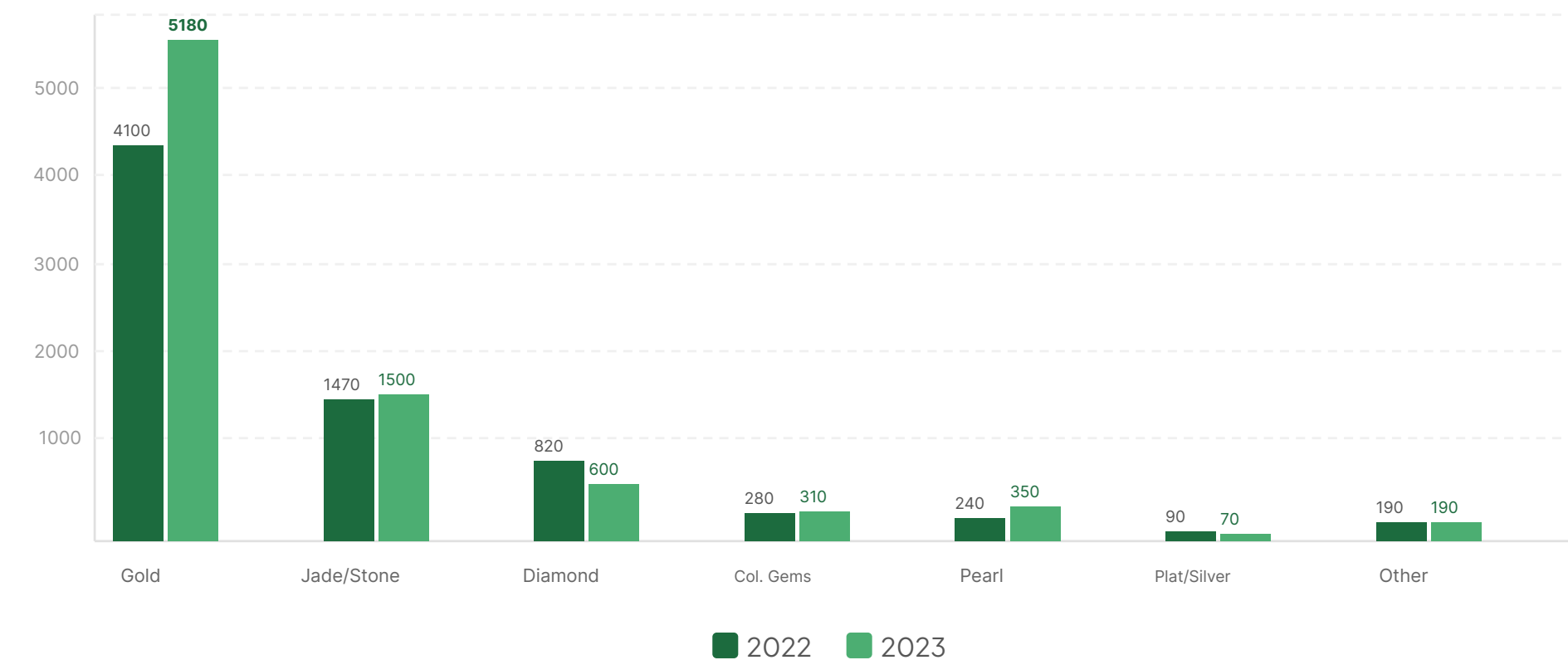
2014–2023 China Jewellery Industry Market Scale & Forecast to 2028



Data source: China Jewellery Association

In terms of jewellery categories, **gold products** grew by ¥108 billion in market scale in 2023, accounting for **98%** of the entire jewellery market's growth. Of the four major categories showing upward trends, **gold products** grew the most in scale, **pearls** grew the fastest, and **jade/stone products** grew steadily.

2022–2023 China Jewellery Industry Category Market Scale Changes (¥100 million)

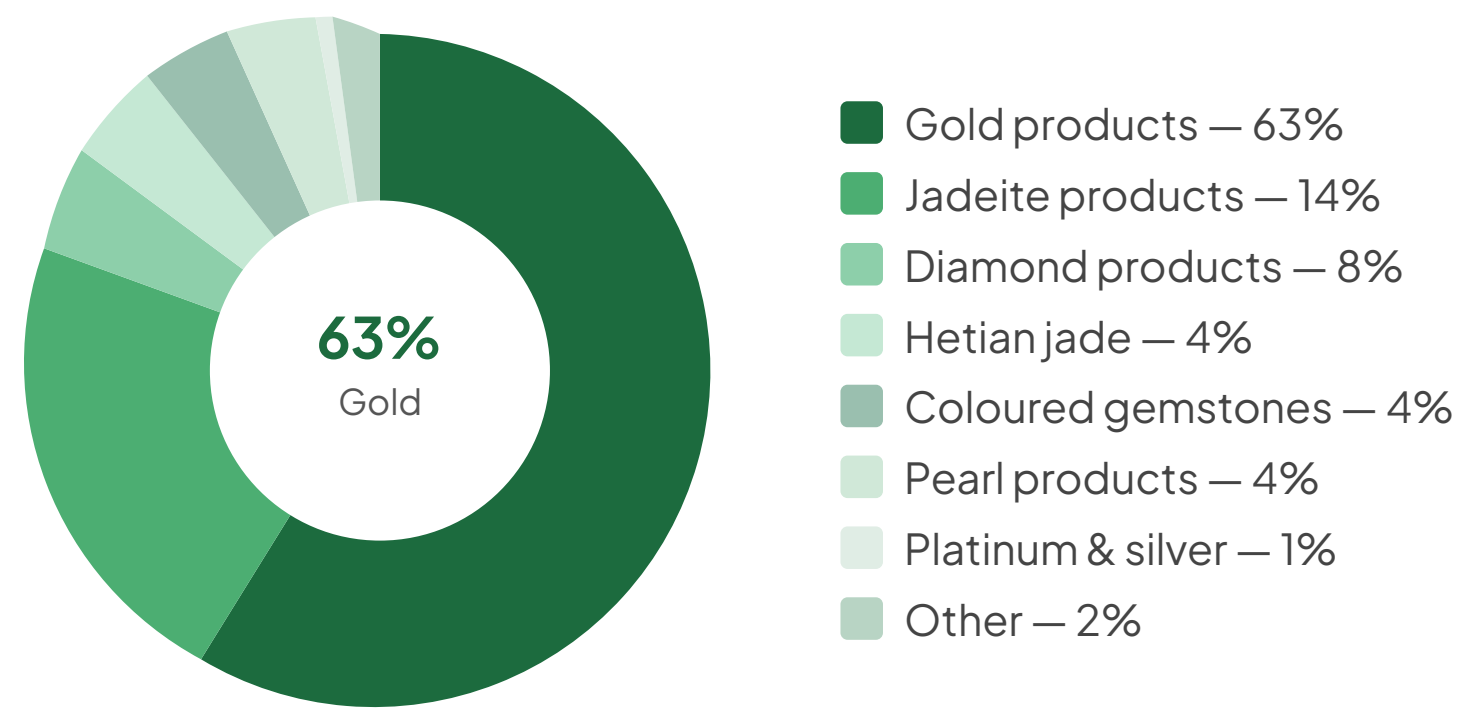


Data source: China Jewellery Association

2023 jadeite market scale

Up 2 percentage points year-on-year
4 consecutive years as China's 2nd largest jewellery consumption category

2023 China Jewellery Industry Market Share by Category

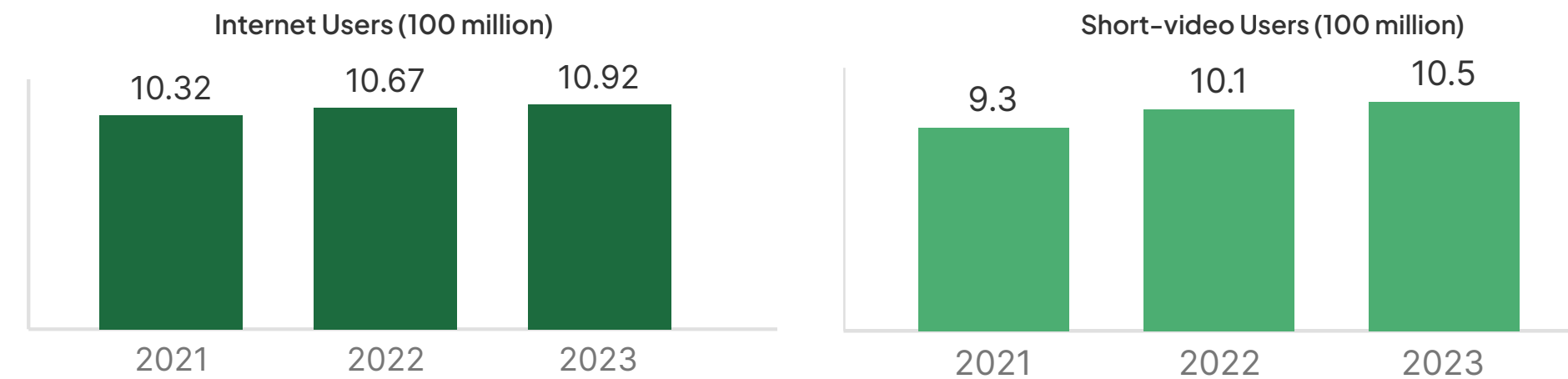


In 2023, jade/stone products' market share was approx. **18%** — down 3 percentage points from 2022 — but market scale still grew slightly. Jadeite's market share was approx. **14%** (based on 3-year data estimate), with market scale approx. **¥115.7 billion** — still China's second-largest jewellery consumption category, though the market has stabilised overall.

Data source: China Jewellery Association

📍 Livestream E-commerce Penetration Exceeds 50%; Jadeite Enters "Quality Livestream" Era

In 2023, China's internet users and short-video users reached **1.092 billion** and **1.05 billion** respectively — up only 2.34% and 3.96% YoY. The slowdown reflects internet user saturation and increased competition.



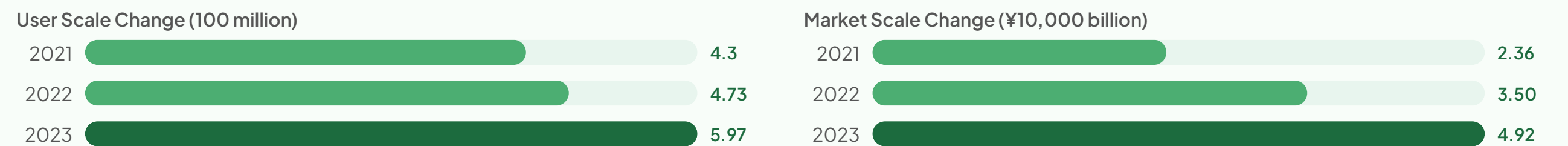
+26.22%
Livestream e-commerce users YoY growth 2023

597M
Livestream e-commerce users 2023

Data source: CNNIC

In 2023, national livestream e-commerce users grew **26.22%** YoY — reaching **597 million**. The market scale surged from ¥3.5 trillion in 2022 to **¥4.92 trillion** — a 40.57% increase. Jewellery e-commerce has achieved double-digit growth for three consecutive years. In 2023, online retail reached ¥3,398 billion — **livestream now commands half the mountain.**

2021–2023 National Livestream E-commerce: Users & Market Scale



Data source: CNNIC

Jewellery Industry Social Media Heat Continues Rising; Jadeite Social Media Performs Brilliantly — Content Variety & Trending Topics Become Key Traffic Channels

The jewellery industry's social media volume grew **129%** in the past year. In September–October 2024, gold market price surges triggered social media discussion spikes — industry volume reached near two-year highs. Against a backdrop of economic slowdown and rising uncertainty, jewellery — with its wealth-preservation and asset-hedging properties — became a consumer focus and a hot topic.

+129%

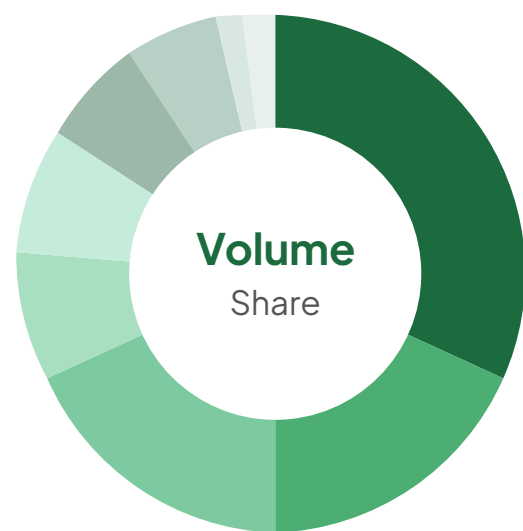
Industry social media volume YoY growth

+28%

Industry social media engagement YoY growth

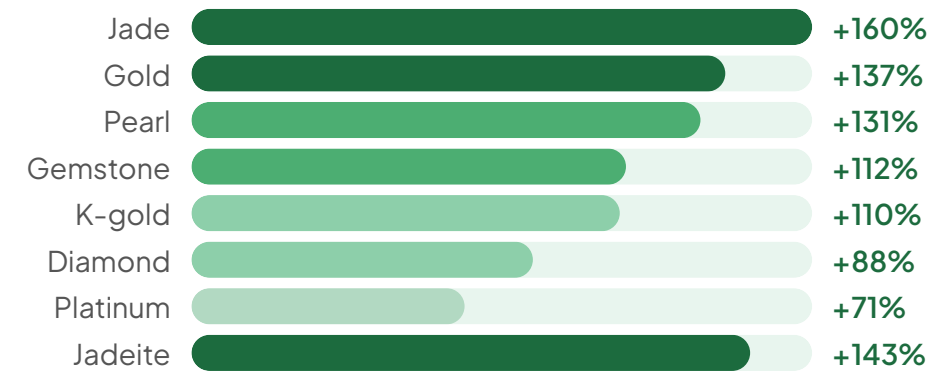
Among these, gold, pearls, and jadeite account for **70%** of jewellery industry social media volume. Pearls and jadeite 2024 social media volume grew over **130%** on average — reflecting significant market scale and growth potential. Content variety and trending topics are becoming key traffic entry points for jadeite.

2024 Jewellery Industry Sub-category Volume Share



- Gold 33%
- Pearl 17%
- Jadeite 17%
- Diamond 10%
- K-gold 7%
- Jade/stone 5%
- Col.Gems 5%
- Platinum 1%

2024 Jewellery Industry Sub-category Volume Growth Rates

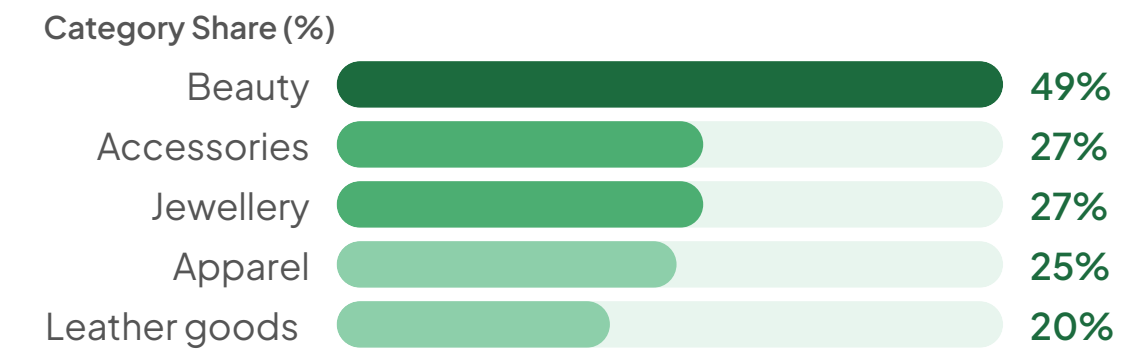


Data source: Yien Analytics

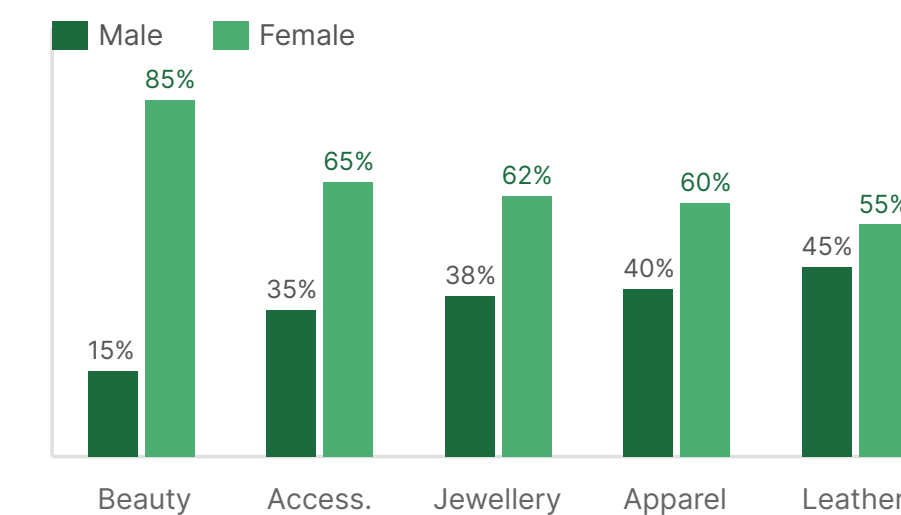
Jadeite Leads 90s+ High-Quality Consumption; 4 Consecutive Years as Top Investment Collectible for High-Net-Worth Users

High-quality consumption reflects a pursuit of a better life — both for product quality and cultural status. Jadeite, with its **natural value attributes, cultural properties, and social attributes**, has ignited high-quality consumption among the post-90s generation.

2023 Post-90s High-Quality Consumption Categories & Spend



Gender Differences (Male vs. Female %)



Average Annual Spend per Category

Category	Apparel	Accessories	Jewellery	Leather	Beauty
Under ¥5k:	24%	18%	14%	15%	28%
¥5k–10k:	32%	35%	31%	38%	40%
¥10k–20k:	28%	29%	32%	27%	22%
Avg	¥14,193	¥16,985	¥22,993	¥19,144	¥6,567

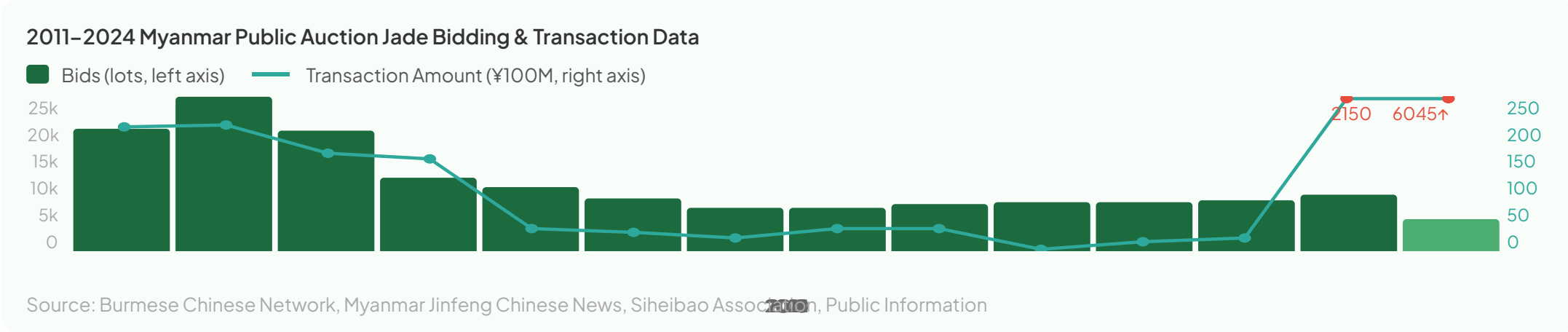
Data source: Mob Research Institute

Upstream

2024 Myanmar Jade Auctions Resume — Supply Volume Up 51% YoY

Quality Supply Brings a Pleasant Surprise to the Industry

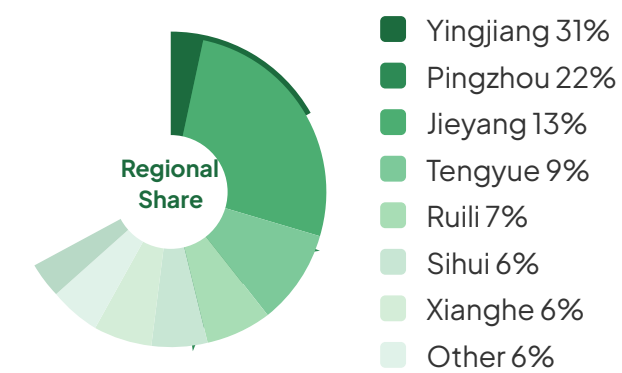
In 2024, Myanmar's jade public auctions were held in May and November. Despite the complex political situation in Myanmar, the jadeite industry welcomed a period of stability and surprise. The two public auctions received a total of 9,350 bids for raw jade (May: 4,550 bids, 3,251 transactions, 71.45% rate; November: 4,800 bids). A total of 1,700 lots were put forward, with 1,228 transactions at a 72.24% rate, representing a **51% YoY increase** in supply volume. Forecast: 6,700 transactions (exceeding 6,195 total supply in 2023). Although the absolute quantity remains low, good quality materials are scarce. However, with the normal operation of Myanmar auctions, fresh quality supply will further release domestic consumption capacity.



Domestic Auctions Are Active, with High Participation

Foshan Pingzhou & Dehong Yingjiang account for 53% of domestic Myanmar jade auctions

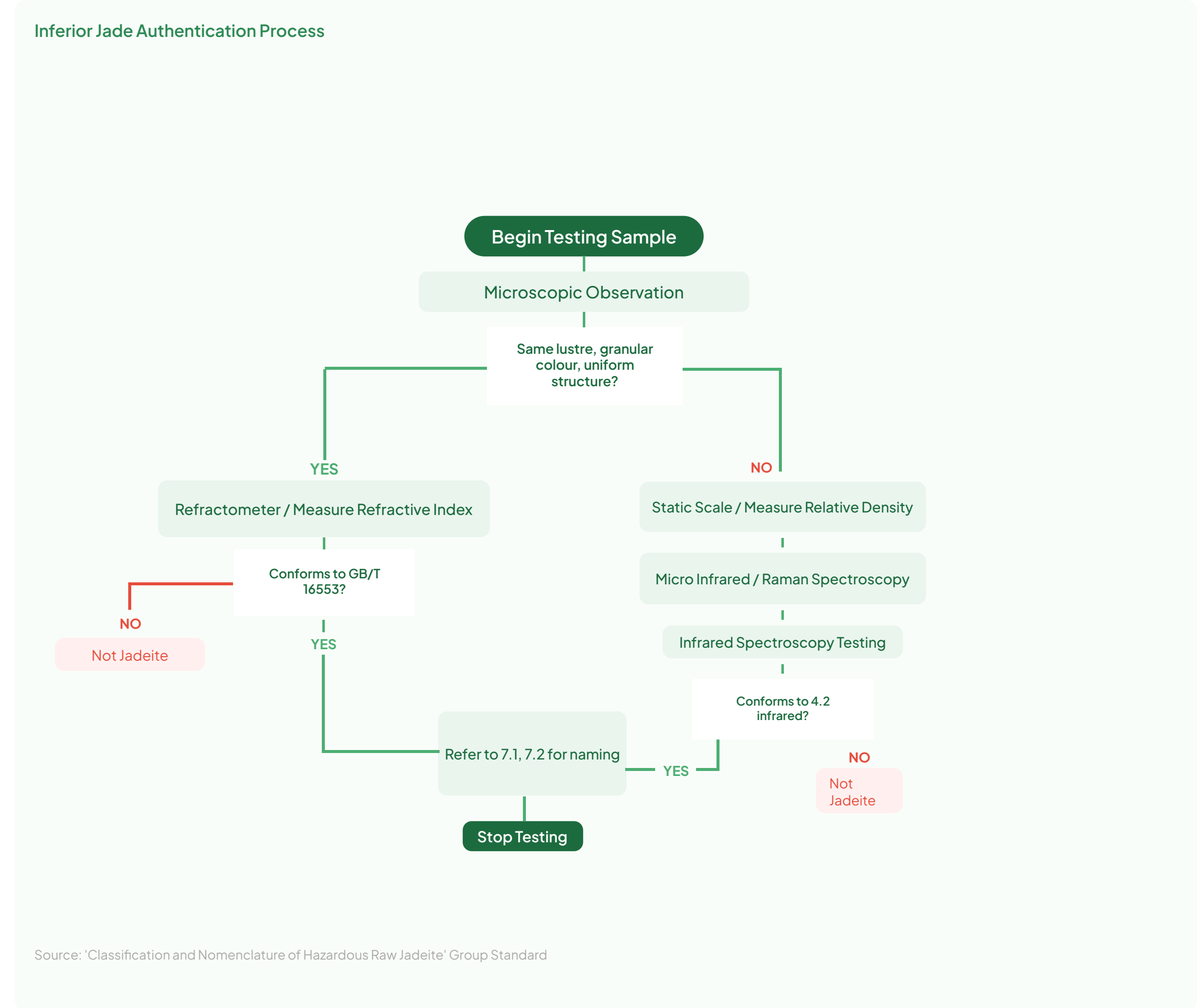
Domestic jade auctions in 2024 are extremely active. According to incomplete public statistics, Guangdong Pingzhou, Sihui, Jieyang, Yunnan Yingjiang, Ruili, Tengyue and Xianghe, and China Hong Kong held approximately 32 auction events, up 27%. Total bids exceeded 15 million. Among them, Pingzhou and Yingjiang account for 53%+ of domestic raw jade auction bids — the true distribution centres for scattered jade raw materials.



Inferior Jade Gradually Shedding 'Substitute' Label — Standardisation and Transparency in the Jadeite Market

Inferior jade accounts for about **one-third** of the entire jadeite consumer market, yet it has always lacked the right to speak as a substitute. In consumer perception, it has always been Myanmar's 'substitute', 'second-tier jadeite'. The value of inferior jade is difficult to truly reflect, and many unscrupulous merchants use it to 'fill' authentic jadeite, damaging consumer rights.

In December 2023, the 'Maw-Sit-Sit Jadeite (Grade)' group standard was announced in Guangzhou; in February 2024, the 'Jadeite Origin Certification Technology and Testing Methods' group standard was released in Shanghai; in October 2024, the 'Classification and Nomenclature of Hazardous Raw Jadeite' group standard was released in Shenzhen... For the classification of hazardous origin, commercialisation, marketisation, and standardisation, standards have been provided, which will further promote the standardisation and transparency of the jadeite market.



● Midstream

Cloud-Based Digital Gem Smart Manufacturing Super-Factory Emerges — New Quality Productive Forces Help Improve Value-Added Processing

With technological advances, 3D printing, laser engraving and other technologies are integrating with traditional gem processing techniques, and jadeite factories are moving towards automation and intelligent upgrading. In 2024, Pingzhou launched a cloud-based digital gem smart manufacturing super-factory. In just **2 hours**, customised jadeite bracelet designs can be realised. New quality productive forces will further break through the limitations of traditional design, processing and carving capacity, providing the jadeite market with a constant source of development momentum.

Product Supply Chain Upgrade — Platform Thinking and Traffic Thinking Empowers Jadeite Livestreaming Products and Scenes

The rise of jadeite livestreaming has driven the rapid development of supply chains. Supply chains have also simultaneously driven jadeite livestreaming, especially lowering the threshold for small and medium sellers. In recent years, supply chains have introduced platform thinking and traffic thinking, upgrading 'product strength, scene strength, after-sales service, and value-added service' in four dimensions to create supply chain 'people, goods, and field'. In terms of 'scene strength', many supply chains have created livestreaming rooms with different styles, perfectly matching the characteristics and style of livestream presenters.

AIGC-Driven Integration of Traditional Jade Carving and Modern Design

Promoting Innovative Expression and Scene Integration of Local Culture and Traditional Design

As China fully enters the digital era, AI technology permeates all industries. With AIGC as a representative technology, new techniques have been introduced to jade carving and crafts, adding new vitality to traditional carving art. Based on AIGC's assisted design and data-driven approach, providing jade carvers with a rich source of inspiration and efficient composition design, colour matching, etc., combining Chinese traditional elements with modern design elements, creating artworks with unique 'Eastern aesthetics' that also conform to the 'modern design' concept.

● Downstream

Sales End / Culture & Tourism +

Trillion-Level Jewellery Industrial Clusters Promote Cluster Development of the Jewellery Industry

Amid the wave of expanding jewellery industry scale, industrial belts represented by Pingzhou and Fanyu are actively leveraging mobile internet, big data, AI, blockchain and other digital productive forces, fully committed to research and development, gem processing, appraisal and evaluation, bonded storage, logistics distribution, exhibition and trade, cross-border e-commerce and other comprehensive resource integration. On the basis of realising industry upgrading, they are driving offline culture and tourism consumer markets, forming deep integration between the jewellery industry and culture & tourism consumption, promoting the long-term development of the jewellery and jade industry.

● Culture +

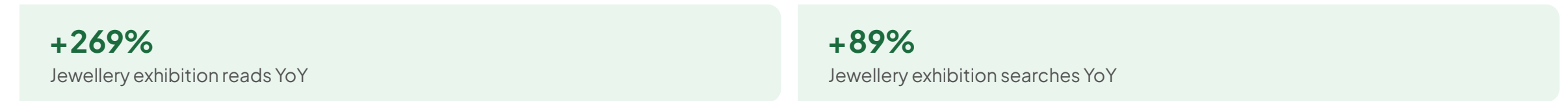
Jadeite Museums Open Nationwide — Culture Empowers Deep Activation of Potential Consumer Market

The deep integration of commerce and culture is a major feature of the jadeite industry in recent years. Pure commercial-type offline spaces, such as high-end jewellery fairs, are increasingly emphasising their cultural attributes, to achieve communication and interaction. According to incomplete public statistics, since 2023, a total of **9+ jadeite museums** (cultural museums) have been newly opened or planned across the country. Jadeite museums, with their rich and diverse cultural venue construction, serve as a bridge between culture and commerce. Through the core drive of cultural venues, they allow the public to appreciate jadeite while achieving cultural communication and sales growth.

Beijing Cuiyuan Jadeite Museum	Shenzhen Shenzhen Bay Jadeite Art Museum	Foshan Fo-Jadeite Cultural Art Museum
Pingzhou Arts World Jadeite Art Museum	Sihui Zhuangjia-7 Art Museum	Sihui Jade Culture Art Museum
Ruili Gem Carving Art Museum	Zhejiang Qicai Jadeite Jewellery Museum	Baoding Qingdu Mountain Jadeite Museum

High Public Exhibition Enthusiasm — Small/Mid-Scale City Tours Become Key to Building Private Domain Links

Large-scale jewellery exhibitions and small/mid-scale jadeite city tours are increasingly popular in 2024. Brands and jewellers are proactively reaching out to consumers, closing the distance, satisfying exhibition enthusiasm, and giving more people the opportunity to closely experience the culture and charm of jadeite. Through cultural seeding and jewellery appraisal, they deepen the public's recognition of jadeite culture, strengthen the connection between jadeite merchants and consumers, and establish an online-to-offline conversion channel from public to private domain.



Source: Xiaohongshu

- 📺 9+ New Museums Opened Since 2023
- 🕒 32 Auction Events in 2024 (+27%)
- 🏠 Culture + Commerce Deep Integration

Scene +

Physical Store Scene Upgrade — Triggering Emotional Resonance, Driving Offline Consumption Growth

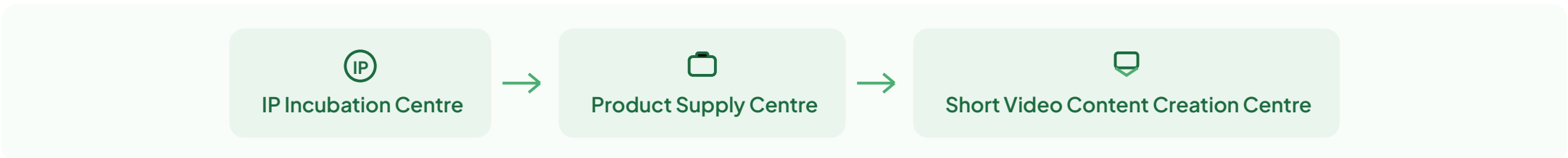
The advantage of physical stores lies in the experiential and emotional value brought by live 'goods, scenes, service'. In 2024, jewellery jadeite offline stores are also paying more attention to the creation and upgrade of scenes. Incorporating immersive scenes and life scene elements into the store, planning a guided consumer flow, laying out key touchpoints, reshaping the consumption journey, combining deep scene immersion, cultural experience and attentive service, triggering consumer emotional resonance, improving dwell time and in-store time, achieving a new breakthrough in offline commercial operation and value growth.

Origin Scenes Help Double Growth in Jadeite Livestreaming Traffic and Sales

Aligning with consumer mindset, aligning with origin scenes, brings rich content scenes and brand stories for jadeite livestreaming in 2024. One is Douyin e-commerce's official venue, organising 'Seeking Jade in Yunnan · Origin of Ruili' and 'Sihui Gold Origin Plan'; the other is Siyimei, Yumeiren Feifei, Hudie Jewellery, Lv Zhuang Jadeite, Mian'qiao Jewellery and other leading stores, one after another setting up origin direct broadcasts in jewellery and jade industrial belts across the country, achieving a double breakthrough in traffic and sales.

"Whether it's culture+, focusing on spatial functions; or scene+, focusing on emotional value — that is, the demand for offline experiential and interactive nature, it matches short video and livestreaming pair content needs. Ruili's Zhongmian Bobostree is a very good standard case. Zhongmian Bobostree Street's short videos and livestreaming pairs precisely meet Ruili's multi-level needs. The geographical location of the Chinese-Myanmar border, Myanmar jadeite plus Myanmar sellers, has formed a truly **irreplicable origin scene**."

The Zhongmian Bobostree Street has always focused on three core 'positioning':



Service +

Winning Hearts with Genuine Products — Pang Dong Lai Completes Traffic Aggregation and Brand Output, Becoming a Go-To Destination for Jewellery Merchants

Pang Dong Lai was founded in 1995. Over 29 years, with its outstanding products, services and culture, it has achieved commercial transcendence, been selected into 'Top 100 China Tourism New Gameplay' and 2023 Henan Culture and Tourism's Top 10 Hot Words. By adjusting step by step, it has completed traffic aggregation and brand output, becoming a go-to destination for jewellery merchants. 'Winning hearts with genuine products', Pang Dong Lai's high transparency in jewellery has also set a benchmark for the jadeite industry with its strong credibility.



- 🕒 Free Gem Appraisal
- 🧼 Free Jadeite Cleaning & Reshaping
- 🛒 Gold Jewellery No Processing Fee
- 🔄 10-Day Free Exchange
- ★ Clearly Priced
- 📢 Transparent Marketing

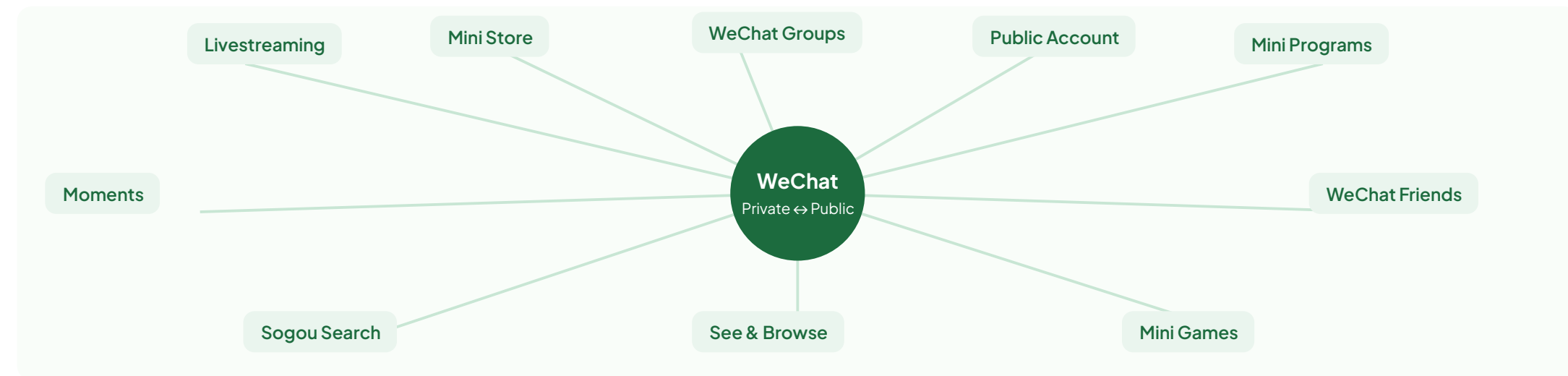
Jadeite Resale Market Heating Up, Activating Jadeite Market Vitality

Since 2023, the jadeite resale market has developed rapidly. On one hand, it has activated the existing jadeite market assets, allowing idle jadeite to re-enter circulation, broadening the trading boundary of the jadeite market. On the other hand, with the maturation of the resale market, consumer confidence in investing in jadeite has increased, effectively driving jadeite liquidity and activating market vitality.

Platform +

Tencent WeChat E-Commerce Accelerates — Public-Private Domain Linkage Opens Full Traffic Ecosystem for Jade Merchants

At the beginning of 2024, Tencent founder Ma Huateng clearly stated 'this year we will fully develop video account livestreaming e-commerce'; in August, Video Account Mini Stores were officially upgraded to WeChat stores. Jade merchants can combine rich marketing chains through WeChat stores, linking Moments, Mini Programs, Public Accounts, and Sogou search and other traffic entrances. Next, explore the deployment of WeChat Video Account public-private domain to build a core competitive advantage for enterprises and achieve efficient operations.



— Typical Pathway Sorting —

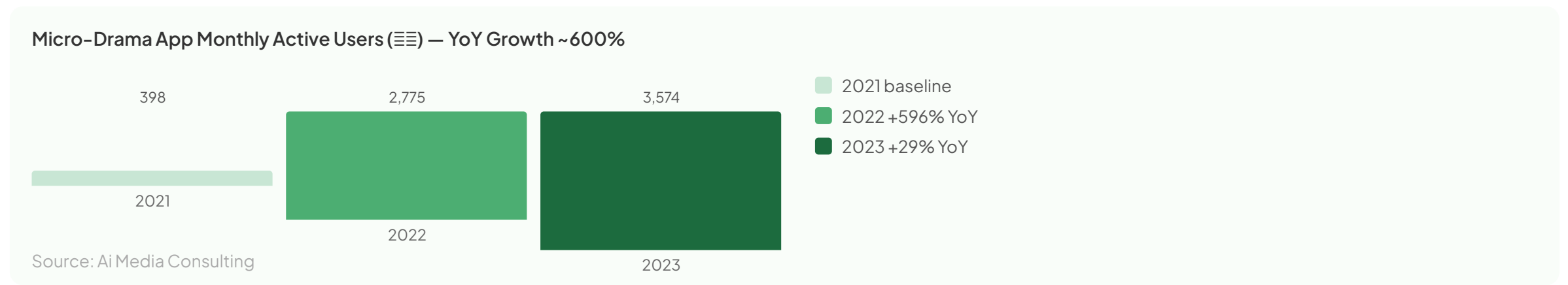
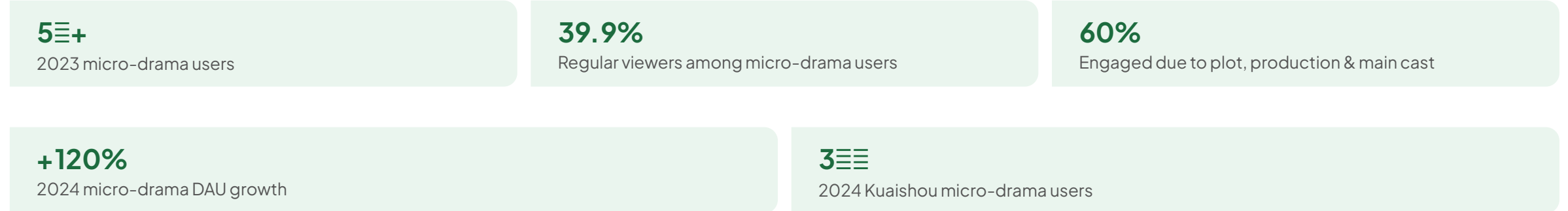
Direct Commerce	Video Ad → Mini Program Mall → Purchase Page	Direct to transaction, shorter conversion path, accelerate growth
Mini Program Path	Video Ad → Brand Mini Program → Product Detail Page	Public-private full touchpoint guidance, Livestream shopping scene
Lead Generation	Video Ad → Form Submission → Purchase Page	Cultivate intent audience, continuously connect customers
Livestream Promotion	Video Ad → Video Livestream Room → Post-stream ops	Seed products, activate latent demand, directly complete transactions

Source: WeChat Research Institute

Traffic +

Jade Culture Empowers Micro-Drama Creation — Driving Jadeite Industry Traffic Breakthrough

As of June 2024, China's micro-drama user base has exceeded **576 million**, accounting for **52.4%** of all internet users. The legendary stories of jadeite culture provide extremely appealing creative material for micro-dramas, breaking through the circle of short videos in the jadeite industry, becoming a new way for the general public to encounter jadeite. This not only brings new ideas for traffic breakthroughs for jade merchants, but has also become a new type of brand promotion and placement path.



Service End

'Digital Birth Certificate' Registered in Foshan — 'Copyright Empowerment' Assists Jade Carving Innovation

The digital certificate of Foshan e-certificate platform is a method of using digital technology to confirm ownership of electronic data. The platform uses blockchain technology, financial-grade encryption algorithms, national star-level precision authorisation, digital fingerprint and other technical means to ensure the authenticity, originality and immutability of electronic data, and to give legal effect to e-certificate data. Through this copyright empowerment, it can effectively protect the rights of original jade carving works, allowing carvers to better immerse themselves in creation, continuously creating new things.

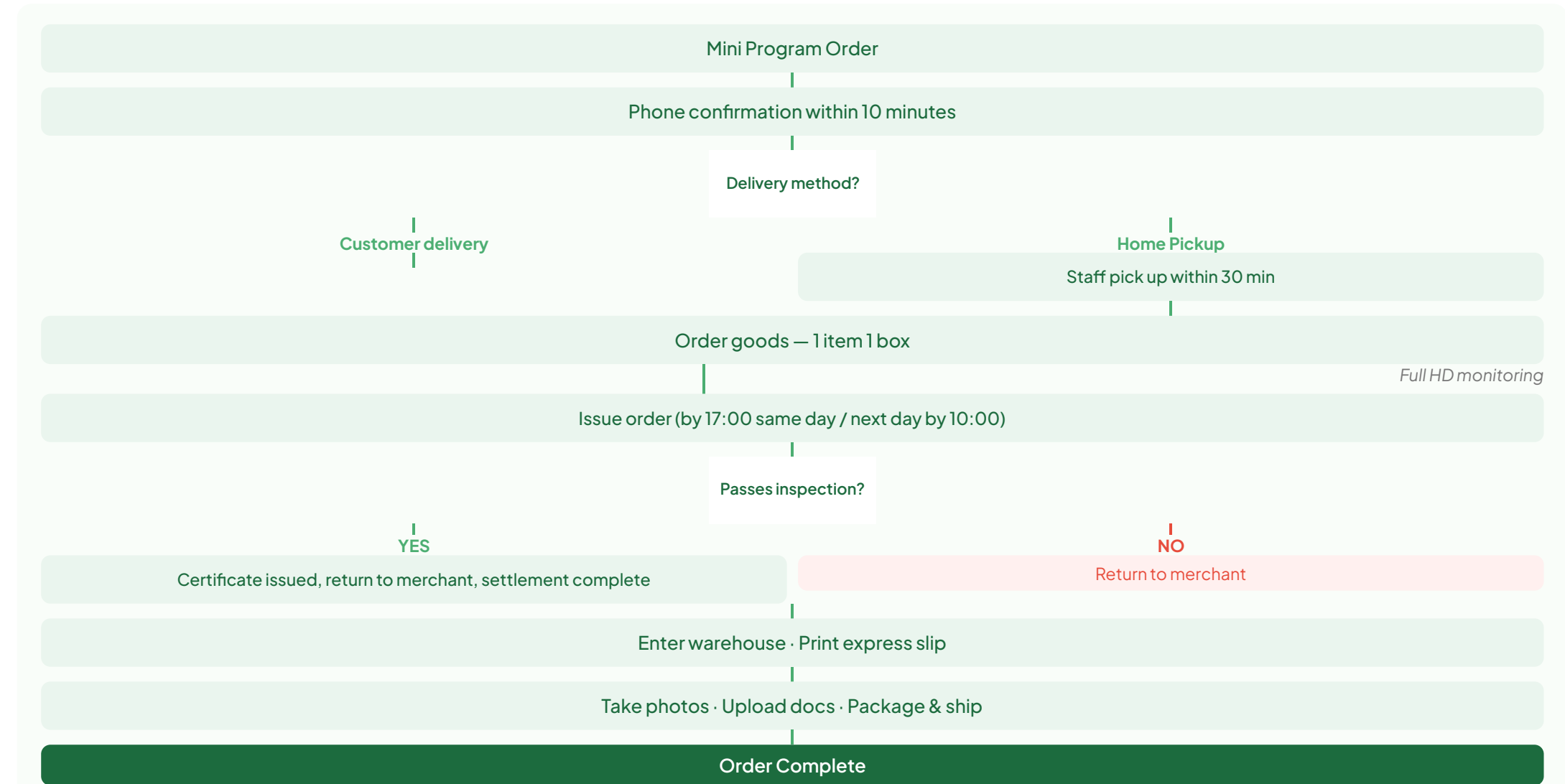
- Blockchain Technology
- Financial-Grade Encryption
- Digital Fingerprint
- Legal E-Certificate

Quality Inspection & Logistics Integration Service Upgrade — Quick Inspection & Quick Delivery Makes a Beneficial Attempt

Traditional market gem delivery and delivery are separate. Merchants need to contact testing institutions, then contact express delivery companies — consuming time and energy while increasing operating costs. Kuaijian Kuaifa (Quick Inspection Quick Delivery) addresses this pain point, integrates testing institutions and logistics companies by connecting interfaces, and has opened China's first 'quality inspection logistics integrated service system', making a beneficial attempt at 'one inspection and one delivery', innovating services to help merchants 'reduce costs and increase efficiency'.

☰☰☰☰☰
Also fast and good · saves time and saves money

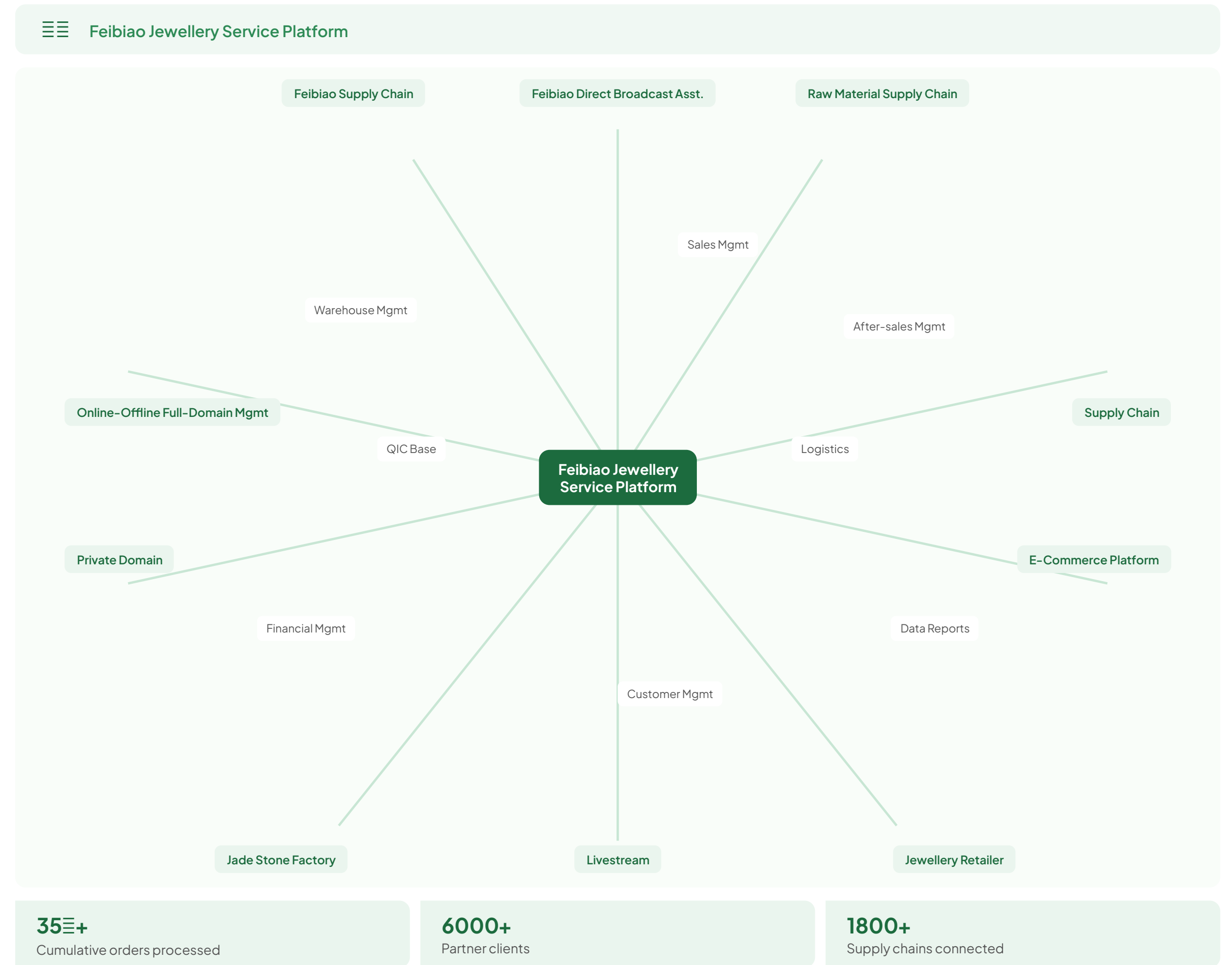
Quality Inspection & Logistics Integration — Helping Merchants Reduce Costs and Increase Efficiency



More Vertical, More Professional — Feibiao Jewellery Service Platform

2024 Continues to Lead Jadeite Industry ERP Management Software Market Share

The rise of livestreaming e-commerce has opened new growth paths for the jadeite industry, while also presenting jadeite enterprises with challenges in livestreaming and supply chain big data processing and information integration. Enterprises need jadeite ERP management software to provide efficient data integration and refined data decision-making support, to facilitate livestreaming, supply chain optimisation. This includes all-member management from suppliers, anchors and sellers, strengthening inventory optimisation, sales management, financial sub-account management and other key aspects, with rich data decision reports to comprehensively improve operational efficiency. The Feibiao Jewellery Service Platform deeply cultivates the jadeite industry, establishes a data governance system covering full domain, full process and full staff, leveraging excellent data-driven technology and professional services. In 2024, it **continues to lead the jadeite industry ERP management software market share**.



Connected to 7 major platforms, real-time synchronised order status

- Douyin
- Kuaishou
- Taobao
- Weitao
- Pinduoduo
- Baidu
- Xiaohongshu



2024

2024 China Jadeite Market New Consumer Trends

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PART. 3

Exploring new consumer trends, spending habits, and the forces driving continued growth in China's jadeite market.

Consumer Behaviour

Market Trends

Consumer Protection

Industry Standards

"600 years of jadeite industry history, every year sees new changes. The rise of short video and livestreaming e-commerce in particular has given jadeite culture much better dissemination. Jadeite products gain faster circulation, and more people appreciate and consume jadeite for its emotional value. In 2024, the jadeite industry is still growing. What forces are driving the continued development of the industry? How have consumer spending habits and preferences changed? What consumer groups need greater attention? Let's look at the new trends and move towards a limitless future!"

Consumer Protection

Pingzhou Guicheng's 'Four Ones' Supervisory Model — Creating a Reassuring Gem Jewellery Consumer Environment

Pingzhou Guicheng, based on its local industry features, focuses on the gem and jewellery industry market, and through 'one standard, one set of rules, one credit list, one mechanism' has built a 'Four Ones' supervisory model, standardising the gem and jewellery market's online trading environment, effectively stimulating consumption vitality.

- **One industry standard:** Cultivating two 'Pingzhou Gems' municipal-level local standards — 'Jadeite Processed Product Sales Service Standards' and 'Jadeite Product Commercial Evaluation Service Standards', helping to standardise transactions and promote market regulation.
- **One industry normative document:** Through 'Guicheng Streets Gem and Jade Retail Online Livestream Marketing Activity Normalisation Management Guidance', establishing an online jadeite and jewellery trading product and full-process processing services online monitoring mechanism, strengthening livestream trading full-chain supervision.
- **One credit blacklist:** The online credit publicity platform links Foshan, Nanhai, Yunnan cloud big data, connecting online and offline consumer complaints, publishing gem and jewellery consumer complaint handling in Xiaoshan digital culture and recreation plaza, giving full play to public oversight and credit warning role.
- **One consumer rights protection mechanism:** Building a 'Department + Association + Market + Base' layered consumer rights protection system. Establishing consumer rights protection service stations at Pingzhou Gem Jewellery Association and Jewellery E-Commerce Association; setting up 'Online Mediation Room', providing convenient online mediation services.

Dehong Promotes 'High Quality Operations' Model — Regulating Industry Development

In 2024, to further strengthen management of jadeite raw jade livestream in the jewellery market, Dehong established a special working group and issued a series of institutional documents. Through developing the 'Dehong Jewellery Gem Short Video and Livestream Reporting Platform' system, realising 'livestream reporting + base management + identity marking + live reporting' full management measures. From the source of livestreaming, comprehensive and specialised management of the entire jewellery and jade livestreaming industry is achieved, promoting healthy industry development.

Dehong New Media Association

Gathering Industry Credibility, Jointly Promoting High-Quality Development of the Jadeite Industry

In August 2024, the Dehong New Media Association, together with the Ruili Jewellery Association and Yingjiang Direct Broadcasting Association, formulated and released 'Dehong Jewellery Gem Jadeite Livestreaming Codes of Conduct', guiding all livestreaming practitioners to regulate their own behaviour. And launched 'Integrity in Action' model short video solicitation activities across the country, with jewellery and jade practitioners, livestream bases, merchants, carving masters, appraisal institutions, internet celebrities and other extensive participation.

Improving Industry Norms, Perfecting Quality Control Systems, Protecting Consumer Rights from the Source

Since 2023, various levels of government and related industry associations have issued a series of policy laws and group standards, building a solid foundation for the standardised development of the jadeite industry.

	Document Name	Main Content
2023.7	Regulations on Video Number Livestream Promoting Base Industry Cluster Development (Trial)	Actively promote video livestream e-commerce base cluster; attract quality content and talent to promote local base industry development.
2023.11	Jadeite Product Commercial Evaluation Service Standards	Focuses on 'commercial evaluation information disclosure'; standardised assessment procedures for colour, water, species, and internal/external factors.
2023.11	Jadeite Processed Product Sales Service Standards	Standards apply to service provision, management, operation; clearly defines relationship with relevant national standards. Promotes electronic commerce jadeite sales service norms.
2023.12	Maw-Sit-Sit Jadeite (Grade)	Comprehensively collected Guangdong's main gem jade forces. After large-scale market research, introduced more suitable market-oriented classification standards for jadeite: colour, water, species and quality.
2024.2	Pingzhou Gem Jade Industry Trading Behaviour Standards	Standards aim at Pingzhou industry, adjusting jadeite raw jade and finished stone generation. Replaced previous industry transaction behaviours. Method of standardising transactions.
2024.2	Jadeite Origin Certification Technology and Testing Methods Standards	Standards apply to the entire process of jadeite from production, processing to sales to third-party testing. Guiding enterprises to adopt unified methods to ensure the reproducibility and verifiability of geological origin detection.
2024.8	Dehong Jewellery Gem Jadeite Livestreaming Codes of Conduct	Standards define jadeite livestreaming industry self-regulation, agency and substitute broadcasting compliance and normalised standards, ensuring legitimate rights and interests of merchants and consumers.
2024.10	Dehong State Jewellery Gem Short Video and Livestream Management Approach (Trial)	Standards regulate legal and compliant livestreaming in the online platform industry; strengthen supervision of market behaviours, platform users' illegal behaviours and online illegal content behaviours.
2024.11	Classification and Nomenclature of Hazardous Raw Jadeite	Standards target jadeite raw materials and finished jewellery. Improved the classification and naming of jadeite hazardous jade; proposed methods and standards for hazardous jade, raising the compliance of hazardous jade transactions.

In 2024, major e-commerce platforms successively introduced new policies and improved their own standards for the gem and jewellery industry, while establishing comprehensive livestream monitoring and management systems. For example, Douyin has clearly stipulated detailed requirements for product listings and promotional content; video account anchors must submit gem testing services before listing products; Taobao has included 'first inspection then delivery' as a standard requirement for jewellery merchants. Products quality, process compliance and other aspects ensure consumer rights.

Date	Platform	Policy Name	Policy Summary
Jan 25	Douyin	'Content Quality - Comments Standardised Procedures (Trial)'	Targeting content partners using leading/induced/similar comments. Clarifying "price comparison" and other standardised requirements for merchant behaviour.
Feb 8	Douyin	'Product Listings and Promotional Requirements'	Gem product listings and promotional requirements, goods, anchors, content. Product and related content must comply with regulations, select accordingly.
Apr 16	Douyin	'[Commerce Document] Industry Gem Jewellery Goods Standards'	Standardised gem jewellery goods, including jade jadeite, gems, precious metals etc. Simultaneously publishing price guide standards, having corresponding norms for jadeite grade, protecting consumer rights.
Jul 15	Douyin	'Traffic of Outstanding - Jade Good Gem" Promotion Policies (Trial)'	Presenting "traffic privilege" incentive. Requiring merchants to provide gem jadeite with national/enterprise standards to determine behaviour of merchants in livestreaming. Providing ongoing festival and seasonal distribution key point guidance.
Aug 30	Douyin	'On Optimising Gem Jade Standardised Marks Related Processing Requirements'	Optimising gem jade standardised mark scope requirements, such as SKU, livestream, streaming, strictly punishing non-compliant acts. Requiring merchants to implement detailed, standardised, transparent, and non-misleading practices.
Nov 20	Douyin	'Market (Price) Pricing Behaviour Code of Practice'	Requiring livestream e-commerce to achieve more than 20 items in price-marking requirements. Clarifying price marking certification. Document requirements, methods, standard marking methods as legal requirements for protection of consumer rights.
Apr 11	Video Account	'Video Account Standards [Gem Jewellery] Goods Management Standards'	Partial gem jewellery merchants through centre merchant review. Standard clear information standard, sales standard (in terms of unpriced unmarked goods). Merchants assume risk for goods as-is. Merchants should ensure authenticity of products.
Aug 23	Video Account	'Video Account Standards [Gem Jewellery] Commerce Entry Requirements'	Video account upgraded to full platform management requirements. Providing standards quality. (Product information standards and material standards) for quality information inspection. Detailed procedures for after-sales, return, and exchange.
Mar 15	Taobao	'Standard for Serving Gem Jewellery Products in Online Stores'	Adding to merchants' one-stop service requirements and after-sale requirements. Ensuring standards. Strengthening consumer product complaint handling. Protecting consumer and merchant legal legitimate interests.
Oct 16	Taobao	'[New] "First Inspection Then Delivery" Gem Jewellery Conduct Industry Standard'	Introducing "first inspection then delivery" to gem industry norms. Requiring listed products to pass third-party professional certification before delivery, ensuring product compliance and packaging standards.
Sep 10	Taobao	'"Safe Purchase" Norm Project'	Taobao "safe purchase" project planning update. Including requiring gem jewellery products from service authorised institutions, inspection criteria.
Sep	Xiaohongshu	'Gem Jewellery Products Business and Promotion Standards'	Gem jewellery promotion guidance standards, content promotion standards — involving jewellery promotion goods, precious metal regulations, product information disclosure requirements and behaviour standards.
Sep	Xiaohongshu	'Gem Jade Goods Dispute Processing Management Standards'	Jade jade items in the process of business promotion standards, lowering the quality of goods definition, lowering consumer dispute settlement quality standard.
Oct	Xiaohongshu	'Gem Jewellery Goods High-Quality Development Management Advice'	Targeting quality jadeite goods development priority and definition, clarifying high-quality goods definition, promotion approaches and platform handling approaches.

'515 Sunshine Service' Quality Control Mechanism — Systematically Establishing Jadeite Livestreaming Quality Management Standards

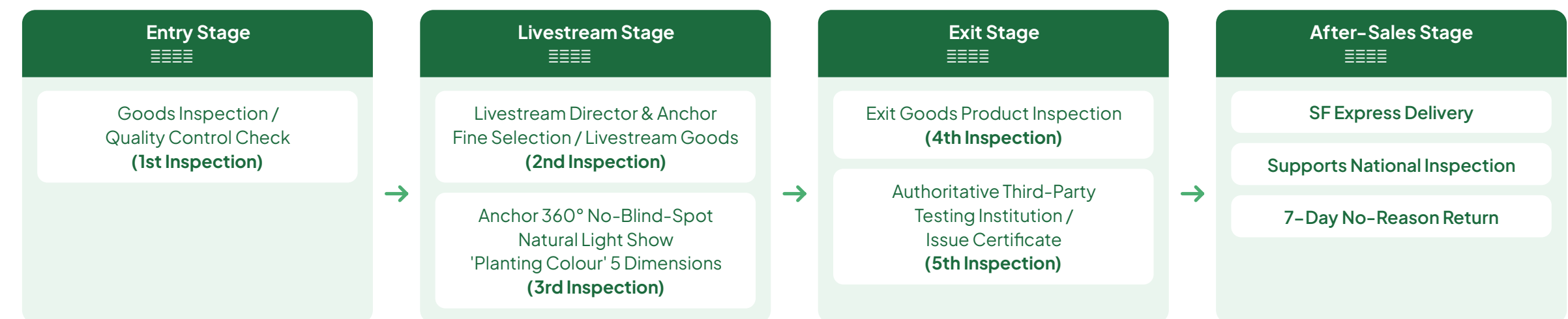
Enterprise self-discipline is the foundation of credibility and the focus of quality management. Jadeite livestreaming often faces issues of light falsification and misrepresentation. The establishment of the '515 Sunshine Service' quality control mechanism systematically establishes jadeite livestreaming quality management standards. More scientific quality control processes, more transparent product exhibition, better and synchronous consumer and merchant information, winning market reputation.

5 Entry inspection, pre-livestream fine secondary inspection, livestream goods triple inspection, exit quadruple inspection, testing institution quintuple inspection — 5-channel quality inspection process, ensuring jadeite quality.

1 Maintaining 1 centre '**natural light livestream**'.

5 Facing consumers, the anchor must use 5 dimensions of 'planting colour' '360-degree no-blind-spot goods talk', every bracelet talk time no less than 3-5 minutes, allowing consumers to understand purchases clearly and buy with confidence.

515 Sunshine Service — Quality Control Process Flow

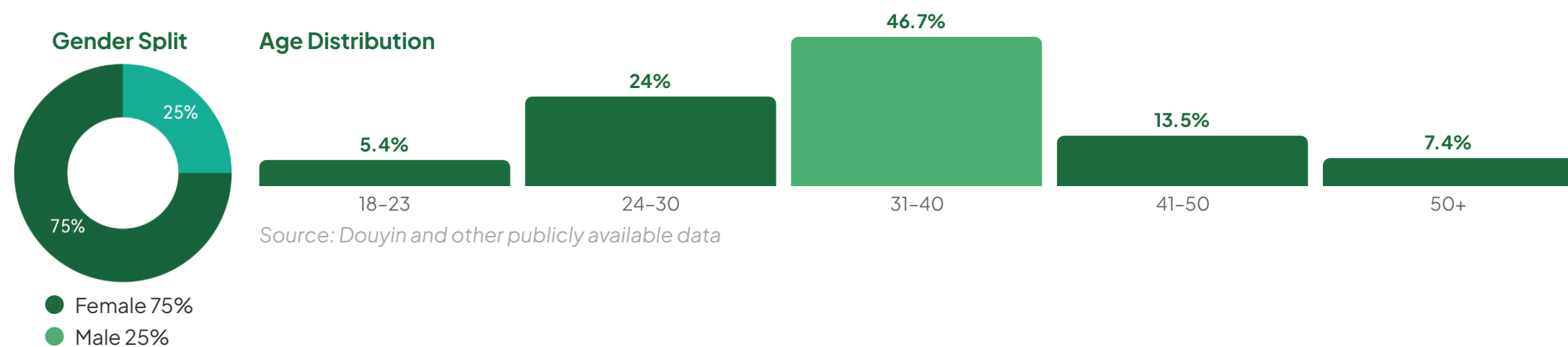




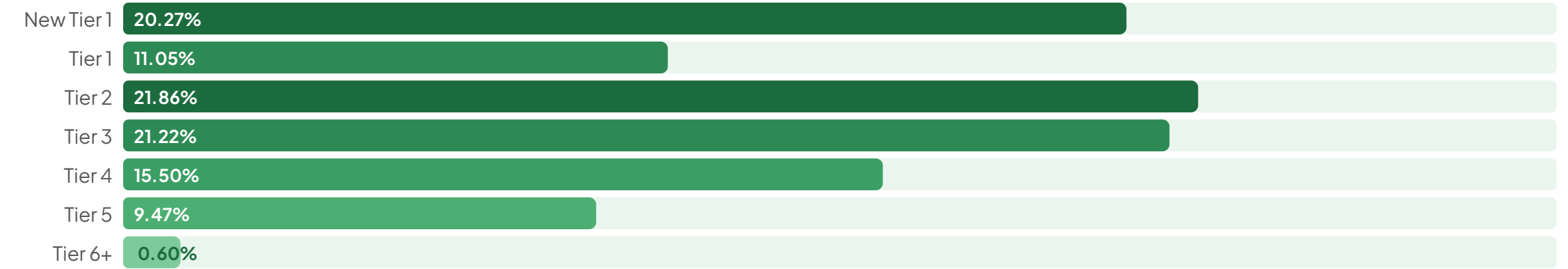
Consumer Profile

Bracelet & Accessories Livestream Rooms — Female Buyers Exceed 75%, 31–40 Age Group Shows Outstanding Spending Power

For bracelet and accessories-focused livestream rooms, female customers in 2024 account for over 75%, up 2% YoY. By age, they concentrate in 31–40 (close to 50%). By city, Tier 2 and above cities remain the main consumer market. By consumer group, the 'Established Middle Class' has the greatest spending power at 20.6%, followed by 'Savvy Mums' (17.11%) and 'Rising White-Collar' (16.37%). An interesting phenomenon: as livestream e-commerce expands and product tiers descend, city consumer distribution is gradually flattening.

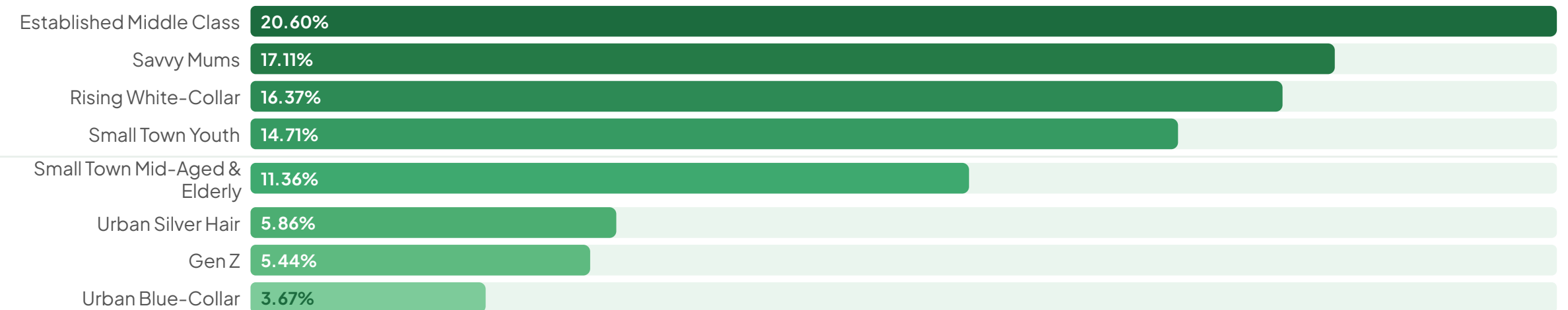


City Tier Distribution — Bracelet & Accessories



Source: Douyin and other publicly available data

Consumer Group Distribution — Bracelet & Accessories

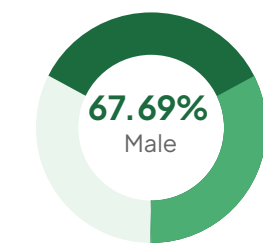


Source: Douyin and other publicly available data

Pendant & Charm Livestream Rooms — Male Buyers Exceed 67%, Main Customer Base in Tier 2–3 Cities

For pendant and charm-focused livestream rooms, males are the main customer base. 2024 data shows male share exceeds 67%. Age concentrates in 31–40. By city, mainly Tier 2–3 cities at 20.43% and 21.59% respectively. By consumer group, 'Urban Silver Hair' shows strong spending power at 22.28%, followed by 'Established Middle Class', 'Small Town Middle-Aged & Elderly', and 'Rising White-Collar'.

Gender Split — Pendant & Charm



● Male 67.69%
● Female 32.32%

Pendant Consumer Group (Top 4)



Source: Douyin and other publicly available data

In 2024, several key female consumer segments emerged: culture-loving Individual 95-Hou, rational & pleasure-seeking Savvy Mums, and youthfully-spirited Silver Years Beauties. Understanding their profile characteristics, and targeted product development and marketing strategies, offers the jadeite industry some inspiring ideas.

Individual 95-Hou GF XING 95 HOU

Bold About Big Brands, Loves Traditional Culture

Born after 1995, this younger generation grew up with China's economic rise. Cultural confidence is their hallmark — they love domestic products, domestic trends, and national style. They are the new force in consumption, leading future trends. Using consumption to express individuality is their spiritual inner core.



Emotional Satisfaction
 Their personal consumption is labelled 'meeting personal life emotional needs'. They focus on self-satisfaction, valuing self-pleasing satisfaction. Their personal spending accounts for 78.3%; this self-pleasing consumption mindset leads them to purchase more fashionable products.

Cultural Confidence
 They identify with and love traditional culture, with strong national pride and cultural identity. They have a lukewarm attitude towards foreign big brands, and more trust in domestic products. Through traditional Han clothing and consumption they express their national pride to the world.

Niche Circles
 They have strong unique hobbies, enjoy expression and sharing, forming niche circle consumption through online social media. Influenced by the consumption scenarios of their niche circles, they value the unique appeal of various cultures, and have a higher acceptance of novelties.

- Individual Customisation
- Cultural & Creative Products
- Cross-Brand Collaboration

Source: compiled from publicly available data by Power Quantity Bank, 21st Century Economic Research Institute

Qian Xi Mama QIAN XI MA MA

Rational Judgement, Pleasing Themselves

They witnessed China's economic rise, the abundance created by economic development. Their efforts bloomed under the tide of the times. In social and economic spheres, family life, they have achieved universal success. Their consumption power represents not just individuals but entire families, and is an important force shaping the social consumption base and structure.



- Pleasing Oneself
- Pursuing Quality
- Caring for Family

Silver Years Beauty SUI YUE LI REN

Refusing Old Age, Must Be Fashionable

Silver Years Beauty is different from the traditional concept of retired groups. They are not content to enjoy old age quietly, but continue pursuing self-worth realisation, making up for dreams missed. From 'caring for old age' to 'enjoying old age', maintaining close ties with society, using more time to enjoy their own lives, realising unfulfilled dreams — these are their consumption trends and direction.



- Bold Spending
- Easily Influenced
- Loves Beauty

Back to Authenticity

She courageously faces life's pressures brought by the economy, dares to challenge traditional consumption concepts. She is good at expressing her own opinions and ideas. More focused on self-realisation and personal values satisfaction.

Work-Life Balance (Slant-Strut Spicy Mum)

This female group bears the responsibility of mother and wife. On top of that she may be an entrepreneur, artist, educator etc. While caring for the family and educating children, she simultaneously pursues high-quality life and self-worth realisation.

Parenting Partners

Qian Xi Mama during child-rearing encounters same-age parents as companions. They have similar parenting ideas and related child-rearing needs. The dual identity of motherhood creates an incomparable understanding, recognition and trust. In consumption habits they mutually influence each other.

Autonomous Enjoyment

Silver Years Beauties in retirement have more leisure time. They focus more on self needs, watching, travelling the world, in 'active, having money, being capable' prime years. They refuse to age, following trends like young people.

Mature Social Circles

In shopping, they prefer to trust those around them with personal experience, especially health and beauty products. In social life, they prefer to connect with all kinds of interest groups, building more like-minded friends.

Never Fully Retired

Silver Years Beauties continue to maintain close social ties, persisting in daily social interaction and engagement. They have great interest and demand for jewellery, health, beauty and other aspects.

Consumer Characteristics & Trends

1. Consumer Demand for Gem Jadeite is Increasingly Diverse

The usage scenarios for gem jewellery are increasingly diverse. Different cultural appeals, product appearance colour, style and pairing are users' core focus.

'Gem Jewellery' Hot Interest Points

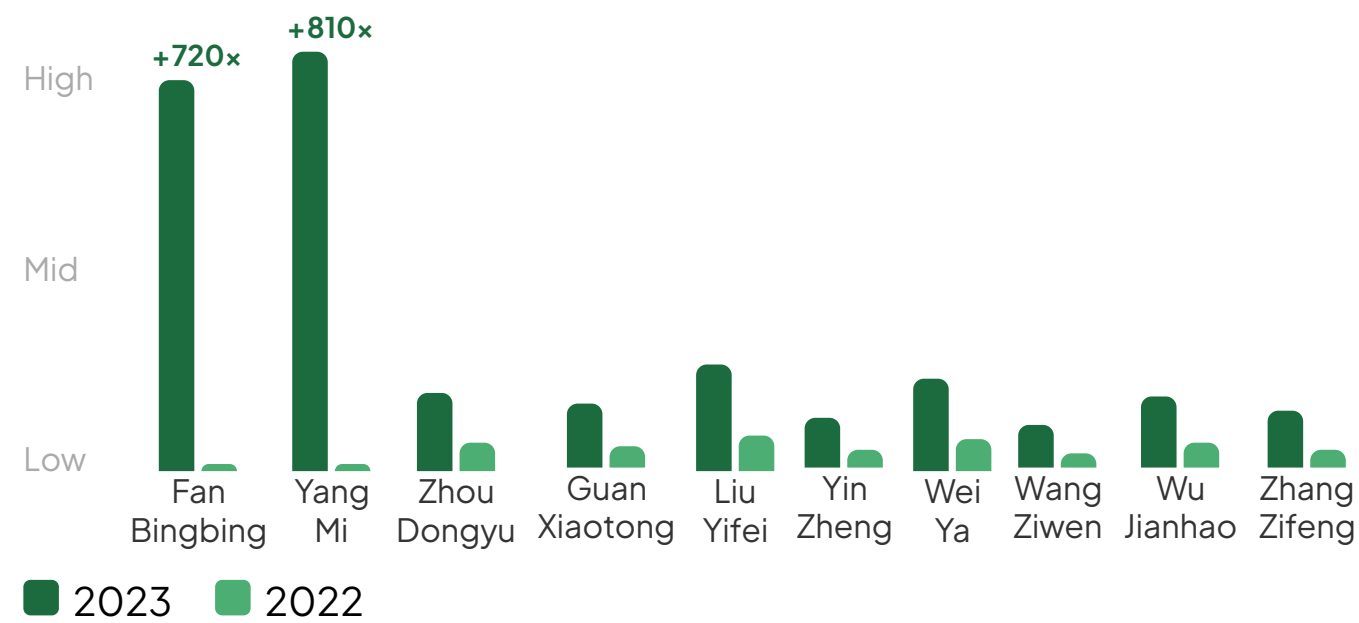


Source: Yien

2. Celebrity Fashion Trends — Celebrity-Jadeite Search Volume Up 110% YoY

As more celebrities like Fan Bingbing, Yang Mi, Zhou Dongyu, Guan Xiaotong chose to wear jadeite publicly, jadeite fever spread. In 2023, celebrity-jadeite related search volume increased 110% YoY. Celebrity same-style fashion trends and type-based design development became consumer favourites.

Jade & Jadeite Celebrity Search Volume — 23 YoY +1.1x

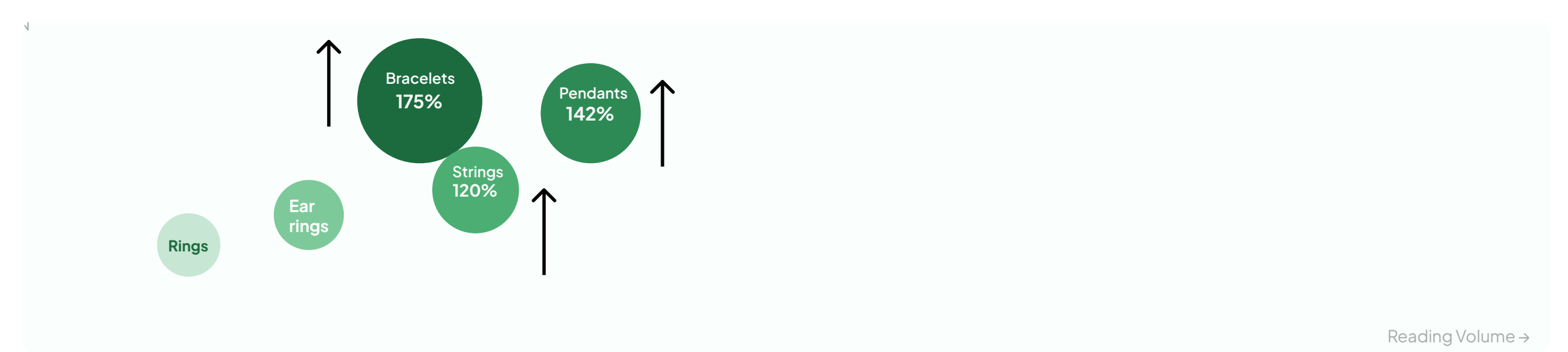


Source: Xiaohongshu

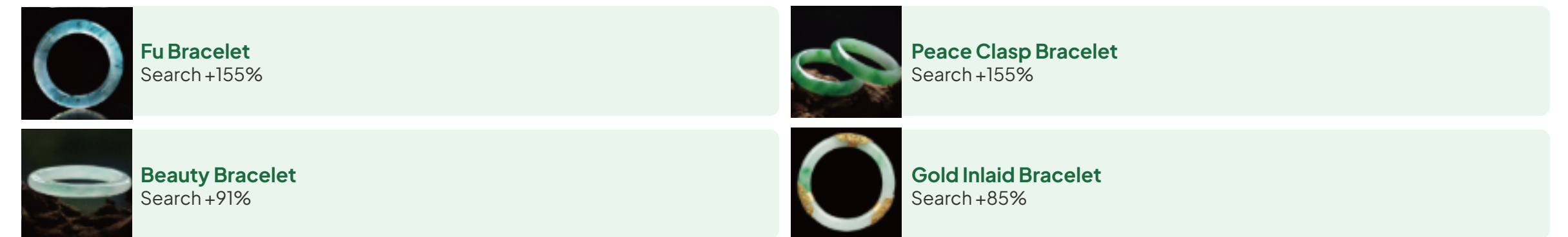
3. Bracelets Remain Most-Watched — Search Growth Notable; Egg-shaped, Peace Clasp, Gourd Top-3 Styles

Bracelets are the number-one consumer gem category annually. In 2023 on Xiaohongshu, Fu bracelets and Peace Clasp bracelets had search growth exceeding 150%; Beauty Bracelets ranked third with over 90% growth. Bracelets are the fastest-growing search category at 175%.

2023 Jadeite Category Popularity Analysis

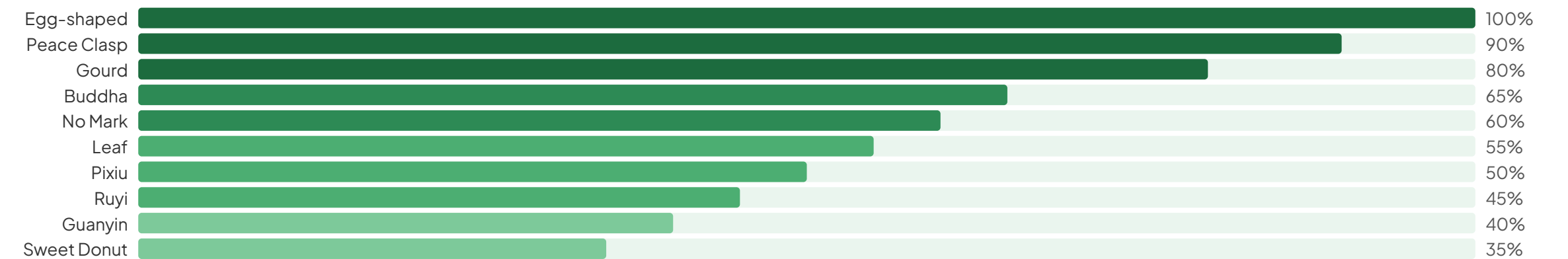


Source: Xiaohongshu



In 2023 accessories 'jadeite style' search: Egg-shaped, Peace Clasp, Gourd ranked Top 3

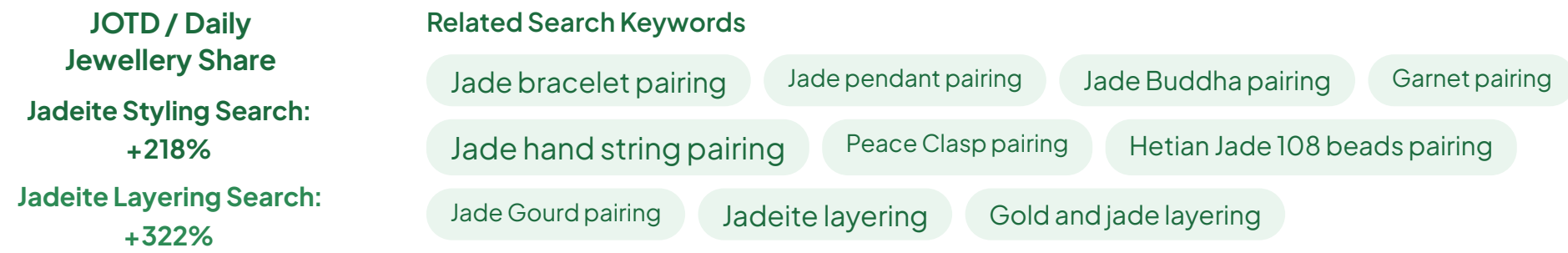
2023 Accessories 'Jadeite Styles' Search Heat



Source: Xiaohongshu

4. Jadeite More Fashionable — Layering Increasingly Popular, Jadeite Layering on the Rise

Jadeite's daily wearability is increasingly prominent and trendy. Small items are increasingly favoured by young people, and jadeite layering is getting more attention. Daily styling selects a jadeite accessory as a key highlight. Jadeite is no longer the luxurious highlight of special occasions, but silently integrated into people's daily fashion vocabulary.

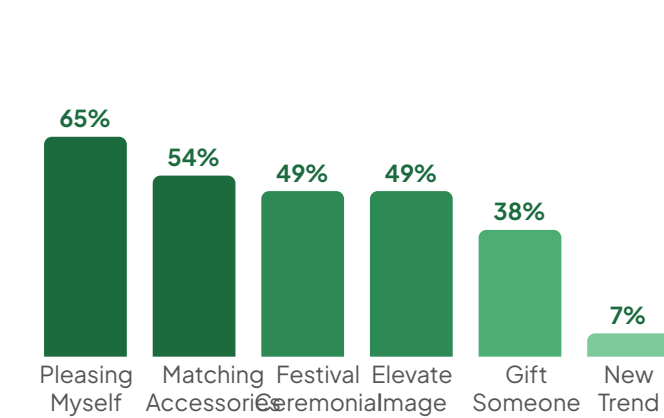


Source: Xiaohongshu

5. Collectible Value is an Important Factor in Purchasing Decisions

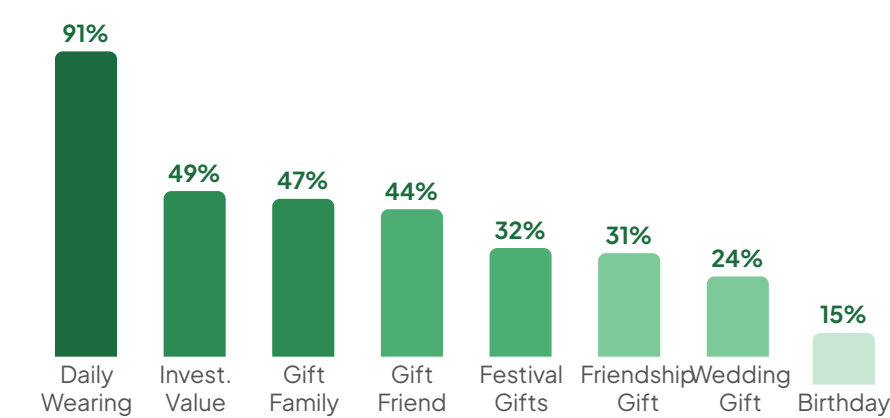
Consumers increasingly appreciate collectible value of gems. In 2023 on Xiaohongshu, discussion of jadeite and collecting increased 250% YoY. Apart from personal wearing, the investment attribute of gem jadeite is the second factor influencing purchase decisions.

Main Reasons Consumers Buy Gems/Jadeite



Source: Yien

Main Uses Consumers Purchase Gems/Jadeite For



Source: Yien

6. Silver Generation Showing Outstanding Growth in Gem Jadeite — Especially Necklaces and Bracelets

As of 2023, China's 60+ population reached 297 million, 21.1% of total. According to China Aging Science Research Centre forecasts, in 2023 China's silver economy reached approximately ¥7 trillion (6% of GDP); by 2025 forecast to reach ¥30 trillion (approximately 10% of GDP).

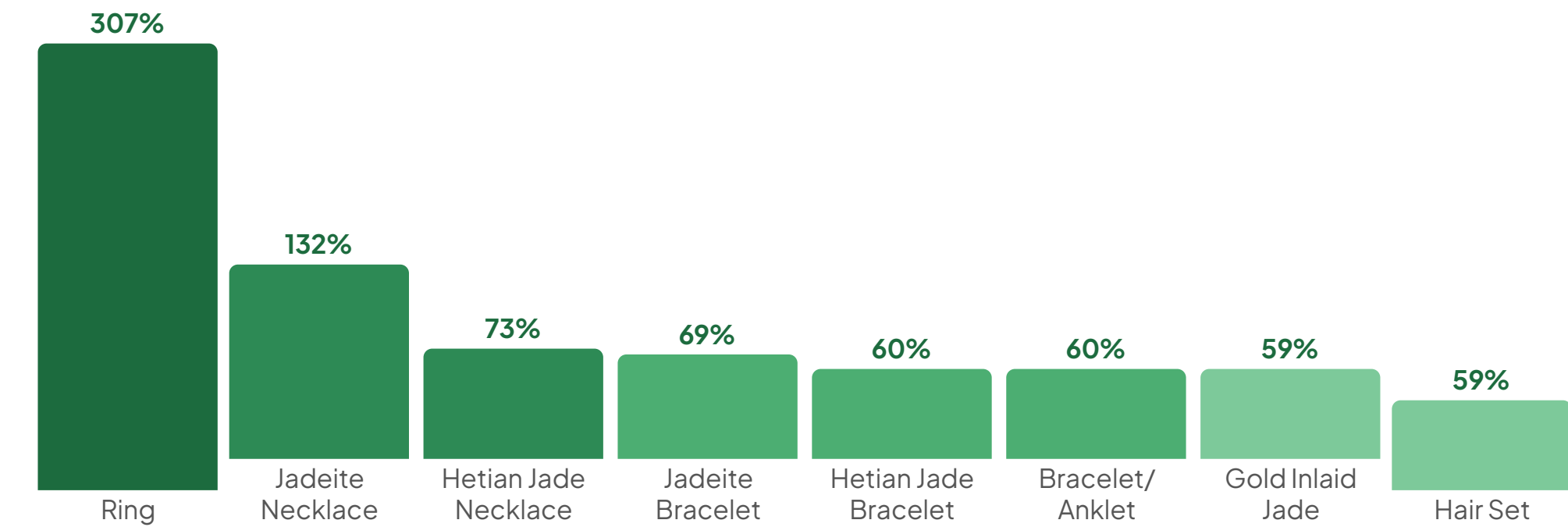
Silver Economy Scale



Source: Chinese Government Website

More silver generation consumers say 'never grow old', dressing youthfully and stylishly rather than old. In jewellery spending, rings have the greatest attraction, and jadeite necklaces and jadeite bracelets have grown 132% and 69% respectively.

Jan–Sep 2024 Silver Generation Jewellery YoY Growth by Category



Source: JD.com Consumer & Industry Development Research Institute

2024

2024 China Jadeite Industry Talent Structure Changes

2024 CHINA JADEITE INDUSTRY DEVELOPMENT WHITE PAPER

PART. 4

"In 2024, the jadeite industry shifted from 'traffic-centred' to 'consumer-centred'. Online-offline, full-domain operations are developing rapidly. What matches this is talent team adjustment and integration. Full-domain operations surrounds consumers, reshapes organisational culture, drives efficiency revolution, and improves full-channel experience. The digital era drives rapid jadeite industry transformation — behind which is talent competition."

Short Video & Livestream Talent

As short video and livestreaming matures, all industries enter at scale; content, traffic and efficiency competition intensifies. The jadeite industry's short video and livestream talent team needs collective upgrading, developing towards more standardised, professional and high-quality directions.

Anchors Officially Entering the 'National Team' — Content Innovation is the Key Direction for Elevating Jadeite Anchors

In August 2024, the Ministry of Human Resources & Social Security added 'internet anchor' as a new national profession. This means stricter professional norms and higher content requirements. Anchors pursuing traffic and popularity must also pay more attention to content depth and social responsibility. Related professional skills, industry norms and professional ethics will be progressively refined, with higher requirements for jadeite anchors.

Evolution of the Anchor Profession



The era of high-speed livestreaming growth is receding, but content marketing remains vigorous. Content has become the core link of enterprise-user communication. Jadeite anchors need to provide quality livestream content, experience customer needs:

Understanding Customer Needs

Find sales 'pain points' in interaction; in marketing build emotional atmosphere. Deep listening to customer concerns, identifying the real drivers behind purchase hesitation, and turning those insights into compelling live presentation moments.

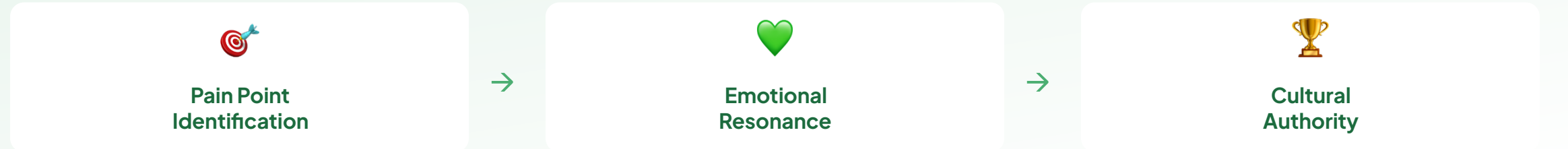
Building Emotional Atmosphere

Find emotional 'explosion points' in value scenarios; deeply mine cultural identity. Craft a livestream environment that resonates emotionally — leveraging the cultural weight of jadeite, auspicious symbolism and gift-giving traditions to create desire and urgency.

Deep Cultural Identity

Find customer 'ignition points' in interest & daily life; ultimately elevate value output, form own livestream style. Connect jadeite's heritage to the viewer's personal story — whether that's ancestral connection, collector's pride, or contemporary fashion identity — to spark lasting brand loyalty.

Key Takeaway: The Three Anchor Competencies



Market Insight, Data Analysis, Content Creation etc. Become Core Competencies of the Jadeite Livestream Industry

Role	Core Skills & Competencies
Anchor	Traffic reception capability, image management, selling point refinement, interactive field control, personal charm, stress resistance, learning & adjustment ability.
KOL / Influencer	Traffic reception capability, vertical domain expertise, promotion capability, content creation capability.
Short Video Ops	Short video content strategy, data analysis, community operations, event planning & operations, video production capability.
Livestream Ops	Livestream content strategy, field control & adjustment, data analysis, livestream event planning & operations, fan operations capability.
Product Selection	Product control, KOL matching, market insight, communication & coordination, negotiation & pricing capability.
Traffic Placement	Platform placement technical skills, data analysis & reporting, communication & coordination, stress resistance capability.

Source: Juliangyin

For more short video and livestream talent profiles, see '2023 China Jadeite Industry Development White Paper'

Private Domain Talent

Private Domain Directly Linked to Marketing Transformation — Over 60% of Enterprises Increasing Investment, Talent Demand Growing

As public domain traffic costs rise and become uncontrollable, jadeite and jewellery merchants increasingly value own private domain user pool incubation and cultivation. Private domain's stability, autonomy and controllability has become an important strategy for merchants to expand sales share, improve competitiveness and achieve long-term efficient operations.

64.64% of enterprises clearly increased private domain investment

Private domain talent demand has continuously grown for 5 consecutive years

Talent deficit has surpassed 1.5 million

2023 Enterprise Private Domain Investment Proportions

- Budget increase — 21.63%
- Resources increase — 19.69%
- Personnel increase — 23.32%
- Both increase somewhat — 25.78%
- Only KPI increase — 9.58%

Source: Jianshi Technology, Qiancheng Wuyou

User Operations

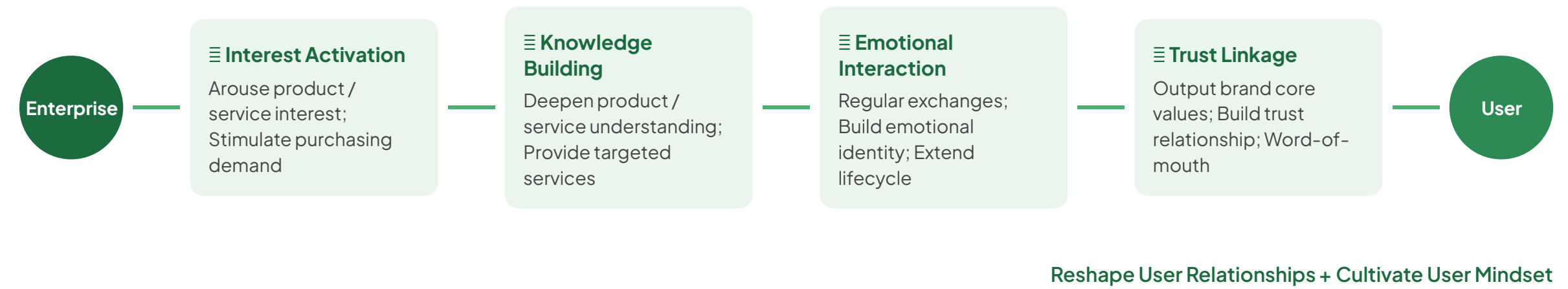
User operations is the core link for jadeite merchants to guide customers from public to private domain. Building dedicated customer tags, implementing precision customer management, and through community and fan layer activities, activating customers, improving retention, providing image support for content and customer support for sales.

<p>Building User Full Life Cycle Operations System Responsible for user growth & retention strategy; Attracting platform users via WeChat, Xiaohongshu, Weibo etc. to operate private domain pools</p>	<p>Building Labels & Community Customer Management Platform-based precise user profiling; Building customer labels; Forming loyalty groups for precision management</p>
<p>Planning Events to Increase Customer Stickiness Targeted customer care plans; Improving stickiness and trust; Planning community social activities; Improving activity level</p>	<p>Data Analysis to Optimise Operations Strategy Using data analysis tools to evaluate content effectiveness; Mining users' potential needs; Providing transaction support</p>

Content Operations

The essence of private domain is content marketing. Content operations transforms brand and product into high-quality user communication tools, building the bridge between enterprises and users, realising user reach, cultivation and nurturing. Through graphic, short video, event and other content, user operations obtain public domain traffic; through brand and product value content presentation, building private domain customer journey from birth to familiarity to understanding to transaction.

Content Operations – User Journey Flow



Content Operations Talent Profile

<p>Jadeite & Gem Professional In-depth gem culture expertise; Focus on industry dynamics; Refine product differentiators</p>	<p>Content Strategy Targeted design and communication plans; Output brand-matching content; Use AI digital tools for creation</p>
<p>User Analysis Use data tools to evaluate content effectiveness; Optimise product content quality</p>	<p>Platform & Event Expertise Plan content calendars; Coordinate cross-platform publishing</p>

Private Domain Sales

Private domain sales is the brand-customer emotional connection 'heartstring-tuner'. As a product requiring high trust, jadeite's private domain sales not only needs to understand and mine customer needs, but more importantly build trust value through daily content accumulation, gradually pulling customers into the brand relationship, ultimately realising transactions.

Strong Sales Awareness

Familiar with jadeite culture and gem knowledge; Focus on task indicators and progress; Drive self to accomplish sales goals

Person Design (IP) Awareness

Build unique personal presentation & display; Establish own persona in videos; Incorporate brand character in daily life

After-Sales Management

Regularly review user feedback; Interact with users; Provide customised services for each jewellery product; Follow up for secondary purchases; Strengthen trust and satisfaction

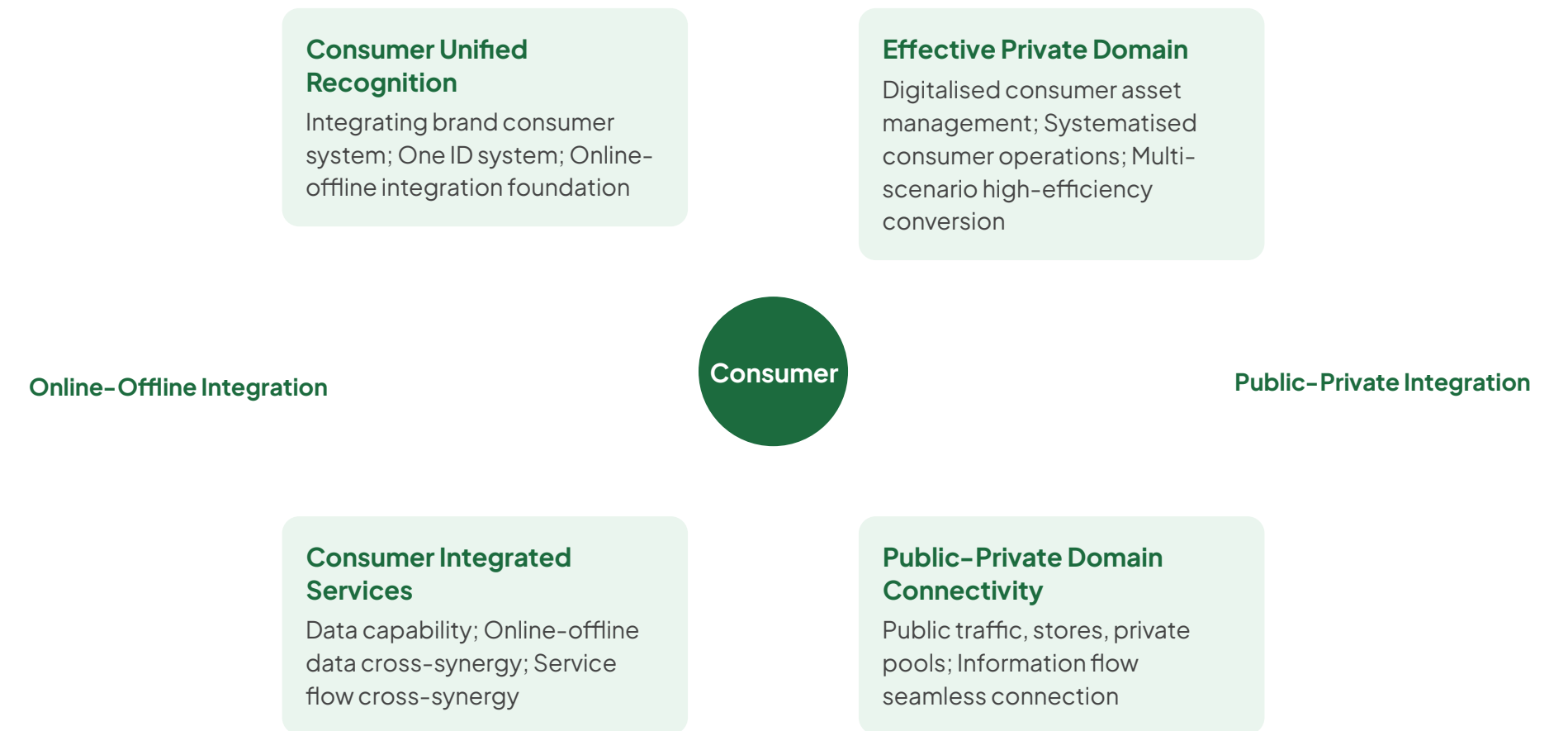
Full-Domain Operations

Online-Offline Connected, Public-Private Integrated — Full-Domain Operations is 'Consumer-Centred'

Facing the bottleneck of profitability and efficiency growth, jadeite merchants need to deeply mine user full lifecycle value, returning to the essence of healthy growth. Using digital means, with consumers at the centre, integrating online-offline scenarios and public-private domain touchpoints into full-domain operations model, will become the necessary path for jadeite merchants.

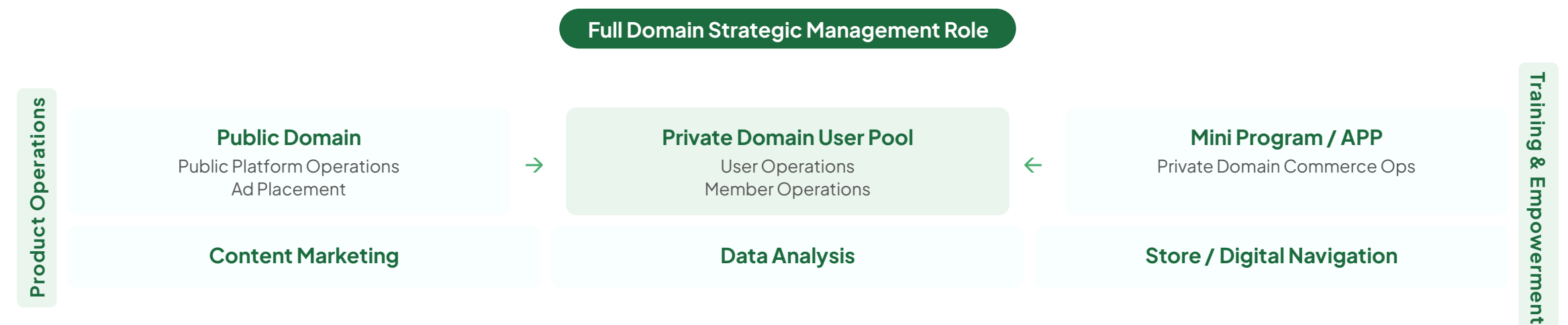
Full-Domain Operations: One Centre, Two Integrations

Consumer-centred, public-private domain as one network, online-offline as one store



Source: compiled from Tencent Marketing public data

Full-Domain Role Structure



Full-Domain Talent Role Overview

No.	Role Name	Job Responsibilities
1	Full-Domain Strategic Manager	Formulates full-domain operations strategy, coordinates all departments to complete full-domain management objectives and business targets.
2	User Operations	Builds user operations team, formulates differentiated user operations strategy based on user segmentation; plans user lifecycle, traffic linkage, community SOP, achieving conversion, retention and repurchase.
3	Membership Operations	Plans membership management system, formulates member promotion plan; builds data indicators system; executes member grading and lifecycle management; improves loyalty.
4	Private Domain Commerce Ops	Builds private domain store operations; uses marketing tools to improve member conversion, activity and service experience; promotes brand image.
5	Content Marketing	Unifies brand content strategy planning; outputs all content needed by brand operational positions; develops brand-specific quality content; raises brand awareness while reducing costs.
6	Public Domain Platform Ops	Responsible for specific public domain operations; drives public-to-private domain conversion through marketing activities; increases user touchpoints and conversion; improves stability and trust.
7	Advertising Placement	Formulates advertising strategy; forecasts plans and indicators; optimises placement strategy combining dynamics; integrates media resources; controls budgets.
8	Data Analysis	Unifies user data management; optimises data reporting; analyses business operation data; outputs reports facilitating management decisions.
9	Digital Navigation	Uses digital tools to discover and manage users; guides through communities; provides around-the-clock services; uses applications to improve user experience.
10	Training & Empowerment	Organises knowledge system for full-domain operations; integrates internal/external new consumption marketing, user thinking, smart retail training resources; implements training plans.
11	Product Operations	Based on merchant and user needs for digital product design and planning; converts business needs to IT departments; promotes digital product online optimisation.
12	Product Management	Based on user and merchant needs; combined with application user demand; plans differentiated public-private domain product planning, design and selection; connects multiple departments.

Source: compiled from Tencent Marketing public data

AI Technology Empowering China's Jadeite Industry Development

2024 CHINA JADEITE INDUSTRY DEVELOPMENT WHITE PAPER

PART . 5

"In 2023, with ChatGPT as representative, AI big models ignited a global wave of fervour. Against this backdrop of technological transformation, the jadeite industry chain is about to welcome a new technological revolution. Jadeite production, processing, design, marketing and other links can all integrate AI, positively impacting industry efficiency, enterprise costs, organisational structure, user experience and traffic logic."

AI Technology in Jewellery / Jadeite Industry

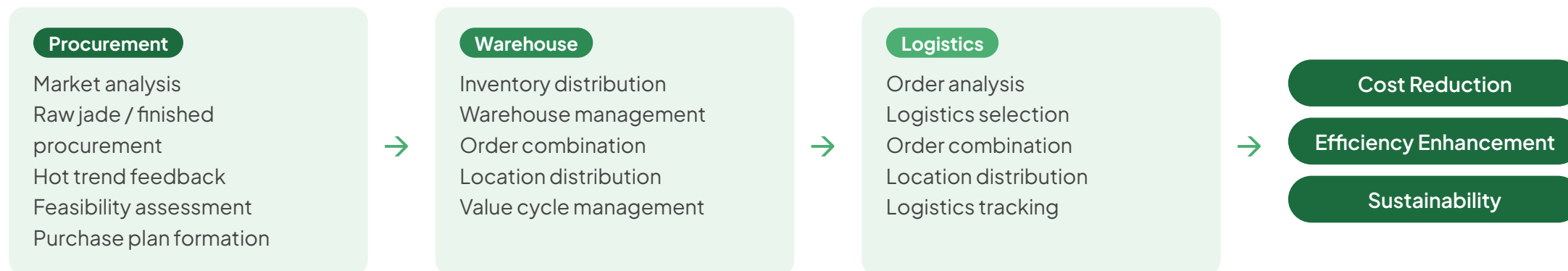
AI Related Technologies	E-commerce Model & Industry Module	Jadeite Industry AI Applications	E-commerce Value
<ul style="list-style-type: none"> Deep Learning Natural Language Processing Computer Vision Intelligent Robots Auto Programme Design Data Mining 	<p>E-commerce Model</p> <ul style="list-style-type: none"> Search Social Interest Instant Private Domain <p>Industry Module</p> <ul style="list-style-type: none"> Upstream: Supply Chain Midstream: Content Production, Operations & Marketing, Livestream Downstream: Customer Service 	<ul style="list-style-type: none"> AI Product Design / AI Accessories AI Anchor / AI Testing AI Content Generation / AI Marketing AI Virtual Person / AI Operations AI Appraisal / AI Dialogue AI Customer Management 	<ul style="list-style-type: none"> Traffic Logic User Experience Industry Efficiency Enterprise Cost Employee Substitution Market Channel

Source: compiled from public data

Supply Chain AI Applications

Empowering Each Link — Helping Jadeite Merchants Reduce Costs and Increase Efficiency

In raw material procurement, AI can timely capture market information, provide hot product feedback, track procurement records, helping merchants better grasp market and product dynamics; In warehousing, AI intelligently manages inventory, reduces pressure, improves circulation; In logistics, AI rapidly distributes orders, enables fast delivery and real-time tracking.



Source: compiled from public data

Design AI Applications

Full-Cycle Product Design — Faster, More Precise, More Vivid

Inspiration

Using AI search, conducting related material collection and analysis, providing jade carvers with creative inspiration;

Design

Using AI tools, quickly generating design solutions, through AI 3D effects, giving end-to-end visual feedback, reducing design cycles;

Demonstration

Using AI and 3D sculpting, for finished product design, for simple jade-carving products, achieving batch production.

Design Process:



AI Capabilities:



Source: compiled from public data

Marketing AI Applications

Empowering Full Marketing Process — Intelligent Placement, Dynamic Adjustment, Improving ROI

Pre: Combining big data and user analysis, forecasting marketing cost and ROI, generating portfolio placement strategy, conducting smart placement;

During: Through AI analysis of placement data, dynamic adjustment of placement strategy; simultaneously interacting with customers, guiding potential users to private domain, conducting AI management;

Post: Quickly and accurately reviewing and analysing placement effects, through data accumulation adjusting customers' AI models, guiding next placement process.

Pre-Placement	During Placement	Post-Placement
Target Evaluation	AI Smart Placement	Effectiveness Summary
Ad Creation & Generation	User Actions	Data Analysis
Cost & ROI Forecasting	AI Dynamic Reflection	AI Data Accumulation
AI Dynamic Evaluation	Digital Feedback	Historical Data
Placement Strategy Generation	Placement Adjustment	Marketing Strategy Adjustment

Source: compiled from public data

2024

2024 China Jadeite Industry Outlook & Future Forecast

2024 CHINA JADEITE INDUSTRY DEVELOPMENT WHITE PAPER

PART. 6

Industry Outlook

Jadeite Market Scale Expected to Continue Growing — Quality Products and Authentic Goods Increasingly Valued

With China's sustained economic development and the continued rise of consumer culture, the jadeite market is forecast to maintain steady growth. High-quality jadeite raw materials remain scarce, making original works with high quality-to-price ratios and exquisite craftsmanship increasingly valued by the market and collectors.

★ **Market Scale**

Jadeite market scale expected to reach ¥120 billion by 2025, with high-end custom jadeite becoming a key growth driver

🕒 **Consumer Upgrade**

Consumers are transitioning from quantity-focused to quality-focused buying, with authentication certificates and transparent provenance becoming standard purchase requirements

📈 **Investment Value**

Jadeite's investment and collection value continues to gain recognition, especially for high-colour, high-transparency pieces from Myanmar's old mine regions

Livestreaming Commerce Will Remain a Core Sales Channel

Jadeite livestreaming has fundamentally reshaped how jadeite is bought and sold in China. As platform algorithms mature and anchor quality improves, livestream jadeite sales are expected to continue growing. Key trends include multi-platform simulcast, AI-assisted presentation, and the rise of origin-scene livestreaming.

Multi-Platform Simulcast

Leading jadeite merchants will run simultaneous streams across Douyin, Kuaishou, Taobao and WeChat Video, maximising reach

Quality Anchor Ecosystem

As internet anchor becomes a national profession, professional training and certification will elevate overall presentation quality

Origin-Scene Integration

Myanmar border scenes, Ruili markets and major auction events will be integrated into regular livestream content as authentic provenance signals

Technology Will Continue Transforming the Jadeite Industry

AI, blockchain and big data technologies will continue to drive jadeite industry innovation. From design automation to AI-powered authentication, from supply chain optimisation to personalised recommendation algorithms, technology will touch every link of the jadeite value chain.

AI Appraisal Standardisation

AI gemological assessment tools will become more widely adopted, providing first-pass quality signals that complement formal certifications

Blockchain Provenance

Blockchain-based provenance records will become standard for premium jadeite, providing immutable origin and ownership history

Smart Supply Chain

AI-driven procurement, inventory management and logistics will reduce operating costs for jadeite merchants by 15-25%

Personalised Commerce

Big data analysis will enable hyper-personalised jadeite recommendations matching consumer taste, budget and occasion needs

Cultural Heritage Meets Modern Expression

Jadeite's future lies in successfully bridging its cultural heritage with contemporary aesthetic sensibilities. The industry's sustained vitality depends on engaging younger consumers through innovative design, cultural storytelling and digital experiences.

National Style (国潮) Integration

Traditional jadeite craftsmanship will increasingly incorporate elements of traditional Chinese culture, appealing to the cultural pride of younger consumers

Designer Collaboration

Collaborations between heritage jade carvers and contemporary designers will create new product categories bridging tradition and modernity

Sustainable Sourcing

Growing consumer awareness of ethical sourcing will drive demand for certified sustainable jadeite with transparent supply chain documentation

Looking Ahead

The jadeite industry stands at a pivotal intersection of cultural heritage, technological transformation, and evolving consumer values. Merchants who successfully navigate this convergence — embracing digital tools while honouring the deep cultural significance of jadeite — will define the industry's next chapter of growth.





2024

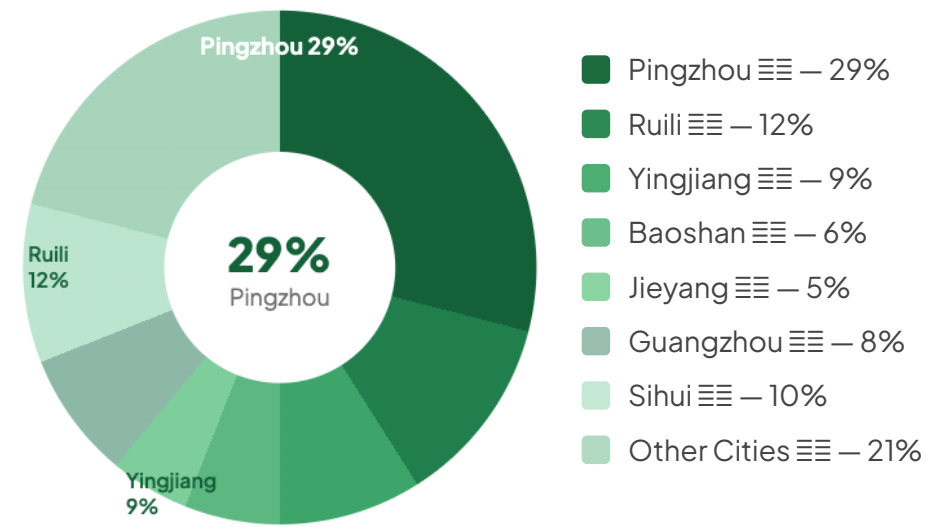
2024 China Jadeite Industry Major Events & Industry Dynamics

2024 CHINA JADEITE INDUSTRY DEVELOPMENT WHITE PAPER

APPENDIX 1

According to incomplete statistics, **140 jadeite industry events** were held nationally in 2024, of which **Pingzhou hosted 40**, accounting for nearly **30%** — making it China's most vibrant jadeite industry belt. The rich activities drove the development and prosperity of China's jadeite industry.

2024 Jadeite Industry Events by City



Source: 2024 China Jadeite Industry Development White Paper

Ruili (瑞丽) — Events

Jan 30	Science popularization base launch & 2024 first new merchants showcase
Jan 30	"Source Ruili, Shared Development" forum welcoming jadeite livestream enterprises back to Ruili
Mar 1	Jadeite culture large-scale study camp recruitment event
Mar 7	Ruili jadeite 2024 annual livestream industry awards exchange meeting
Apr 16	First "Ruili Cup" jade carving vocational skills competition launched
Apr 25	Wangsheng Jadeite public auction
Apr 25	Ruili livestream gem finished goods tendering & store establishment ceremony
Aug 1	Science popularization jewellery culture forum
Aug 13-19	Ruili first batch of jadeite livestream mine provenance officially released
Aug 23	"Dehong Prefecture Jadeite Livestream Industry Development Norms" officially released
Sep 13	"Stand for Consumers, Co-Build Beautiful Industry" video recruitment campaign
Sep 19	Wangsheng Jadeite public auction; Feifei Gem Business Exhibition forum
Oct 18	Ruili October–November jadeite industry development seminar
Oct 22	"Dehong Prefecture Jadeite Online Livestream Industry Management Measures (Trial)" issued
Oct 25	Natural resources & mining delegation visited multiple livestream gem enterprises

Guangzhou (广州) — Events

Jan 7	Mazu Jadeite online trading ceremony
Jan 23	Guangdong Gem Culture Center "Jadeite Cultural Park Platform" business launch
Jan 27	Guangdong Gem Center platform product R&D trade ceremony
Feb 1	Snake year jewellery design competition concluded
Jul 14	Guangdong Gem Exchange Center–Myanmar jadeite mine source cooperation agreement signed
Jul 23	"Smart–Beauty Fusion: AI Leads Jewellery New Era" themed forum held
Aug 24	Foshan collaborative enterprise design competition
Oct 16	"Billion-yuan Zone" Jadeite Industrial Park officially opened; national jadeite industry base — gem enterprise awards ceremony
Dec 5	2024 China Famous Stone & Named Stone Art Exhibition

Jieyang (揭阳) — Events

Jan 24	E-commerce intellectual property protection training
Aug 10	Mazu Jadeite gem industry release ceremony
Sep 10	NGTC jadeite identification & gem sales training exchange
Sep 28	23rd China (Jiedong) Jade Culture Festival
Oct 15	Jieyang jadeite livestream industry development forum
Nov 4	Myanmar jade mine raw material exchange meeting
Nov 25	Jieyang jadeite livestream industry talent training seminar
Nov 29	2024 Guangdong jadeite jade carving skills competition

Pingzhou (平洲) — 40 Events

Event
Jan 7 2024 first Pingzhou jadeite industry chain quality goods transaction auction
Jan 7 Pingzhou jadeite "Zhenpin Auction" 2024 first auction
Jan 8 Pingzhou jadeite 2024 first public auction
Jan 12 Pingzhou Emerald Town "Night of Jade" New Year's gala cultural evening
Jan 15 Pingzhou Jadeite 2023 annual brand enterprise awards ceremony
Jan 21 2023 Pingzhou Jadeite brand livestream talent awards ceremony
Feb 2 Pingzhou Spring Festival jadeite boutique charity auction
Feb 28 National jadeite raw stone scale model research & development base founding ceremony
Mar 3 Pingzhou Jadeite 2024 batch auction
Mar 9 Pingzhou Jadeite Culture Festival (Spring) opening ceremony
Mar 14 First China Myanmar jadeite bracelet standard seminar
Apr 12 Douyin e-commerce "Gold Production Area · Sihui Jade Festival" grand opening
Apr 14 Pingzhou jadeite culture walk—Foshan Nanhai cultural heritage tour
May 1 Pingzhou Jadeite Culture Festival (Summer) 5-day special event
May 15 2024 Pingzhou jadeite livestream talent skills competition
Jun 1 Pingzhou jadeite brand & culture annual exhibition opening
Jun 9 Pingzhou Jadeite Night Show live event
Jun 15 Pingzhou jadeite 2024 first batch public rough stone auction
Jun 28 "Under Heaven · Pingzhou Vessel" Jade & Stone Grassroots Exhibition planning kick-off
Jul 3 "Under Heaven · Pingzhou Vessel" Jade & Stone Grassroots Exhibition grand opening
Jul 18 Pingzhou jadeite cultural forum — industry ecosystem collaboration
Aug 3 2024 Pingzhou Jadeite Culture Festival (Autumn) launch ceremony
Aug 14 Pingzhou jadeite industry big data platform launch & press conference
Sep 7 National standard «Jadeite (Fei Cui) Classification» review meeting held in Pingzhou
Sep 20 Pingzhou jadeite new media talent training camp 2nd session
Sep 28 Pingzhou jadeite autumn auction week — multiple auctions
Oct 9 Pingzhou Jadeite Culture Festival (Winter) first day — boutique showcase
Oct 12 2024 Pingzhou jadeite industry chain summit forum
Oct 18 Pingzhou jadeite green industry belt 10th anniversary celebration
Oct 25 Pingzhou jadeite national standard promulgation ceremony & press conference
Nov 3 Pingzhou jadeite 2024 industry honors awards ceremony
Nov 15 Pingzhou jadeite "Warm Winter" boutique charity auction
Nov 22 Pingzhou jadeite e-commerce platform operator training seminar
Nov 28 Pingzhou jadeite December auction tender preview
Dec 8 2024 China Foshan Pingzhou International Jadeite Festival grand opening
Dec 12 2024 Pingzhou jadeite industry livestream data annual report release
Dec 18 Pingzhou jadeite 2024 year-end large public auction
Dec 22 2024 Pingzhou Jadeite Industry White Paper press conference & launch ceremony
Dec 28 Pingzhou jadeite brand enterprise 2025 strategy exchange forum

Yingjiang (盈江) — Events

Jan 14 China-Yingjiang county-level jadeite industry development policy briefing
Apr 26 China-Yingjiang First Jadeite Industry Development Seminar successfully held
Jun 5 Yingjiang jadeite rough stone public tender — Luxi & Lianhe lots
Jul 8 Yingjiang jadeite livestream talent development exchange forum
Aug 20 China-Yingjiang 2024 jadeite rough stone autumn public auction
Sep 18 Yingjiang jadeite source brand strategy launch ceremony
Oct 10 Yingjiang county government–Pingzhou trade association strategic cooperation signed
Nov 6 Yingjiang jadeite industry development symposium — government & enterprise roundtable
Dec 3 China-Yingjiang international jadeite culture exhibition week opening ceremony

Baoshan (保山) — Events

Mar 22 Baoshan Longyang jadeite industry development planning seminar
May 18 Baoshan jadeite design innovation competition launch ceremony
Jul 15 2024 Baoshan jadeite culture festival — summer market opening
Sep 5 Baoshan jadeite source traceability standard pilot implementation ceremony
Oct 28 Baoshan-Myanmar jadeite supply chain cooperation forum
Dec 10 Baoshan jadeite industry 2024 annual review conference & outstanding enterprise awards

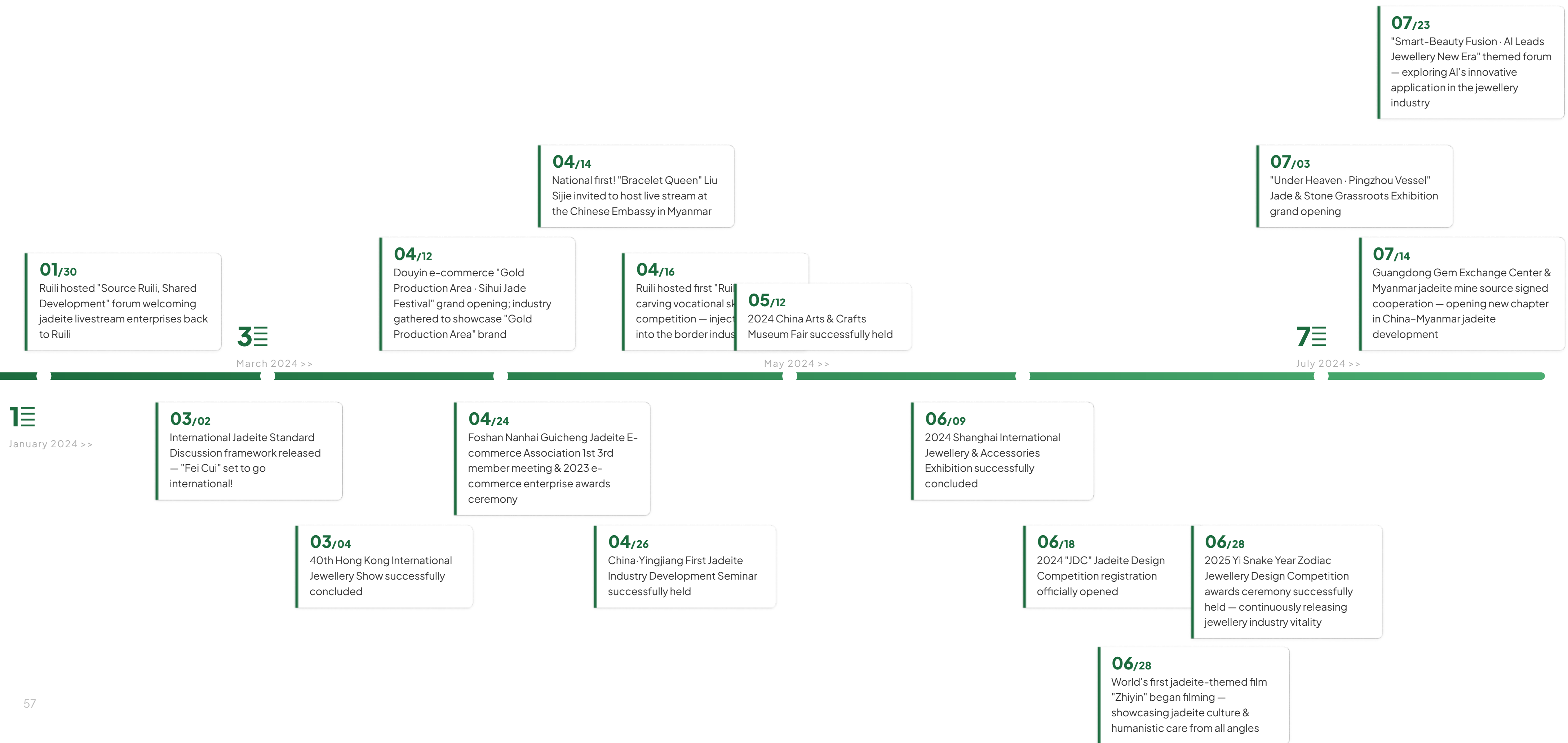
Sihui (四会) — Events

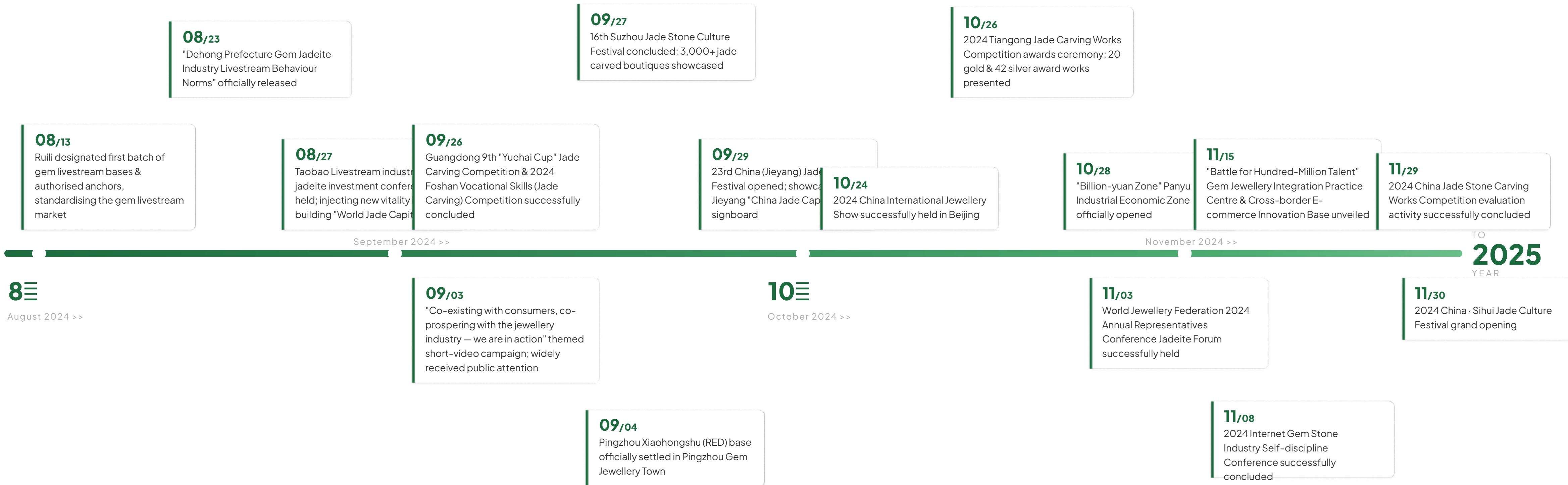
Jan 18 Sihui jade carving 2024 first public auction of the new year
Mar 25 Sihui jadeite & jade craft industry trade fair spring session
Apr 12 Douyin e-commerce "Gold Production Area · Sihui Jade Festival" grand opening
May 20 Sihui National Jade Carving Master workshop open day
Jul 25 2024 Sihui jadeite industry chain summit & new product launch
Sep 14 Sihui jade carving skills competition finals & awards ceremony
Oct 30 Sihui jadeite e-commerce livestream talent development base inauguration
Nov 20 Sihui jadeite culture festival winter session — boutique auction & exhibition
Dec 15 Sihui jadeite industry 2024 annual brand assessment & enterprise recognition

Other Cities — Selected Events

City	Event
Jan 5 Hong Kong	2024 Hong Kong International Jewellery Manufacturers Show opening
Feb 8 Chongqing	Chongqing jadeite & gemstone industry development forum — cross-region cooperation
Feb 26 Changsha	Changsha jadeite livestream industry pilot zone launch ceremony
Mar 4 Hong Kong	40th Hong Kong International Jewellery Show — successfully concluded
Mar 18 Beijing	National jadeite & jade craft standardisation working group 2024 annual meeting
Apr 3 Nanjing	2024 China Gemstone & Jewellery Fair (spring) — jadeite pavilion grand opening
Apr 20 Xiamen	Xiamen international gem & jadeite trade expo spring session
Apr 28 Fuzhou	2024 Fuzhou gemstone & jewellery expo — jadeite craftsmanship awards ceremony
May 12 Beijing	2024 China Arts & Crafts Museum Fair — jadeite hall successfully held
May 25 Shanghai	Shanghai luxury goods & jadeite design week — emerging designer showcase
Jun 9 Shanghai	2024 Shanghai International Jewellery & Accessories Exhibition — successfully concluded
Jun 28 Chongqing	World's first jadeite-themed film "Zhiyin" began filming in Chongqing
Jul 6 Changsha	Changsha jadeite livestream operator skills competition finals
Jul 18 Xiamen	2024 Xiamen international gem expo autumn session — jadeite crafts exhibition
Aug 8 Beijing	National jadeite quality identification and certification standard revision committee meeting
Aug 28 Nanjing	2024 China Gemstone Fair (autumn) — jadeite & jade carving special exhibition
Sep 7 Xi'an	Xi'an jadeite culture & silk road gem trade exchange forum
Sep 22 Fuzhou	Fuzhou-Myanmar jadeite direct-trade channel cooperation agreement signed
Sep 28 Jiedong	23rd China (Jiedong) Jade Culture Festival grand opening ceremony
Oct 10 Hong Kong	2024 Hong Kong Jewellery & Gem Fair autumn edition — jadeite pavilion highlights
Oct 18 Chengdu	Chengdu jadeite & cultural gem expo — western China jadeite market conference
Oct 24 Xi'an	Xi'an jadeite cultural week — museum exhibition & collector forum
Nov 8 Changsha	Changsha jadeite livestream industry year-end summit — policy & trends review
Nov 15 Nanjing	2024 China Famous Stone & Named Stone Art Exhibition — jadeite master works showcase
Nov 22 Beijing	2024 China jadeite industry development annual summary forum — Ministry of Commerce
Dec 5 Shanghai	2024 China Famous Stone & Named Stone Art Exhibition — Shanghai edition
Dec 12 Chengdu	2024 western China jadeite & gem industry year-end gala & awards
Dec 20 Hong Kong	Hong Kong jadeite & gem collector exchange — year-end charity auction preview

SINCE
2024
YEAR





2024 China Jadeite Industry Major Events & Industry Dynamics

As an important component of China's jewellery industry, jadeite entered a new phase of multi-dimensional, multi-layered development in 2024, with the market landscape and consumer trends undergoing profound changes. Keeping pace with the times, jadeite industry players bravely led trends and remained active on the jewellery industry stage, hosting a series of jadeite industry-related activities throughout 2024 to promote industry exchange, cooperation and development.

January 30, 2024

Ruili hosted "Source Ruili, Shared Development" forum welcoming jadeite livestream enterprises back to Ruili

Under the guidance of the Ruili Municipal People's Government and multiple departments, the "Source Ruili · Shared Development" themed forum on the industrial environment of "returning home, staying to develop" was successfully held in Hong Kong, organised by the Dehong New Media Association and Dehong Jadeite Red Wood Industry Development Service Centre. The forum actively promoted the "return home, develop" industrial environment, continuing to attract more jadeite livestream enterprises, merchants, suppliers, platform masters, and outstanding local design talents back to Ruili for development.

March 2, 2024

International Jadeite Standard Discussion framework released — "Fei Cui" set to go international!

Organised by the Hong Kong Trade Development Council, the Hong Kong Gem Association, Hong Kong Inspection and Testing Council, and International Jewellery Federation, the "International Jadeite Standard Discussion" and "Digital Future of the Jewellery Industry: ERP and Digital Technology" seminars were successfully held in Hong Kong. The conference actively promoted industry experts and scholars to explore future applications of international jadeite standards, promoting Chinese jade culture's exchange and cooperation with world gem culture on a global scale — this initiative aims to facilitate more people worldwide to understand and recognise Chinese jadeite culture, expand the scale of the international jadeite market, and create more opportunities for future international jadeite industry cooperation and exchange.

March 4, 2024

40th Hong Kong International Jewellery Show successfully concluded

This exhibition was organised by the Hong Kong Trade Development Council (HKTDC), held at the Hong Kong Convention and Exhibition Centre, with over 4,000 merchants from 44 countries and regions participating. As a world-class jewellery fair, the exhibition featured national and regional pavilions as well as "Jewellery Boutique", "Brand Boutique", "Jewellery Design Boutique", and "Fine Jewellery Hall" areas, bringing together jewellery finished goods and accessories from around the world.

Hong Kong International
Jewellery Show 2024

April 12, 2024

Douyin E-commerce "Gold Production Area · Sihui Jade Festival" grand opening — industry gathered to showcase "Gold Production Area" brand

On April 12, Douyin E-commerce's "Gold Production Area Sihui Jade Stone Festival" officially opened at the Sihui Grand Theatre. The event saw Douyin E-commerce join hands with the Sihui Gem Stone Industry Association and Sihui Gem Centre, signing a strategic cooperation agreement to showcase Sihui jade stone's charm, deepen consumers' perception of production-area high-quality products, and enhance the influence of Sihui's "Gold Production Area" signage. City leaders and industry representatives emphasised e-commerce intelligence and industry self-discipline goals. The event explored new trends in jadeite and jade stone online livestreaming, promoting full-chain optimisation from production to consumption.

Douyin Gold Production Area
Sihui Jade Festival

April 14, 2024

National first! "Bracelet Queen" Liu Sijie invited to host live stream at the Chinese Embassy in Myanmar

"Bracelet Queen" Liu Sijie was invited by the Chinese Embassy in Myanmar during the Water Splashing Festival to conduct an exhibition livestream of jadeite and Douyin marketplace inside the Embassy, becoming the first person nationwide to conduct a Chinese Embassy joint-national jadeite livestream. In this broadcast, she presented jadeite finished goods valued at over ¥200 million along with dozens of boutique jadeite pieces. This landmark cooperation provides a new platform for cultural exchange in the jadeite industry, greatly boosting the international influence of jadeite livestreaming, and adds a colourful stroke to the multi-faceted development of the jewellery industry.

Liu Sijie at
Chinese Embassy Myanmar

April 16, 2024

Ruili hosted first "Ruili Cup" Jade Carving Vocational Skills Competition — injecting talent into the border industry park

Ruili's first "Ruili Cup" Jade Carving Vocational Skills Competition was held April 16–19, attracting 55 jade carvers from across the country. The competition selected 9 "Best Creativity" awards, 26 gold & silver medals, and 3 "Gold Award" winners; 16 masters received the "Ruili Gem Technology Master" title. The competition gave full play to the guiding role of vocational skills competitions in cultivating technical talent — using competitions to train, promoting learning through competition, and providing a platform for exchange. It served as a demonstration for the border industry park's "3611" talent cultivation, effectively promoting Ruili's gemjade stone industry toward professional, standardised, and healthy development.



April 24, 2024

Foshan Nanhai Guicheng Gem E-commerce Association 1st 3rd Member Meeting & 2023 E-commerce Enterprise Awards Ceremony held

Under the guidance of the Foshan Nanhai Economic Promotion Bureau, Civil Affairs Bureau, and Guicheng Street Office, the Foshan Nanhai Guicheng Gem E-commerce Association's 1st 3rd Member Meeting & 2023 E-commerce Enterprise Awards Ceremony was successfully held. At the "Strive, Create New Journey" themed exchange dinner, members explored new e-commerce trends and opportunities and awarded outstanding enterprises and individuals for industry innovation. This large gathering fully demonstrated Guicheng's gem e-commerce industry vitality and potential, condensing the industry's firm belief and expectations for future development.



April 26, 2024

China · Yingjiang First Jadeite Industry Development Seminar successfully held

On April 26, China·Yingjiang First Jadeite Industry Development Seminar was successfully held. Discussion centred on establishing a national government-level official and leading merchant exchange trading platform for jadeite, showcasing Yingjiang as the golden signboard of "China Jadeite Raw Stone Capital", and promoting Yingjiang as a "Jadeite Raw Stone Exchange Base" to develop a new-type jadeite exchange market. The goal: build an internationally influential jadeite brand, reflecting Yingjiang's status as "China's Jade" in Yunnan, and establish the region as a "Chinese Jade Culture and Jadeite Tourism Destination" — laying a solid foundation.



May 12, 2024

2024 China Arts & Crafts Museum Fair successfully held

This fair covered 60,000 square metres, attracting 50+ featured exhibition groups and 2,000+ domestic exhibitors, focusing on local specialty products, ceramics, carved goods, embroidery, printing & weaving, lacquer, craft painting, and metal crafts. The competition selected 136 gold awards, 213 crane awards, and 307 emerging talent awards. These works not only demonstrated excellent traditional craftsmanship but also incorporated rich contemporary vitality and innovative elements, deeply embodying practitioners' meticulous spirit and artistic pursuit, injecting new energy into the revival and prosperity of traditional handicrafts.



June 9, 2024

2024 Shanghai International Jewellery & Accessories Exhibition successfully concluded

This exhibition fully integrated industry head resources, gathering famous brand enterprises and leveraging the Golden Triangle area's giant market advantages to provide a convenient and efficient trading platform for global jewellery practitioners. Utilising online livestreaming in tandem with offline exhibitions, it reached all-network gem consumer groups — cultivating large new consumer groups online, stabilising and expanding traditional consumption offline, and optimising the consumption environment. It helped the Chinese jewellery industry achieve high-quality development and opened a new chapter in the jewellery industry.



June 18, 2024

2024 "JDC" Jadeite Design Competition registration officially opened

Organised by the China Gold & Gem Jewellery Industry Association, Foshan Nanhai Guicheng Street Office, and Foshan Nanhai Pingzhou Gem Association, the 2024 "JDC" Jadeite Design Competition was launched with the theme "Glorious Era, Spiral Pingzhou". The competition required natural jadeite as the main material combined with Chinese cultural elements, incorporating traditional craft with "Eastern Aesthetic" and "Fashion Innovation" concepts — promoting jadeite cultural creativity and creating a Chinese jadeite cultural fashion trend.



June 28, 2024

World's first jadeite-themed film "Zhiyin" began filming — showcasing jadeite culture & humanistic care from all angles

The world's first feature film with jadeite jade carving as its theme, "Zhiyin" (隹隹), held its opening ceremony in Nanhai Pingzhou. Based on Liu Dongliang's 40 years of refined craftsmanship, the film narrates true stories from the jadeite industry, displaying jadeite culture from all angles and conveying humanistic care. Director Ye Shanshan and lead actress Li Chengcheng appeared to share creative intentions and progress. The evening also held a film "Prop" auction, with Liu Dongliang's jadeite work "Life Like Summer Flowers" transacting at ¥3 million.



June 28, 2024

2025 Yi Snake Year Zodiac Jewellery Design Competition awards ceremony successfully held — continuously releasing jewellery industry vitality

The 2025 Yi Snake Year Zodiac Jewellery Design Competition awards ceremony was held in Shenzhen, with 200+ guests jointly witnessing the perfect fusion of traditional Chinese zodiac culture and modern jewellery design. The competition attracted 583 entries; online voting exceeded 3.1 million times. The final 50 best entries entered the themed "Qianlong · Lingtuo" Snake exhibition, and the event added a new "Men's Gem Craft Art Award" to honour craftspeople. The activity injected new vitality of inheritance and innovation into China's jewellery industry.



July 3, 2024

"Under Heaven · Pingzhou Vessel" Jade & Stone Grassroots Exhibition grand opening!

July 3-9, the "Under Heaven · Pingzhou Vessel" Jade & Stone Grassroots Exhibition was officially unveiled! Co-organised by the Guangdong Province Jade Carving Research Association and Pingzhou Jade Stone Craft Small Town Federation, with many well-known jade carving masters participating. Visitors could view exquisite jade boutiques up close, deeply feel the long-standing jade culture, and appreciate the skill and ingenuity. More than a visual feast, this was a major promotion and wide dissemination of jade culture and craft art — letting more people experience the unique charm and unlimited value of traditional Chinese culture.



July 14, 2024

Guangdong Gem Exchange Centre & Myanmar jadeite mine source signed cooperation — opening new chapter in China-Myanmar jadeite development

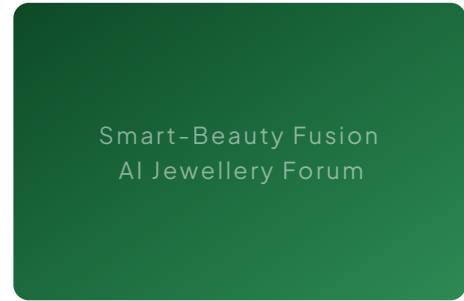
Guangdong Province Gem & Jewellery Exchange Centre and Myanmar JADE GT (SOCIEDAD ANONIMA CO.) signed a "Framework Cooperation Agreement" in Shanghai's Bund Cultural Centre. This historic cooperation confirmed Guangdong Gem Centre as Myanmar JADE GT's only legitimate import channel into China, lifting the curtain on Myanmar Green Jadeite entering China's market at scale — leading the industry toward transparency and standardisation. The cooperation will gather information resource development and sharing, share market trends and trade policies, and through building a Myanmar Green Jadeite public platform, promote the "Myanmar Green Jadeite Grading" standard to make the industry fully transparent, legal and compliant.



July 23, 2024

"Smart-Beauty Fusion · AI Leads Jewellery New Era" themed exchange event held — exploring AI's innovative applications in the jewellery industry

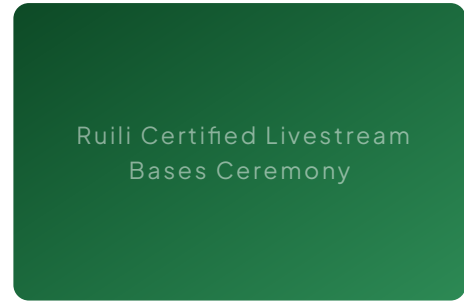
Guangzhou Panyu Gem Industry Development Alliance and Panyu Gem Factory Trade Association jointly organised this themed exchange event. China Gem & Jewellery Industry Association, Anxia Technology, Guangdong Province AI Industry Association and other fields contributed nearly 100 high-level figures. Guangdong AI Industry Association Smart Digital Transformation Centre Director Tang Linfen provided comprehensive sharing on AI's new scenarios in gem product development, AI-empowered gem marketing, and AI-empowered gem production management. Many guests discussed AI and jewellery integration from different perspectives. The event opened the curtain on the boundary fusion between the jewellery industry and artificial intelligence.



August 13, 2024

Ruili designated first batch of gem livestream bases & authorised anchors — standardising the gem livestream market

Ruili held its first gem jewellery livestream preparation base and anchor authorisation ceremony. Jade King Duobao City, Jadeite City Small Town, and Ruili Jadeite King Morning Market top bases were designated as the first batch of certified livestream preparation bases. Six anchors — Feng Er, Nian Qiyu, Yang Jiahua, and Ai Feilun — received authorisation as certified preparation anchors. The authorisation further standardises the gem livestream market and pushes forward livestream management systems. Building trust through livestream brand recognition, Ruili will continue expanding its certified livestream preparation work, promoting the gem jade stone industry's healthy development.



September 29, 2024

23rd China (Jieyang) Jade Culture Festival opened — showcasing Jieyang "China Jade Capital" signboard

The 7-day 23rd China (Jieyang) Jade Culture Festival opening ceremony was held at the Myanmar Jade Cultural Industry Base, using "Engraving Jade in Jieyang, Welcome Jade to Jieyang" as the theme. It showcased Jieyang's profound jade culture and unique charm, promoted Jieyang jade brand value and showcased the "China Jade Capital" signboard. During the event, the Jieyang Jade Stone Trading Exchange and Mazu Jadeite Gem Exchange signed cooperation agreements, and national jade carving masters with State Council Government special allowances were awarded. The festival promoted international jade cultural exchange and industry high-quality development.

23rd China (Jieyang)
Jade Culture Festival

October 28, 2024

"Billion-yuan Zone" Panyu Industrial Economic Zone officially opened

The Guangdong Space Centre's "National-Level Gem Stone Jewellery Industry Creative R&D Centre" project settled in Panyu Industrial Economic Zone. Centred on Guangzhou Panyu's jadeite gem time industry priority and sub-park industry cluster advantages, the park focused on new ecology and "one-stop" digital supply chain comprehensive services. It enhanced gem trade, R&D manufacturing, import/export, warehousing, inspection, digital standardisation functions — forming a "government-school-industry-research" integrated gem supply chain service body. This grand opening marks a critical step in comprehensively building the "Billion-yuan Zone".

"Billion-yuan Zone" Panyu
Industrial Park Opening

October 24, 2024

2024 China International Jewellery Show successfully held in Beijing

Organised by the China Gem & Jewellery Trade Association and China Gem & Jewellery Group Corporation, the exhibition used "Expanding International Vision, Creating New Momentum" as its theme. About 1,600 booths gathered jewellery manufacturers, wholesalers, retailers and franchisees for comprehensive international exchange, brand display, new product launches and industry innovation. In the jadeite section, delegations including "Pingzhou Exhibition Group", "Jieyang Exhibition Group", "Huawei Exhibition Group" and "Ruili Exhibition Group" shone — presenting the development potential of China's jadeite markets and providing high-quality-to-price jadeite purchasing opportunities.

2024 China International
Jewellery Show Beijing

November 3, 2024

World Jewellery Federation 2024 Annual Representatives Conference Jadeite Forum successfully held

The jadeite forum organised by the World Jewellery Confederation (CIBJO) was held during the 2024 CIBJO Annual Representatives Conference. The organising group co-invited CIBJO, China Gem Stone Inspection Group (NGTC), Hong Kong Gem & Jewellery Industry Association (JGAHK), Hong Kong Gem Stone Trade Association (HKJJA) and Guangdong Gem Stone Science Society (GAHK). Directed at international jewellery industry representatives, the forum discussed international standard progress, market transparency trends and cultural inheritance innovation — aiming to promote jadeite's international standard name unification, transparency and marketisation for industry global healthy development.

2024 CIBJO Congress
Jadeite Forum

October 26, 2024

2024 Tiangong Jade Stone Carving Works Competition awards ceremony successfully held — 20 gold awards, 42 silver awards

Organised by the China Gem & Jewellery Trade Association, the 2024 Tiangong Jade Stone Carving Works Competition awards ceremony was successfully held in Beijing with over 200 industry figures attending. The competition received about 6,000 entries; final evaluation awarded gold 20 pieces, silver 42 pieces, bronze 62 pieces. The committee chair encouraged members to uphold craftsmanship confidence and the spirit of innovation. At the awards ceremony, guests presented awards to winners and held industry development exchange discussions.

2024 Tiangong Jade Carving
Works Competition Awards

November 8, 2024

2024 Internet Gem Stone Industry Self-discipline Conference successfully concluded

Organised by the China Internet Association and National Gem Quality Inspection Testing Centre, the 2024 Internet Gem Stone Industry Self-discipline Conference concluded successfully. Attendees came from self-media livestreaming, gem e-commerce platforms, inspection research, corporate management, cultural transmission and quality inspection fields. The conference promoted internet gem stone industry self-discipline under digital transformation — using honesty and trustworthiness as its foundation to protect consumers' rights, improve digital certificate transparency, promote industry collaboration and information sharing, and build a healthy, orderly industry environment for sustainable development.

2024 Internet Gem Industry
Self-discipline Conference

November 15, 2024**"Battle for Hundred-Million Talent" Gem Jewellery Industry-Education Integration Practice Centre & Cross-border E-commerce Innovation Base Unveiled**

On November 15, the "Battle for Hundred-Million Talent" Gem Jewellery Industry-Education Integration Practice Centre and Cross-border E-commerce Innovation Base unveiling ceremony was held in Nanhai Yuqi Gem Jewellery Small Town Service Centre. The activity adopted the "Vocational College + E-commerce Association + Platform Base + E-commerce Enterprise" multi-party cooperative model, breaking barriers between traditional education and enterprise practice — precisely cultivating technical talent aligned with gem industry needs, providing intellectual support for the small town's international development and promoting Pingzhou's gem jewellery industry's high-quality growth.

Industry-Education Integration
Base Unveiling Ceremony

November 29, 2024**2024 China Jade Stone Carving Works Competition evaluation activity successfully concluded**

On November 29, the highly anticipated China Jade Stone Carving Works Competition evaluation activity was successfully concluded in Sihui. This event comprehensively considered the originality of creation, fineness of craft, and utilisation of materials from multiple key dimensions. Results: Gold Award 10 pieces, Silver Award 20 pieces, Bronze Award 30 pieces, Best Craft Award 9 pieces, Best Creativity Award 9 pieces — honouring the finest jade carving talent in China.

China Jade Stone Carving
Competition Exhibition

November 30, 2024**2024 China · Sihui Jade Culture Festival grand opening**

On November 30, the 2024 China · Sihui Jade Culture Festival officially opened. Industry association leaders, jade carving creators, jewellery designers, and expert representatives from across the nation gathered in Sihui — united in purpose to share prosperity, inherit and promote Chinese jade culture. During the festival, the 2024 "Jade Cup" Gem Jewellery Stone Inlay Design Competition, the 2024 China · Sihui Jade Culture Festival Awards Ceremony, and other series of activities were held, celebrating and promoting Chinese jade culture.

2024 China · Sihui
Jade Culture Festival Opening

2024

High-End Jadeite Auction Catalogue



2024 CHINA JADEITE INDUSTRY DEVELOPMENT WHITE PAPER

2

APPENDIX 2

TOP 1

Natural Jadeite with Diamond Necklace, Ring & Earring Set

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TRANSACTION PRICE

RMB 26,450,000

DESCRIPTION

Natural jadeite gem set — necklace inlaid with 5 arc-cut full-green jadeite cabochons (approx 25x21.6mm each), necklace length approx 470mm, pendant length approx 40mm; earrings each inlaid with 2 arc-cut full-green jadeite cabochons (approx 21x18mm), earring length approx 42mm; ring inlaid with 1 arc-cut full-green jadeite cabochon (approx 19x15.8mm), ring size 15, all with diamond accents.

AUCTIONEER

China Guardian



NECKLACE · RING · EARRING SET

TOP 3

Natural Imperial Green Ice-Grade Jadeite Bead Necklace

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TRANSACTION PRICE

RMB 20,700,000

DESCRIPTION

47-bead necklace, each bead 10.7-12.2mm, natural imperial green ice-grade jadeite. The jadeite beads are fine and smooth in texture, uniformly full, pure and flawless interior — emitting a mesmerising lustre of the highest grade.

AUCTIONEER

Xi'ling Seal Engravers' Society



TOP 2



FULL-GREEN JADEITE PENDANT NECKLACE

Natural Full-Green Jadeite with Diamond Necklace & Ring Set

=====

TRANSACTION PRICE

RMB 21,620,000

DESCRIPTION

Natural full-green jadeite with diamond necklace and ring set, comprising one necklace and one ring. The jadeite necklace features a luxurious design with variously cut diamonds as accents. The pendant is a single jadeite cabochon measuring 23x21.8x14mm — rich and bright jadeite colour, perfectly rounded form, full of nobility and elegance.

AUCTIONEER

China Guardian

TOP 4



29-BEAD JADEITE WITH DIAMOND & RUBY CLASP

Natural Jadeite Bead with Diamond & Ruby Necklace

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TRANSACTION PRICE

HKD 10,735,000

DESCRIPTION

Set with 29 natural jadeite beads, the clasp composed of square-cut rubies, rectangular and bright-cut diamonds, all set in 18k platinum. Total necklace length approx 425mm. A masterful combination of vivid imperial green jadeite with the warm brilliance of rubies and the fire of fine diamonds.

AUCTIONEER

Sotheby's Hong Kong

Natural Jadeite Bead & Diamond Necklace



TRANSACTION PRICE

HKD 6,930,000

DESCRIPTION

Natural jadeite bead and diamond necklace, composed of 63 beads measuring 7.7–10.3mm. The jadeite beads are fine and smooth in texture, uniformly full, interior pure without blemish — a classically elegant strand of exceptional quality.

AUCTIONEER

Christie's Hong Kong



63-BEAD JADEITE & DIAMOND NECKLACE

Natural Jadeite Cabochon with Diamond Ring



TRANSACTION PRICE

HKD 4,560,000

DESCRIPTION

Jadeite diamond ring with rich, deep colour. Natural jadeite cabochon measuring approx 18.03×16.20×7.05mm, set with surrounding diamonds — a bold and commanding piece showcasing imperial-grade jadeite at its finest.

AUCTIONEER

Poly Auction Hong Kong



IMPERIAL GREEN CABOCHON DIAMOND RING · 18.03×16.20mm



FULL-GREEN JADEITE BANGLE
INNER DIA. 55mm · BAR WIDTH 10.3mm

Natural Jadeite Bangle



TRANSACTION PRICE

RMB 5,290,000

DESCRIPTION

Bangle with jadeite colour rich and vibrant, texture and water quality excellent, high gelatinous quality — the hallmarks of top-grade jadeite. Inner diameter approx 55mm, bar width 10.3mm. A classic round bangle of outstanding even colour and lustrous translucency.

AUCTIONEER

China Guardian



"XUANWU RISING ROSY GLOW"
ICE-GRADE JADEITE SEAL

"Xuanwu Rising Rosy Glow" Natural Ice-Grade Jadeite Seal



TRANSACTION PRICE

RMB 4,370,000

DESCRIPTION

Carved from natural ice-grade jadeite into the form of a dragon and turtle. The dragon body is muscular with clear scales, both eyes bright and spirited — symbolising authority and power. The turtle's back is intricately detailed, four limbs powerful, head slightly raised and looking distant — symbolising longevity and wisdom. The two figures complement each other in birth; a round full jadeite bead in the centre adds infinite vitality and energy to the entire seal, symbolising completeness and wealth.

AUCTIONEER

Xi'ling Seal Engravers' Society

Natural Jadeite with Diamond Necklace



TRANSACTION PRICE

HKD 4,318,000

DESCRIPTION

The main stone is bright green jadeite carved into a fortune gourd shape, inlaid with one 1.01ct round bright-cut diamond, set in 18k gold. Necklace length approx 445mm; jadeite measures approx 47.2x29.94x7.17mm — a serene and auspicious carving of exceptional colour.

AUCTIONEER

Sotheby's Hong Kong



FORTUNE GOURD JADEITE
DIAMOND NECKLACE · HKD 4,318,000



IMPERIAL GREEN OVAL CABOCHON
DIAMOND EARRINGS · PAIR

A Pair of Natural Imperial Green Jadeite with Diamond Earrings



TRANSACTION PRICE

HKD 3,810,000

DESCRIPTION

A pair of natural imperial green jadeite diamond earrings — each earring individually set with one oval cabochon jadeite. Jadeite colour deep and lustrous green, semi-transparency excellent. Below each stone, circular bright-cut diamonds provide an elegant accent. Grand and classically styled.

AUCTIONEER

China Guardian

2024

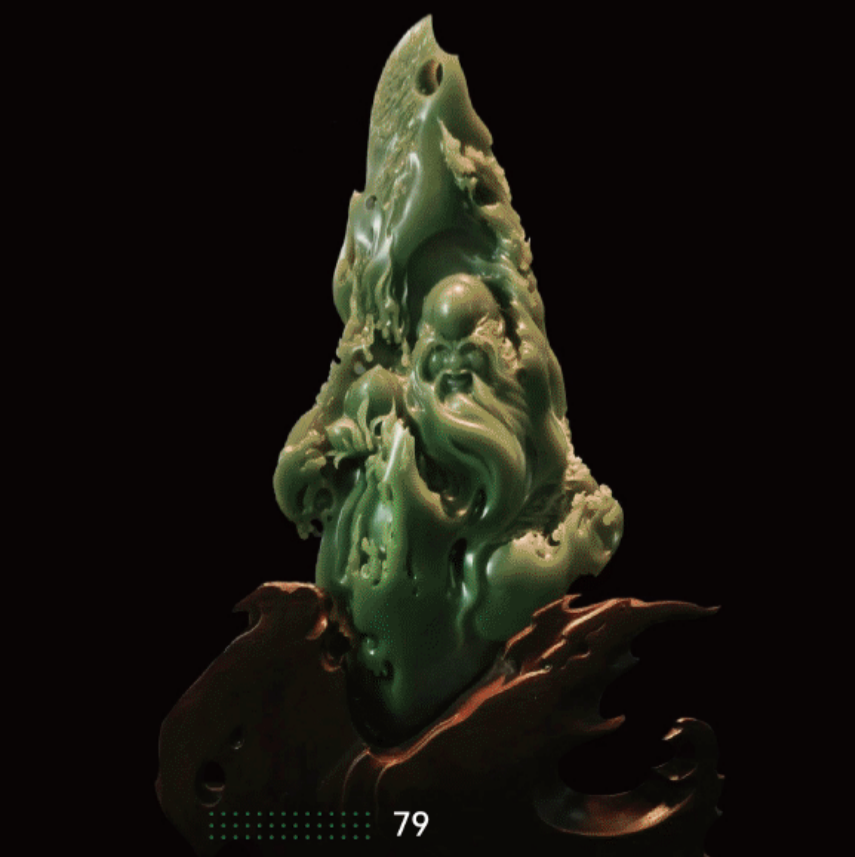
2024 National Major Jade Carving Competition Award Registry



2024 CHINA JADEITE INDUSTRY DEVELOPMENT WHITE PAPER

3

APPENDIX 3



2024年天工玉石雕刻作品大赛获奖名单

奖项	作品名称	作者
金奖	《蟠龙瓶》	史文文、冯旺、董国文、窦艳
	《九鲤图》	李健、徐慧
	《清风徐来》	周立祥
	《普贤洗象图》	翁志晨
	《降龙罗汉》	房文杰、代胜坤
	《老虎》	颜桂明
	《大道至简》	张庆东
	《一堂和气》	吴灶发
	《大智若愚》	鲍科文
	《一滴水》	洪保增
	《石破天惊》	王鑫、张力东
	《风生水起》	张克山
	《西方三圣》	刘忠荣
	《太平有象》	黄杨洪、荀浩、叶志安
	《富春山居图》	庞然
	《象头炉太平有象》	潘中玉
	《青松不老·文墨飘香》	李爱国、郭紫阳
	《鲤墟》	张朝胜、李爱忠、蒋灿春、张浩然
《中华儿女》	刘东	
《曾侯乙尊盘》	徐志雄、付俊玉、林超凡	
银奖	《福报平安》	陈文杰
	《八臂观音》	曲波
	《十二生肖》	任永辉
	《离骚》	叶建辉
	《将进酒》	杨柠泽、殷孝天
	《望子成龙》	李贺贺
	《情满水城》	卢伟
	《墨趣》	杨志良
	《妙观盛世》	高俊华
	《普陀洛迦》	赵琦、魏现峰、赵晓军
	《听境·山中猴》	张学文
	《白玉炉》	王兴金、张文胜、刘全
	《风之华夏》	王秀岩、石娜
	《飞》	赵洪军
	《秘迹金刚》	吉明阳
	《薄翼振翅·蝉鸣》	冯铃
	《众生礼佛》	徐志浩
	《青出于蓝》	申奥
	《和合之美》	卢云峰、李静
	《天道酬勤》	李红伟
	《一抹青莲》	孙佳兴
	《寻宝猫》	施宗颖
	《黄财神》	陈梅泉
	《陶翁醉菊图》	麻万能
	《山乡清韵》	刘晓强
	《华仪四海》	罗建平
	《无量寿佛》	姜海艳、齐丽曼、李安泰
	《耕樵渔读》	张永兴
	《凤归云·漆犀》	殷建国
	《禅定心宁》	朱海欧
	《贵妃醉酒》	余威
	《白玉宝相花纹葫芦瓶》	俞挺
	《自得天机自长成》	金柏龙
《钟义士戏寇》	周小龙、骆美美	
《抱朴守一》	秦运锋	
《忆江南》	莫伟坤	
《弥勒圣境》	侯晓锋	
《四大名旦》	宋佳乐	
《伍佰罗汉十八罗汉》	王克冰、仵万基、党春雪、唐炳涵	
《双娇》	万伟	
《事事如意(狮子)》	卢志平	
《鳌鱼观音》	许海东	

金奖

银奖

2024年华表玉石雕刻作品大赛获奖名单

奖项	作品名称	作者
金奖	《暗香如沁》	魏烈锋、魏秋
	《吉祥如意 玉韵添福》	刘泽文、陈华健
	《般若如花》	陈华健
	《文殊菩萨》	王国兵
	《飞天听法》	方泽光
	《弥勒菩萨》	陈华
	《千手千眼观世音菩萨》	朱金家
	《阿罗正法》	郭雪炯、付俊玉
	《金榜题名》	黄朝辉、魏春松
	《龙行天下》	方兴春、谢师南
银奖	《飞天灵貔貅印》	全波、张书建
	《花季少女》	魏烈锋、魏秋
	《雷神》	朱雄、朱鸿阳、徐忠贵
	《不动明王三头六臂法》	朱鸿阳、朱雄
	《三英战吕布》	朱顺青、林领领
	《虾趣》	游勤秋
	《蕙质兰心》	陈华健
	《阿弥陀佛》	罗文威
	《自在观音》	翁海智、徐超群
	《史墙盘》	付俊玉
	《秘迹明王》	肖凌云
	《唐代遗韵》	方泽光
	《黄度母》	朱金家
《女娲补天》	苏小宝	
《玉观音》	康金淼	
《老子出关》	陆志华	
《十二生肖仿古镜》	汪凯	
《江湖》	董健章	
《飞入寻常百姓家》	黄民强、陈清兴	
《终南问道》	赖剑平、郑建标	
铜奖	《悠悠华夏》	张璟桓
	《荷塘月色》	黄惠坤、黄佐传
	《皆得所愿》	游永木
	《匡庐图》	陈茂良
	《黄财神》	李鸿、潘笑桃、邱建福
	《金玉满堂》	四会市树人珠宝有限公司、魏玉忠
	《水月观音》	方志明
	《麒麟献瑞》	林诗栋
	《关云长》	蒋将
	《呵护》	徐群飞
	《“赶潮”》	邓运峰
	《富贵有余》	李三摆、陈函
	《和谐》	蔡海斌
	《春风岁岁生空谷》	曹洲、薛铭
	《国粹》	林素贞
	《五彩小龙》	翁世业
	《步步高升》	张端
	《庄周梦蝶》	张昊
	《涅槃重生》	黄伟斌
	《泛舟》	郭晓玲、刘群飞
	《一念之间》	李翔宇、徐胜
	《豹面纹熏》	余合众
《黄宾虹》	刘东、梁钧杰	
《求佛路》	古朝滨	
《山村春晓》	董健章	
《圣境》	董健章	
《晋侯鸟尊》	刘泽文、蒲龙	
《土楼秋意》	黄日富、王雪茵	
《白度母》	黄家辉	
《青春玉梦·绿舞》	林树岳、阿雷、谢道杰	

金奖

银奖

铜奖





2024年华表玉石雕刻作品大赛获奖名单

奖项	作品名称	作者
最佳工艺奖	《黄财神》	陈梅泉、吕阳、陈梅煌
	《黄山》	罗建平、高佳佳
	《马头明王》	名玉艺术
	《飞黄腾达》	陆志华
	《碧海扬帆》	董健章
	《世外桃源》	董剑勇
	《文殊菩萨》	乔所明
	《踏浪女神龙》	王雪茵、黄日富
	《山外青山》	郭雪炯、郭雪颖
	最佳创意奖	《贺兰芳菲》
《旗袍系列》		黄奕祉
《三阳开泰》		林诗栋
《守护》		魏兴斌
《持莲观音》		罗文威
《赞巴拉·色波 系列》		陈珊
《道德天尊》		郭木海 张华
《天地人和》		梁钧杰 余合众
《蜥蜴》		董剑勇

2024中国·四会“玉博杯” 珠宝玉石首饰镶嵌设计大赛获奖名单

奖项	作品名称	作者
金奖	《繁花》	刘华林
	《墨兰与金蜜蜂》	郭旭彪
	《普贤菩萨-生肖龙》	姜利祥
	《绣球花·灵犀和合》	黄家杰
	《东风领航》	占莹莹
银奖	《翠梦璇玑》	潘桂金
	《斧正麒麟》	姜利祥
	《喜上眉梢》	谢梅铃
	《国色天香系列作品》	范秀静
	《翠鸟》	阿林、程丽芳
	《四韵》	杨威峰
	《平安·如意》	张昊
	《同心》	江健美
	《天使之翼》	林怡婷、老佛爷珠宝
	《四大美女》	锐光珠宝
铜奖	《花期》	魏箐
	《凤翎》	卢葵、高佳佳
	《普巴金刚杵》	卢葵、高佳佳
	《太平吉象》	高佳佳
	《繁花(5件套)》	赵东
	《星芒慧韵》	杨威峰
	《知足常乐》	卢昭宇
	《福鑫》	江健美
	《海之星》	黄靖吉、陈德
	《江山》	九指神巧
	《龙脉》	九指神巧
	《心月狐》	林怡婷、老佛爷珠宝
	《天使之琴》	许汶柔、老佛爷珠宝
	《上帝的使者(两件套)》	龙晓兰、恒胜珠宝
	《秋日火焰》	德志珠宝
锐新奖金奖	《蛇缠青竹·富贵长绵》	吴昕妍
锐新奖银奖	《墨·触》	陆启文
	《杨柳依依》	李佳珊
	《喜羽翩跹·双生韵》	陈欣盈、陈霖

2024中国·四会“玉博杯” 珠宝玉石首饰镶嵌设计大赛获奖名单

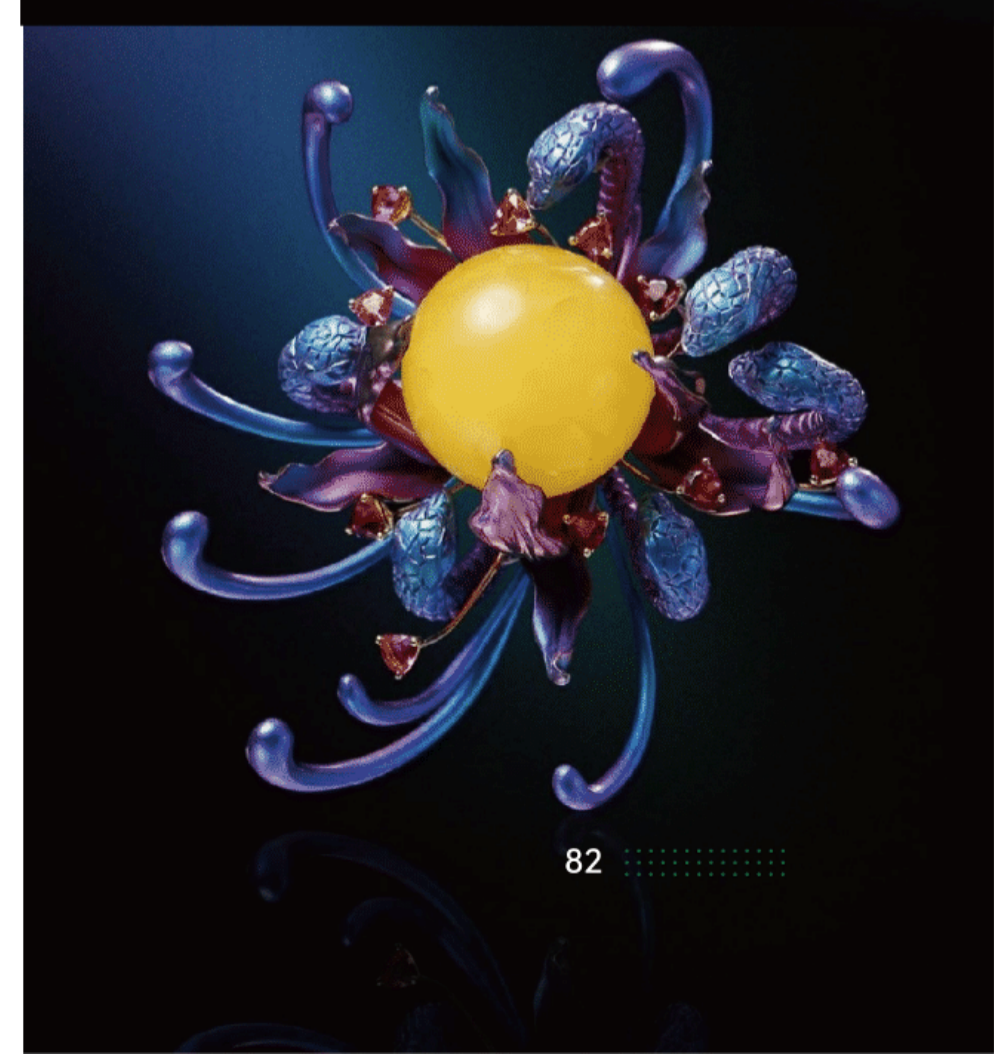
奖项	作品名称	作者
锐新奖铜奖	《涟漪》	赵丹阳
	《石间·兰韵》	李佳珊
	《翠色幽姿》	廖家娴
	《爱莲说》	庞伊然
	《徽翠之韵》	廖文博
最佳工艺奖	《锦鲤戏莲》	黎飞进、梁凤兰
	《福禄》	黄思仁
	《钰翠八神 瑞光守护》	覃作守
最佳创意奖	《当下·远方》	郭木海
	《山水相峙》 《深空之谜》	曹旭峰 黄靖吉、陈德

2025乙巳蛇年生肖珠宝设计大赛获奖名单

奖项	作品名称	作者
专业组金奖	《金蛇拜岁》	陶今欢
专业组银奖	《蛇泽瑞世》	李雨书
	《彼岸之花》	黄杰
专业组铜奖	《乐舞》	卢瑞兰
	《欢乐之蛇》 《昂首》	韦建爽 苏运浩
学生组一等奖	《自然之心》	黄诗欣
学生组二等奖	《玉青鳞》	罗雪
	《“蛇”不得你》	陈琴
学生组三等奖	《还趁青杏未落时》	伍锦浩
	《灯下行》	骆楚依
	《生生不息》	王可帆

第七届粤港澳大湾区工艺美术“国匠杯” 创作大赛获奖名单

奖项	作品名称	作者
金奖	《人生如意》 《朝元仙仗》	陈茂良 方国勇、方国营
	创意金奖	《太平盛世》 《一佛二弟子》
银奖	《文殊菩萨》	钟国飞
	《千秋守护》	陆志华、王佳陈
	《瓠(hu)壶》	付俊玉
	《时间都去哪了》	许延平、高佳佳
	《风调雨顺》 《印象北齐·自在系列》	周旺、周盛 庄庆芳





第七届粤港澳大湾区工艺美术“岭南工匠杯”设计大赛获奖名单

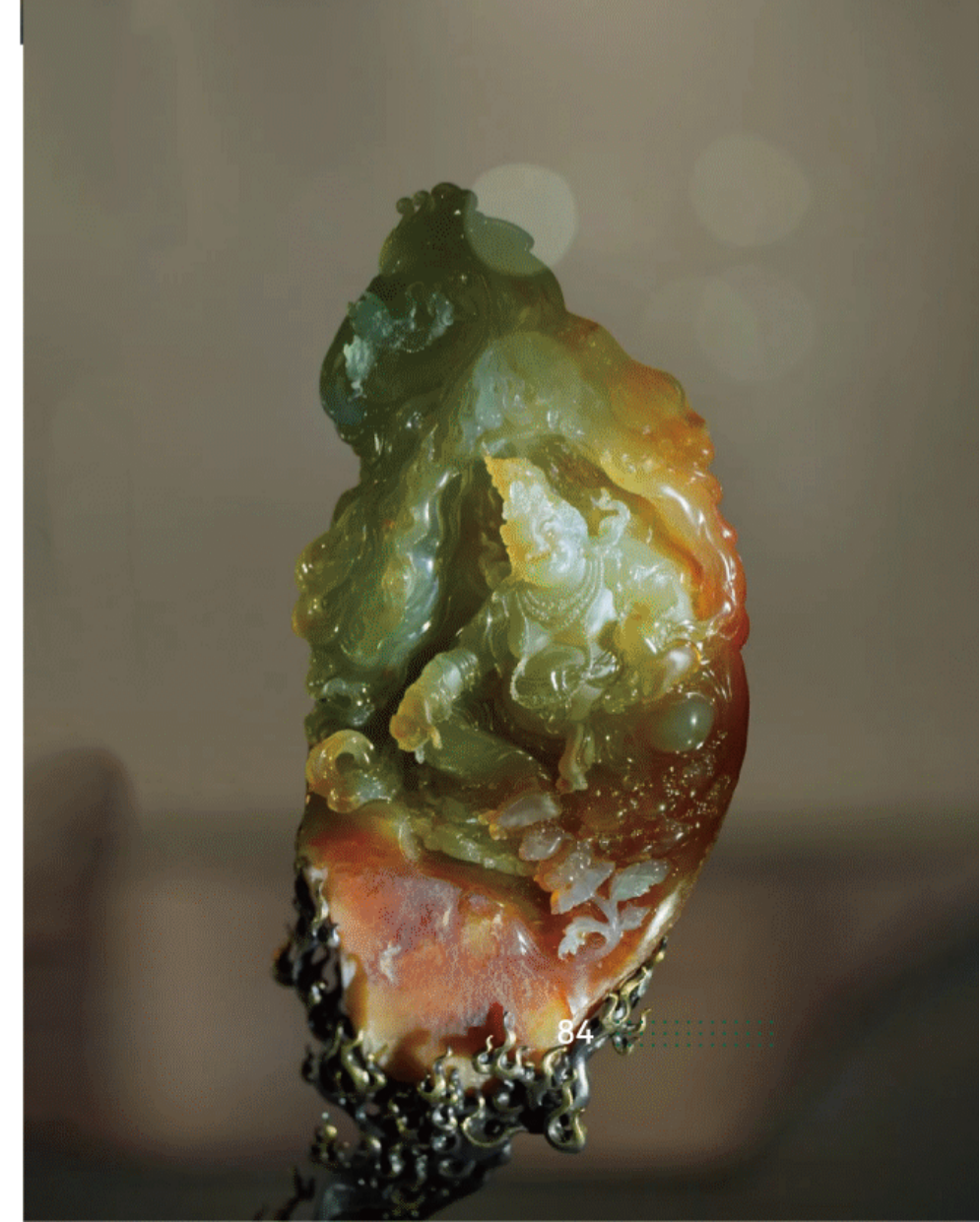
奖项	作品名称	作者
金奖	《太平有象》 《深山访友》	吴进房 方国营、方国民
	《刘海戏金蟾》 《黄山》 《红梅赞》 《霞明云重》 《石中寻佛》	朱顺青 罗建平、高佳佳 陈茂良 陈国杨 庄庆芳

广东第九届琢越杯玉石雕刻大赛获奖名单

奖项	作品名称	作者	
金奖	《观音立像》 《草原牧歌》 《维摩演教图》 《八方壶(发晶)》 《血方罍》 《松迎客来》 《文殊菩萨》 《提篮观音》 《灵动映美满》 《极乐梵天》 《风华》 《黄财神》 《佛影禅心》 《暗香如沁》 《拈花一笑》	吴金贤 林鹤、林燕华 陈新付 吉明阳、狄鹏 付俊玉、李喜州、王文杰 陈华健 王宗达 黄楚光 陈明建 张钦荣、林文烁 吕阳 陈梅松 高佳佳、罗建平 魏烈锋、魏秋 林成洪、林剑新、何志君	
	《白度母》 《惠女》 《称心如意》 《甲辰秋分夜浩》 《绝尘》 《长青》 《戏金蟾》 《采菊东篱下》 《文房四宝》 《九色鹿》 《独甲一方》 《笑口常开》 《虫趣》 《天球寿桃瓶》 《九龙护主》 《黄胶花四臂观音》 《六臂观音》 《海风》 《莲花观音》 《道法自然》 《川渝印迹》 《獬豸》 《东方佛缘》 《观自在》 《灵悟之光》 《瓠壶》 《踏浪女神龙》 《万般法像》 《十八罗汉心经牌》 《圆·缺》 《千手观音》 《封神关羽》 《海之梦》 《五色财神》 《心自由 意自在》	张峻华 刘庆峰 王国连 欧武 黄庆涛 陈华健 陈梅松 林旭光、谭展英 张国盛 何国明 邓运峰 陈明建 游勤秋 陈新付 廖文炯、陈盼盼、赵加晓 吉明阳、狄鹏 陈明建 钟文丰 方兴春、陈志坚 方志敏、方志先、方志明 黄芝惠、黄日富 李鸿、潘笑桃、邱建福 冯勇华、李逸凌 高佳佳、陈梅松 雷秉棠 付俊玉、付明玉 王雪茵、黄日富 朱顺青 庄庆芳 李鸿、潘笑桃、邱建福 许群豪、张嘉琪、彭阳阳 吴金贤 高佳佳、罗建平 林梓杰、张钦荣 曾志浩、林丽梅	
	银奖		

广东第九届琢越杯玉石雕刻大赛获奖名单

奖项	作品名称	作者
铜奖	《九歌·山鬼》 《赶潮》 《松鹤》 《西方三圣》 《云起》 《凤凰合鸣》 《梅》 《观澜》 《虾趣》 《占巴拉·色波系列》 《黄财神》 《悲智合一》 《伏虎罗汉》 《龙宝宝》 《密集金刚》 《黄财神》 《御龙观音》 《佛窟》 《九龙浴佛》 《华严三圣》 《双龙戏珠》 《牡丹仙子》 《三大仕》 《马头明王》 《多子多福》 《财神》 《香器》 《持莲观音》 《富贵平安》 《道~道德经》 《问·境》 《吉庆双鱼》 《一帆风顺》 《龙腾盛世》 《黑财神》 《自在观音》 《黄财神》 《麒麟香炉》 《知春》 《孔雀》 《繁花入梦》 《沉香之美》 《地藏王菩萨》 《观天观地观自在》 《黄财神》 《福报》 《无量寿佛》 《观音》 《潜龙在渊》 《自在》	黄俊敏、刘庆峰 邓运峰 周素、王顺 吴建飞 吕阳 周素 黄国安 吉明阳、狄鹏 魏烈锋、魏秋 翁海智、陈珊、麦中觉 陈珊 黄志港 彭阳阳、张嘉琪 李三摆 许群豪、张嘉琪、彭阳阳 陈虹莉 朱顺青 朱顺青 周旺 朱金家 陈琼 何舜瀚 朱金家 蒋贺朋 容健厚、刘鹏飞 兰家青 吴宝鑫 梁钧杰、陈华 陈华健 林海峰、孙寿 何镇 吉明阳、狄鹏 刘鹏飞、刘石保 陈远健 李禹、林洁华 张峻华 李鸿、潘笑桃、邱建福 陈新付 陈华健 章金鑫、罗惠烽 陈鸣、舒晓梅 侯翠玲 黄灿通 刘鹏飞、刘石保、容健厚 麦中觉 刘宏涛 高佳佳、周浩良 翁海智、陈珊、徐超群 陈梅煌 庄庆芳
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