

FOR IMMEDIATE RELEASE

SINO RESOURCES' RICHARD HUGHES TO SPEAK AT MINES-TO-MARKET CONFERENCE IN JAIPUR

Hong Kong, October 27, 2011 – World-renowned ruby and sapphire expert, Richard W. Hughes, will speak at the upcoming *Colored Gemstone Mines to Market 2011 Conference* in Jaipur, India. The conference will be held between 2–4 November 2011 and is being hosted by The Gem and Jewellery Export Promotion Council of India. His topic is as follows:

Heaven Below: New Directions in Gems & Gemology

We in the gem and jewelry trade are privileged to work with some of the most stunning and romantic objects on the planet – singular marvels of supreme wonder. And yet all we do is weigh and analyze, torturing beauty until the extraordinary is reduced to an entirely ordinary set of chemicals, numbers and digits, abstractions with no relation to the reasons why people purchase what we are selling.

Which instrument measures feeling? What scale weighs emotion? Few are willing to ask these questions because the answer falls outside the realm of science. And yet the questions are crucial to our field. People acquire precious stones because of passions, not properties. If we wish to increase desire, we must look to art as well as science. We must make simple, emotional connections with the places these gems come from and the people who dig them up.

Richard Hughes has traveled to scores of countries in search of precious stones. In this dramatic multimedia presentation he will explore these ideas and more as he takes us around the world of gems.

About Richard Hughes

Richard W. Hughes is one of the world's leading authorities on the history, appraisal and identification of ruby and sapphire. A noted author, his 1997 book, *Ruby & Sapphire*, is considered the classic work on the subject. In addition to four books, he has authored over 150 articles on precious stones, many of which can be found at his website, www.ruby-sapphire.com. His writings have received numerous industry awards and in 2010 Richard was the recipient of the Anthony C. Bonanno Award for Excellence in Gemology.

Richard is Senior Vice President of Hong Kong's Sino Resources Mining Corp. From their mines in Australia and Laos, Sino Resources recovers close to a million carats of rough sapphire per month, making them one of the world's largest sapphire producers.

About SMRC

SRMC is the world's premier producer of natural sapphires. What sets SRMC apart from others in sapphire industry is our inspired strategy – we are the first in our industry to work towards seamlessly integrating the multiple processes from mining to retailing in an ethical way. SRMC brings the beauty, energy and magic of sapphires to life.

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