

Platinum products, including this 50g platinum Chinese abacus from Yueheng Jewellery, are on display at WPIC's Shenzhen liaison office

30 AUGUST 2023



# PLATINUM IN SHENZHEN

New liaison office strengthens WPIC's platinum investment initiatives in China

The World Platinum Investment Council (WPIC) officially opened its new liaison office in Shenzhen, China on Tuesday, 22 August 2023.

Located in the heart of Shenzhen's Shuibei area, renowned as China's major centre for the fabrication and wholesale of gold and platinum products, the liaison office is a satellite to WPIC's main operation in China which is run out of its Shanghai office. It is shared with four of WPIC's partners: Guangdong Gold Association's Platinum Committee; LPM Group; Quanfeng Platinum; and Yueheng Jewellery.

Commenting on the opening of the liaison office, Weibin Deng, WPIC's Regional Head of Asia Pacific, said:

"Our goal is to stimulate investment demand for platinum, and increasing the availability of product options across the region is an important part of achieving this.

We believe that having a physical presence on the ground in Shenzhen, given its unique position as the country's most important gold and platinum hub, is an important next step for WPIC in China. It demonstrates our long-term commitment to strengthening our relationships with existing partners here, as well as enabling us to develop new ones more easily."

The WPIC Shenzhen liaison office incorporates a show room for platinum investment products as well as meeting rooms and offices. The products on display include platinum bullion bars and coins fabricated by WPIC partners.

The showroom will be open to the public who are free to explore the platinum investment products on display and to learn more about the platinum market and WPIC. Although platinum products will not be sold on site, potential investors can be directed to the relevant partner for further discussions.



A ribbon-cutting ceremony marked the official opening of WPIC's Shenzhen liaison office. From left to right: Me Yao, Mainland Business Head, LPM Group Limited; Weibin Deng, Regional Head of Asia Pacific, WPIC; Weigang Zhen, Chairman, Guangdong Gold Association; Zhigang Zhu, General Manager, ShenZhen Quanfeng Platinum Co. Ltd; Weimou He, General Manager, Yueheng Jewellery

## Expansion in China

WPIC's expansion in China follows on the back of the success of Shanghai Platinum Week, which it co-founded in 2021. Shanghai Platinum Week, which is co-organised by WPIC, is now a regular fixture for the platinum group metals industry in the second week of July each year. This year it was attended by more than 1,000 delegates from over 400 organisations, with around 180,000 watching online. Planning for 2024 is already well underway, and next year the

event will take place between Monday, 8 July and Friday, 12 July.

More details concerning WPIC's Shenzhen liaison office, including address, can be found [here](#).

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