



SHANHU LTD.

A Rare and Precious Jewel

A strong belief in herself and a deep understanding of customer behaviour has made a growing business for young entrepreneur ELAINE SHIU YIN NING.

Shanhu Ltd., a wholesale company in the business of selling Sardinian coral from Italy, has since inception captured the hearts of jewellery lovers and amazed fans worldwide.

“In 2012 I encountered the Italian jewellery company Enzo Liverino S.R.L, a well-known entity with over 120 years of expertise in coral. They in many ways represent the coral industry and guarantee top quality. Seeing huge market potential in Asia, I started Shanhu in Hong Kong as a base, becoming the only coral distributor from Enzo Liverino S.R.L within the Asia-Pacific,” says founder Elaine Shiu.

What Customers Want



Throughout the last few years, the demand for coral has increased substantially, particularly with Chinese culture, which associates it with luck because of its red color. This resulted in coral becoming lucrative luxury jewelry.

“While demand increases and we at times experience shortage, our top priority is ensuring the very best quality for our customers,” says Shiu. “One way we do this is by dividing the quality of coral into seven levels, so customers know exactly what they acquire, as well as its inherent quality. As understanding the market is crucial to growth, we perform market research on a regular basis to better grasp traditions, attitudes and trends within the population, such as Buddhist use of coral to make ‘108 bead necklaces’ for praying, etc.

“Among many plans for further



Elaine Shiu Yin Ning,
Shanhu Ltd. CEO.

integration and market expansion, we are heavily engaged in cooperation plans with Chinese companies located in first tier cities, to gain a larger market share in China,” says Shiu. Throughout, Shanhu maintains a close relationship with Enzo Liverino S.R.L., reinforcing the product’s Italian origin and association with top quality.

Social Responsibility

“I was interviewed by Oriental Daily regarding the identification and separation between natural and artificially dyed coral. This important aspect sets us apart from many competitors. We consider this a crucial process in today’s industry because of a significant portion of artificially dyed coral in the market, which customers may buy unknowingly. It is therefore important to us to guarantee that our products are 100% natural.

“We are working closely with the World Jewellery Confederation (CIBJO) to protect the industry. Together, we published the CIBJO Coral Blue Book in

September. This internationally recognized legal book regarding coral aims to protect the industry against artificially dyed coral by mitigating existing loopholes and establishing a common legal framework, greatly benefitting our customers and maintain the reputation of the industry as a whole. A crucial concept to our business model is that we not only focus on profit. We take corporate social responsibility very seriously, with a goal to educate customers in the identification of artificially dyed coral.”

Success Secrets

“I think my strength lies in my attitude to work. As a young promising professional, I am extremely willing to learn more and further develop. I regularly visit jewellery and gem fairs all around the world, such as Italy, Basel, Germany, China, and Taiwan. Through these experiences I have learned a lot and enhanced my professional network.

“I also consider my young age to be an asset in the sense that I am not afraid of challenges, and that through difficulties I attain key knowledge and experience to further my positive development – both as a person and as a businesswoman. Moreover, I believe it is crucial to grasp every opportunity, follow your dreams, and never give up. It is much better to have tried and failed than to have not tried at all.”

Tenacity and exuberance aside, Elaine Shiu believes attentiveness to customer a vital trait in today’s service-oriented business world. Her vast network of mentors, partners and colleagues has as she says, greatly contributed to her success. There remains a long way to go, but at least for Shanhu, it will be a bountiful journey. ■

For additional information please visit www.shanhu.com.hk