

# Asia's Fashion Jewellery & Accessories Fair – March 2016

## Exhibitors' Survey Report

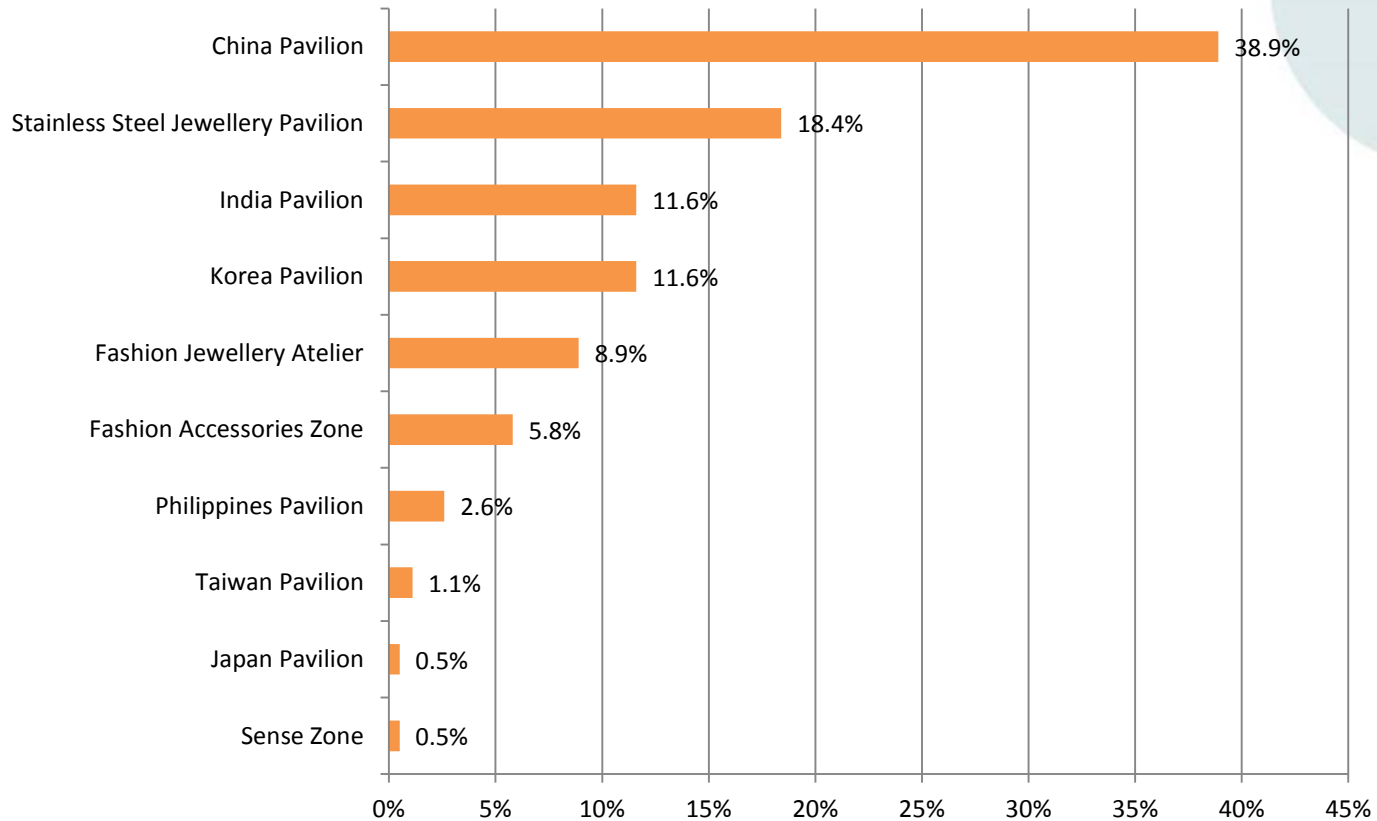


## Survey Summary

Total number of exhibitors	383
Total number of collected onsite survey	254
<b>Overall onsite survey response rate</b>	<b>66.3%</b>
Total number of online survey successfully sent out	376
Total number of collected online survey	20
<b>Overall online survey response rate</b>	<b>5.3%</b>
Total number of collected survey	274
<b>Total response rate</b>	<b>73.5%</b>

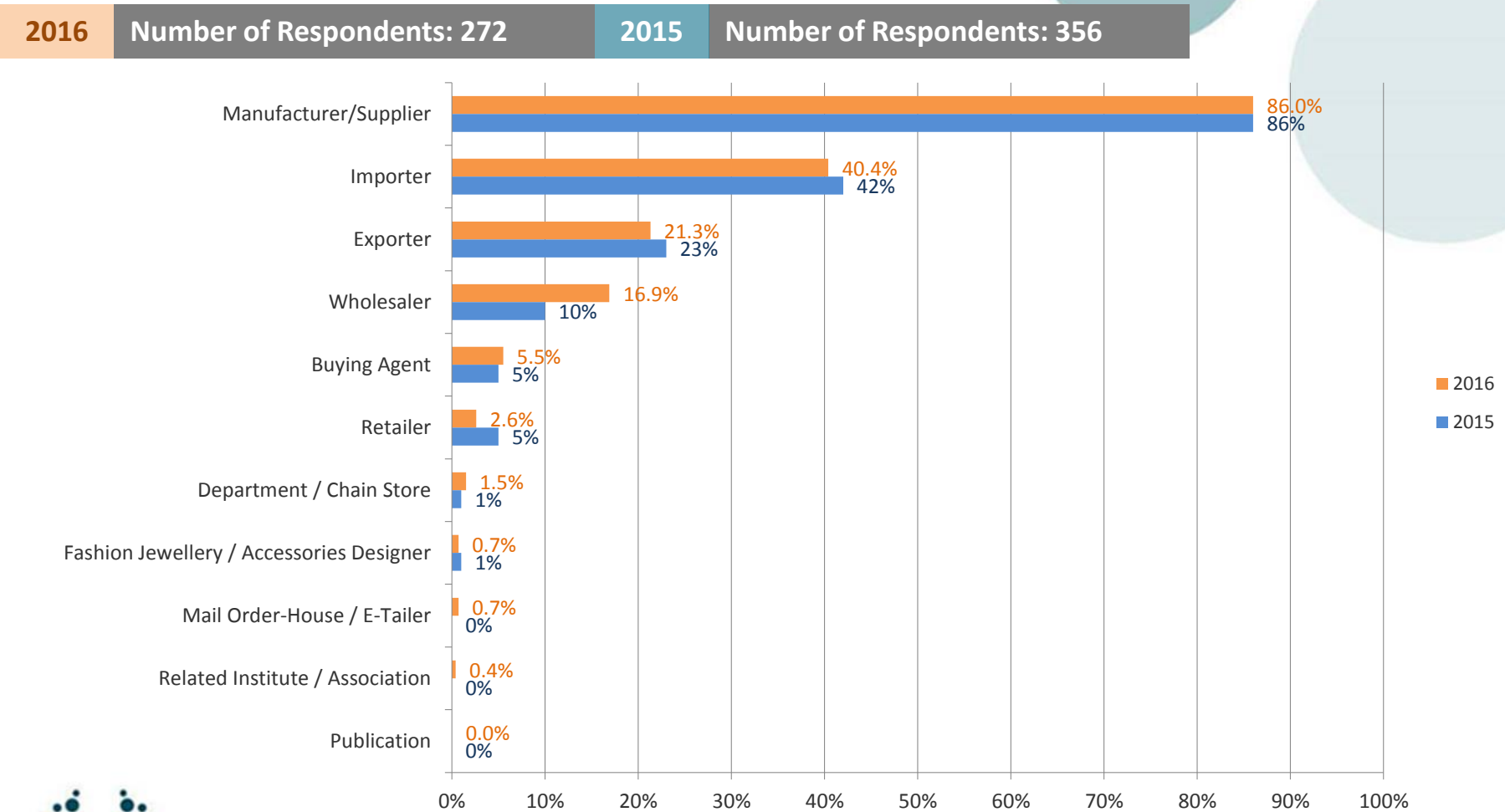
## Group Pavilions

2016 Number of Respondents: 190



- The results roughly followed the size of group pavilions. China Pavilion has the highest response rate because it is the biggest group pavilion in 3FJ16, followed by Stainless Steel Jewellery Pavilion.

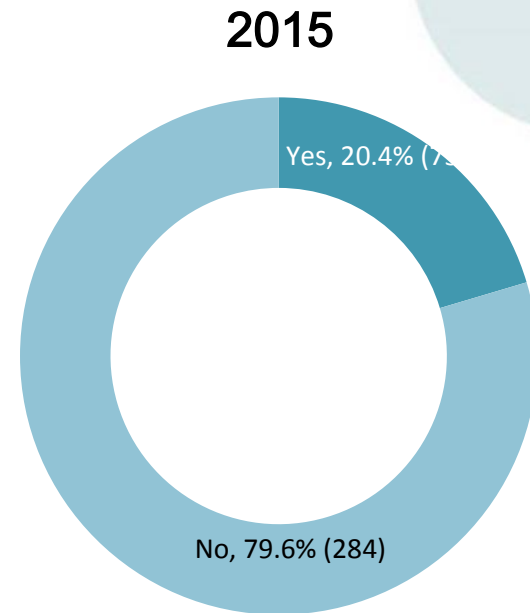
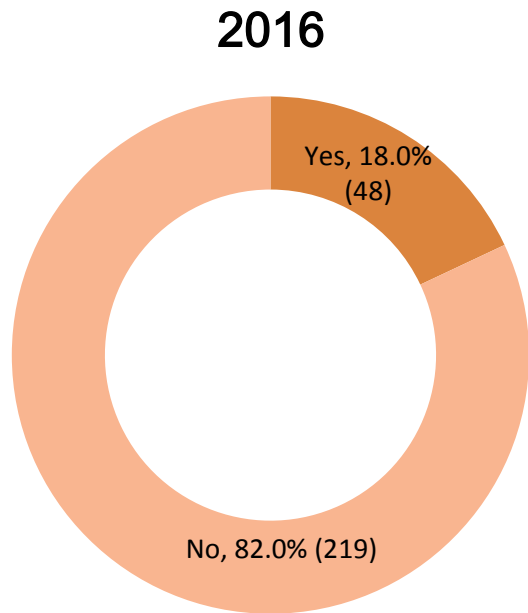
## Nature of Business(es)



- The top three business nature of 3FJ16 exhibitors are manufacturer/supplier, importer, and exporter.
- Exhibitors may carry more than one business natures, therefore the overall percentage exceed 100%

# 1. Is your company a first-time participant in this exhibition?

2016	Number of Respondents: 267	2015	Number of Respondents: 357
------	----------------------------	------	----------------------------

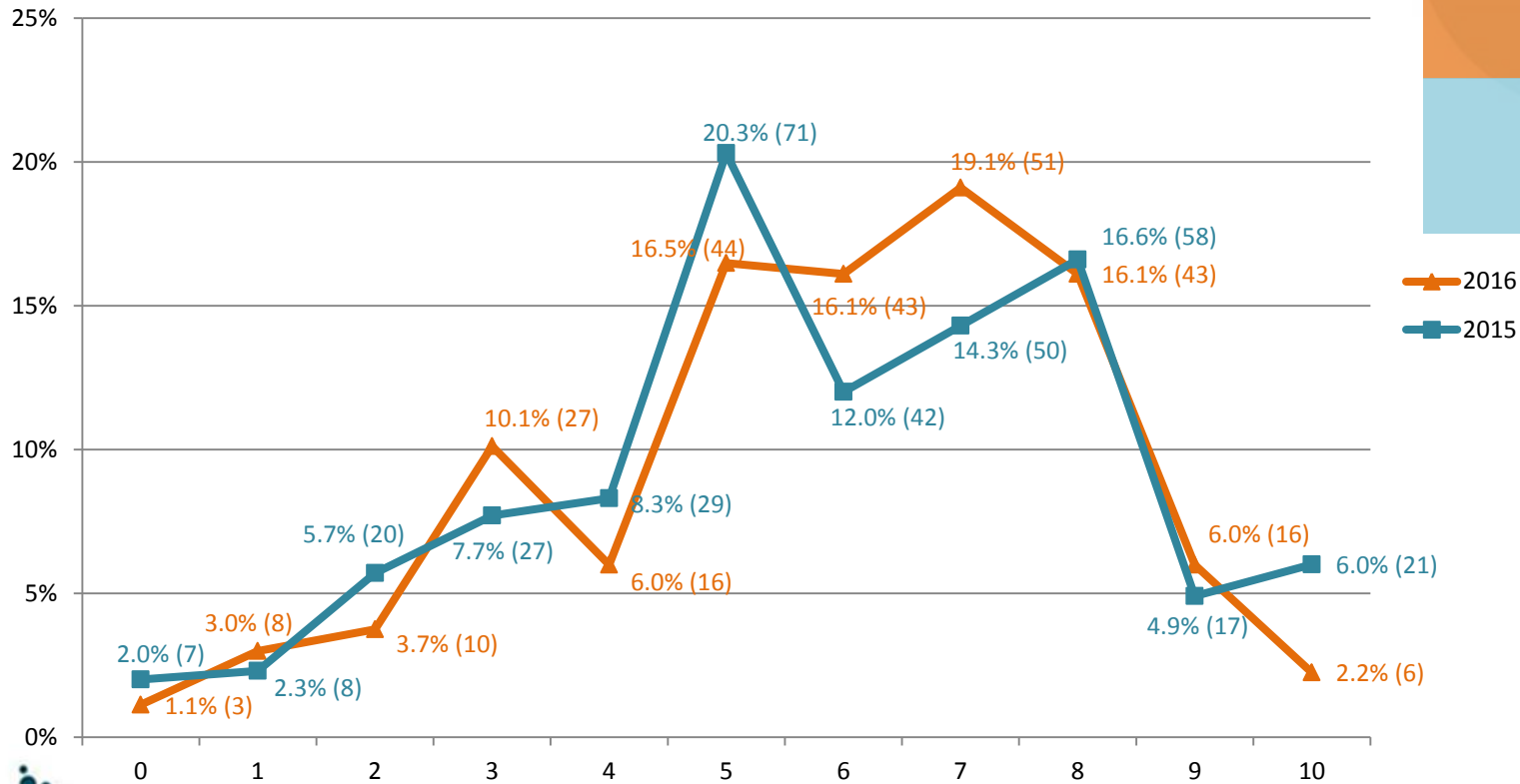


- The percentage of “first time exhibitor” has dropped. It indicates that more and more exhibitors have taken part in 3FJ

## 2. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (0 = Extremely dissatisfied ; 10 = Extremely satisfied)

2016	Number of Respondents: 267	2015	Number of Respondents: 350
	No. of respondents answered: 267 No. of respondents skipped: 7		No. of respondents answered: 350 No. of respondents skipped: 12

CSAT 2016  
**5.83**  
 CSAT2015  
**5.44**



- Customer satisfaction has increased slightly compared to 2015.
- In 2016, 59.5% exhibitors gave the rating 6 – 10. In 2015, 53.8% exhibitors gave the rating 6 – 10.

## 2.1 Breakdown of CSAT average rating by Group Pavilions and Themed Zones

Group Pavilion/Zone	Total no. of exhibitors In group pavilions/ Zone	No. of Exhibitors answered	Percentage	CSAT Average Rating
China Pavilion	96	74	77.1%	5.8
India Pavilion	24	22	91.7%	5.5
Japan Pavilion	4	1	25%	3
Korea Pavilion	30	22	73.3%	5.8
Philippines Pavilion	7	5	71.4%	5.8
Taiwan Pavilion	5	2	40%	4
Fashion Accessories Zone	14	11	78.6%	5.5
Sense Zone	2	1	50%	8
Stainless Steel Jewellery Pavilion	48	35	72.9%	6.5
Fashion Jewellery Atelier	21	17	81.0%	7.4

- The top three CSAT average ratings are Sense Zone, Fashion Jewellery Atelier and Stainless Steel Jewellery Pavilion. Followed by China Pavilion, Korea Pavilion, Philippines Pavilion which share the same CSAT average rating.

## 2.2 Breakdown of CSAT average rating by nature of business(es)

Nature of Business	No. of people answered	2016 CSAT Average Rating	2015 CSAT Average Rating
Manufacturer / Supplier	234	5.8	5.9
Importer	7	4.7	4.8
Exporter	110	5.6	5.5
Wholesaler	58	6.1	5.5
Buying Agent	4	6	3.6
Retailer	15	6.9	6.1
Department / Chain Store	1	4	-
Fashion Jewellery / Accessories Designer	46	6.6	5.2
Mail Order House / E-tailor	2	8.5	6.5
Related Institute / Association	2	5.5	-
Publication	0	N/A	4

- The top three CSAT average rating by nature of business are Mail Order House/ E-tailor, Retailer, and Fashion Jewellery/Accessories Designer.



## 2.3 Breakdown of CSAT average rating by Country / Region

Country/Region	Total no. of exhibitors	No. of People answered	Percentage	CSAT Average Rating
Mainland China	177	132	74.6%	6.0
France	4	1	25%	4
Hong Kong	70	53	75.7%	6.1
India	50	34	68%	5.5
Indonesia	1	1	100%	4
Italy	4	4	100%	4.8
Japan	4	1	25%	3
Korea	42	28	66.7%	5.6
Peru	1	1	100%	7
The Philippines	13	10	76.9%	6.3
Poland	1	0	0%	N/A
Taiwan region	11	6	54.5%	5.7
Thailand	2	2	100%	5.5
Turkey	1	1	100%	1
United Kingdom	2	0	0%	N/A

- The top three CSAT average rating by country and region are the Philippines, mainland China, and Taiwan region.

### 3. How likely would you be to attend Asia's Fashion Jewellery & Accessories Fair – March again in the future? ( 0 = Not at all likely ; 10 = Extremely likely)

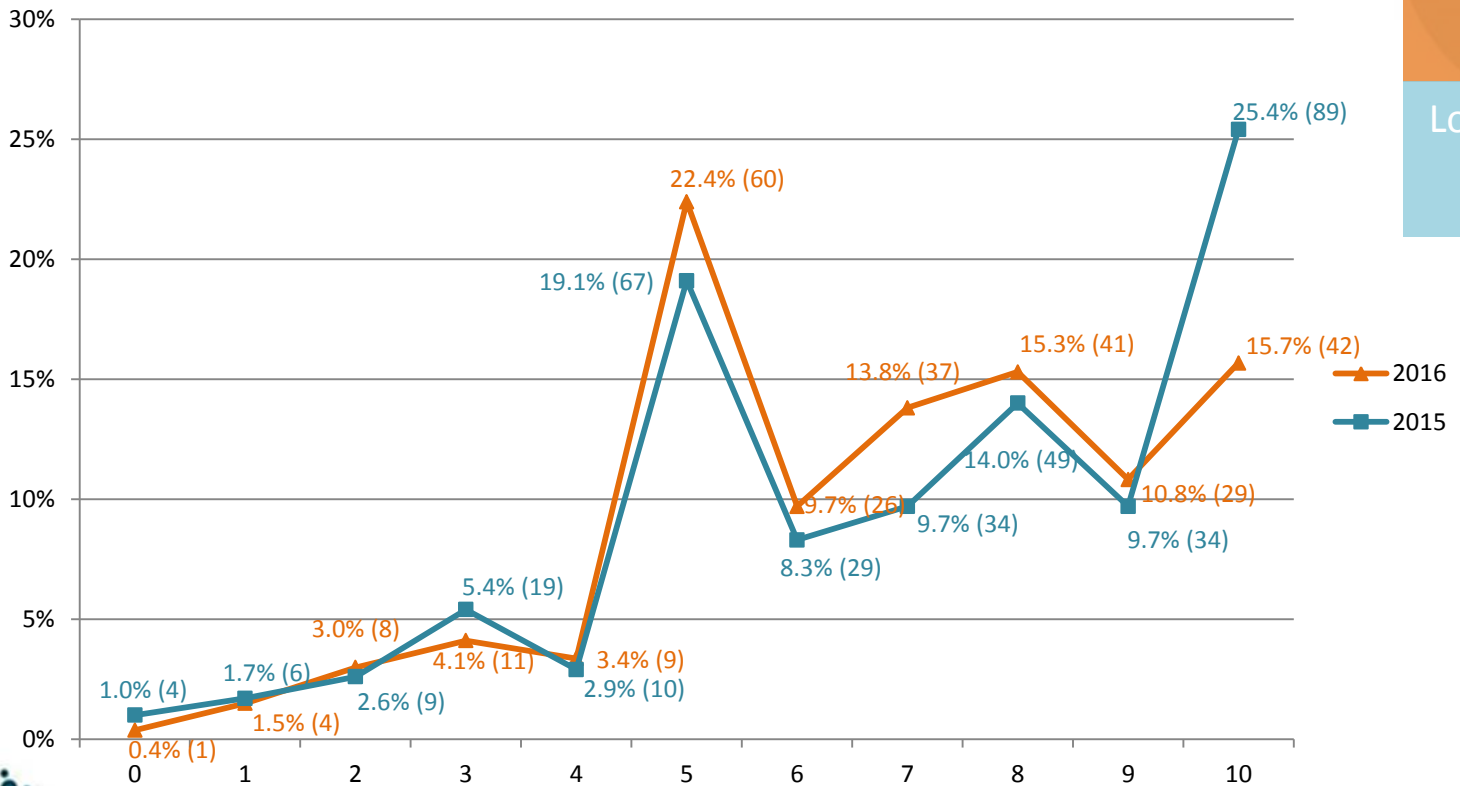
2016	Number of Respondents: 268	2015	Number of Respondents: 350
	No. of respondents answered: 268 No. of respondents skipped: 6		No. of respondents answered: 350 No. of respondents skipped: 12

Loyalty score 2016

# 6.76

Loyalty score 2015

# 7.0



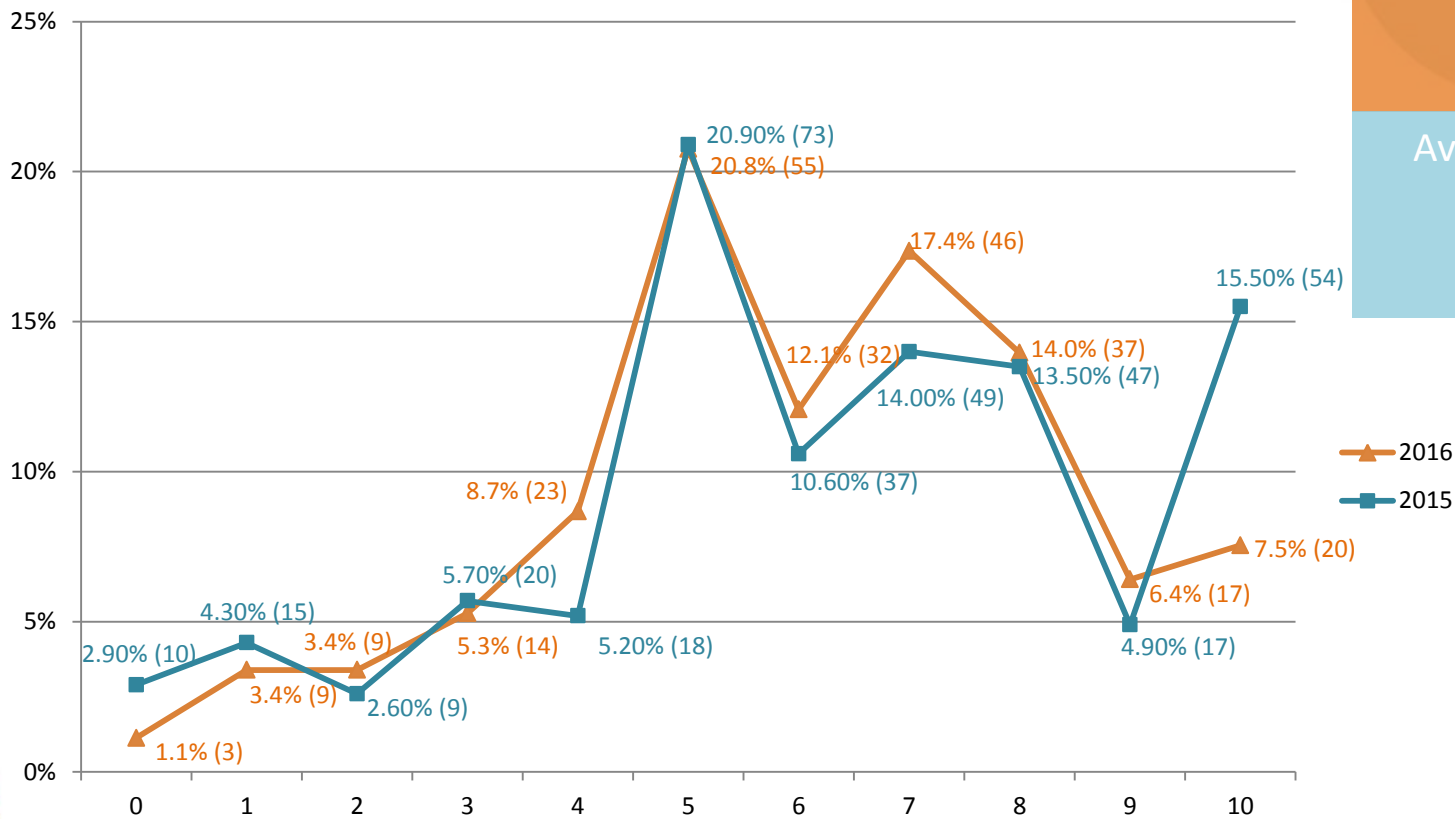
- Loyalty score has slightly dropped compared to last year but they followed a similar pattern. The drop may be contributed by significantly less exhibitors giving a score 10.

# 4. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – March to a friend or colleague? ( 0 = Not at all likely ; 10 = Extremely likely)

2016	Number of Respondents: 265	2015	Number of Respondents: 349
	No. of respondents answered: 265 No. of respondents skipped: 9		No. of respondents answered: 349 No. of respondents skipped: 13

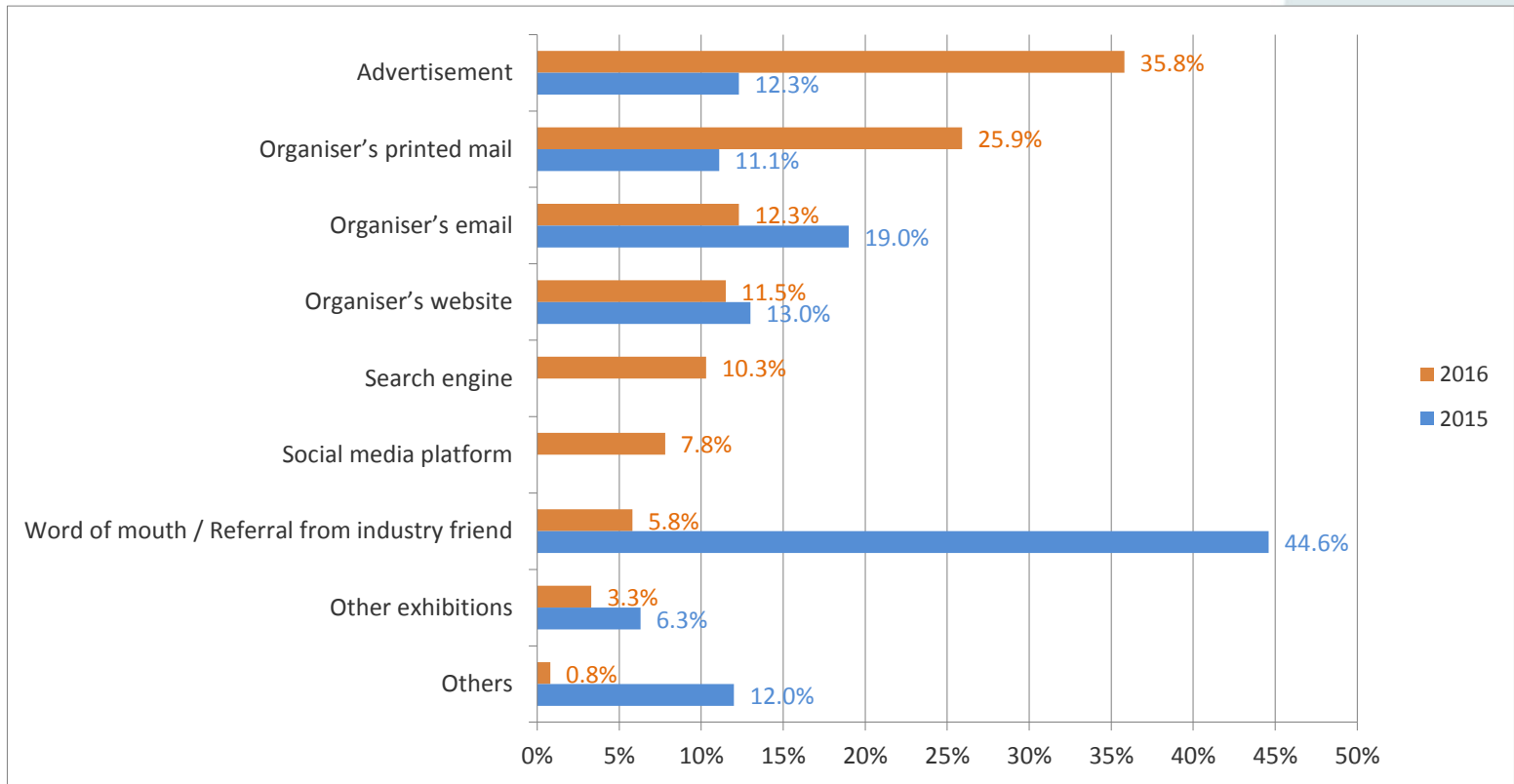
Average rating  
 2016  
**6.03**

Average rating  
 2015  
**6.2**



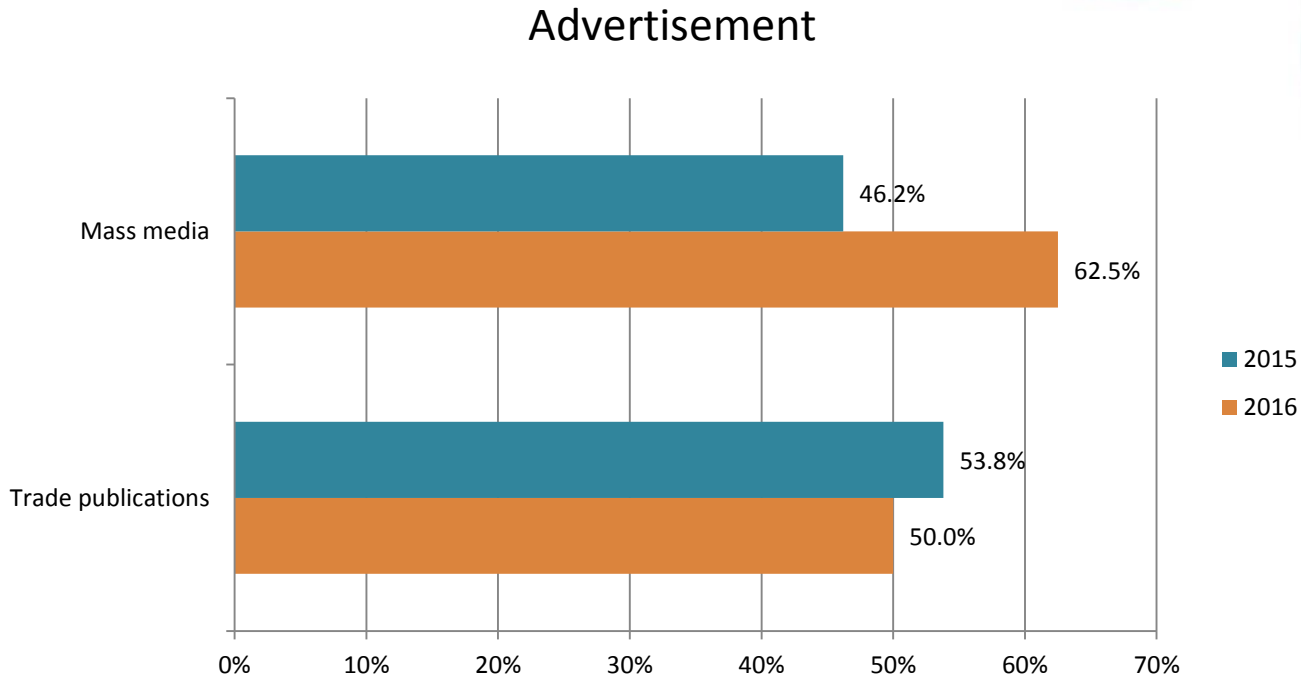
## 5. How did you learn about this exhibition?

**2016** Number of Respondents: 243      **2015** Number of Respondents: 316



- Options "Social media platform" and "Search engine" are newly added in 2016 surveys.
- The main channels are advertisement and printed mail. These two are the conventional channels of promotion. These two channels are still higher than email and website, it shows that our exhibitors prefer more traditional promotion channels.

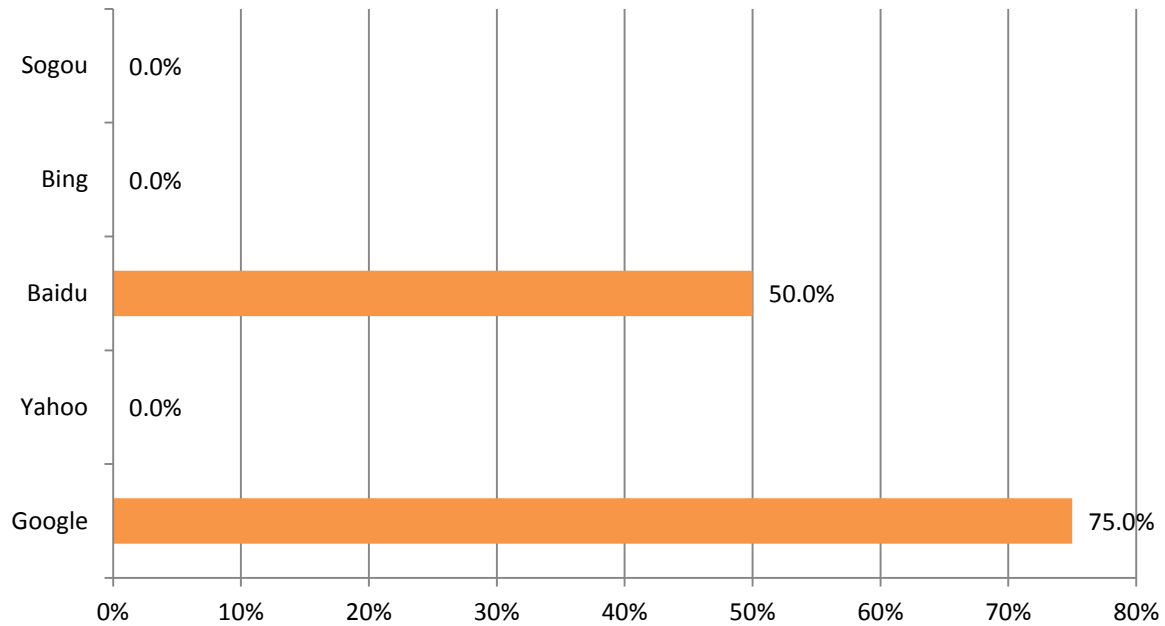
## 5.1 How did you learn about this exhibition?



- Some respondents selected both “Mass media” and “Trade publications”.
- While trade publication was a more prevalent channel than mass media to learn about 3FJ in 2015, the situation reversed this year. This is because we have placed some advertisement in magazines, like ELLE and Marie Claire.

## 5.2 How did you learn about this exhibition?

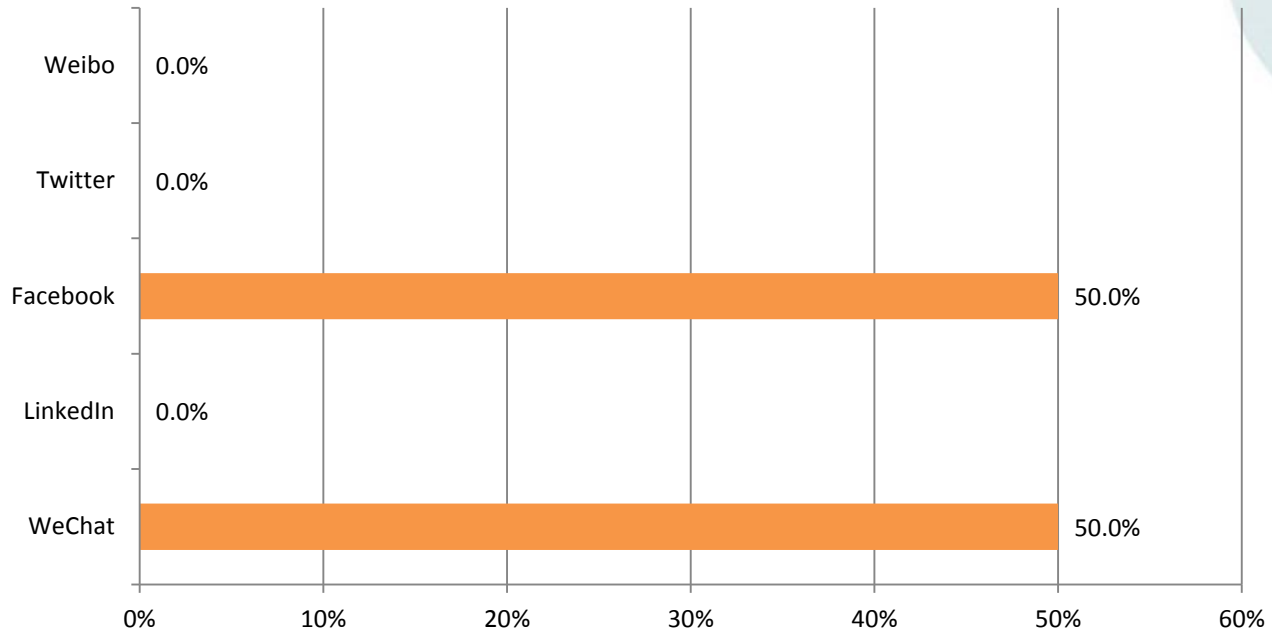
### Search Engine



- Google remains a more dominant search engine than Baidu in 2016.

### 5.3 How did you learn about this exhibition?

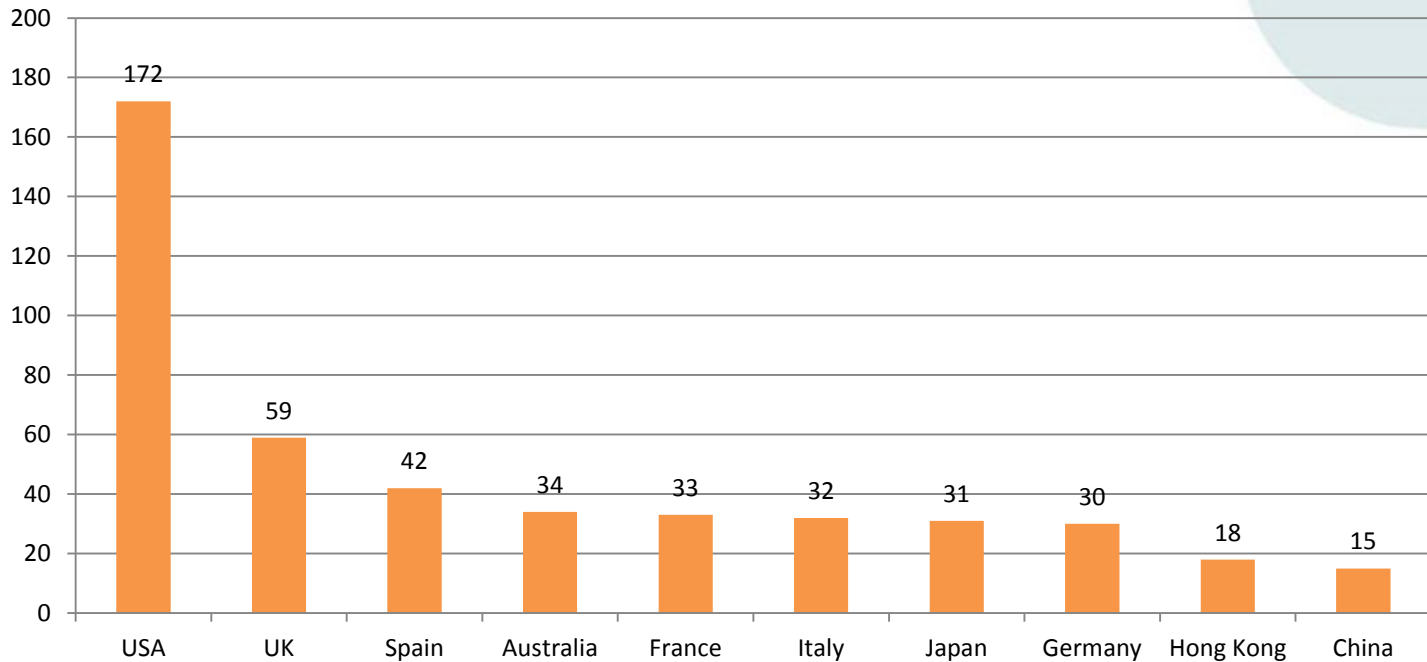
Social Media Platform



- Facebook and Wechat take equal share with respect to social media platform.

## 6. My top 3 markets (country) currently are:

2016 Number of Respondents: 249

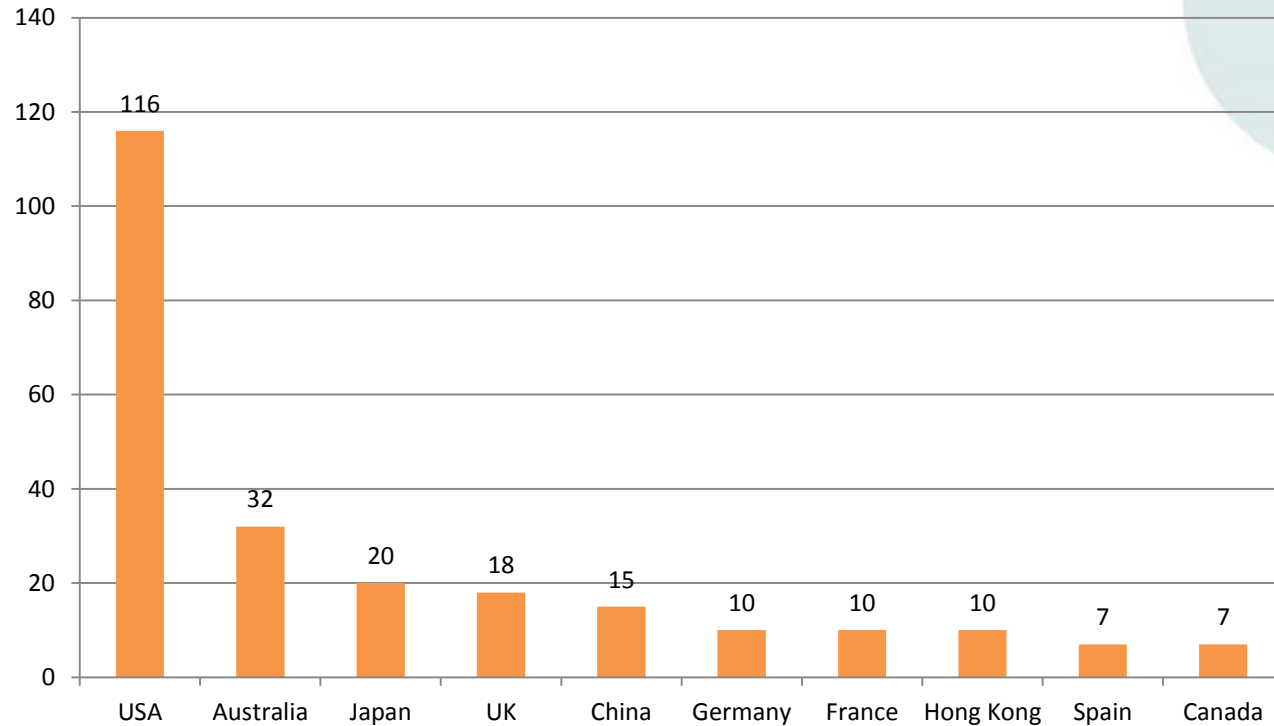


- The above chart only shows the top 10 markets of the respondents. USA takes the lead as the leading market currently for exhibitors, followed by UK and Spain.
- Other countries include: Argentina, Austria, Belgium, Brazil, Canada, Dubai, Finland, Greece, Republic of Ireland, India, Indonesia, Korea, Malaysia, Mexico, Nigeria, Mexico, Netherlands, Poland, Portugal, Russian Federation, Switzerland, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, Yemen, and United Arab Emirates
- Some exhibitors have input some invalid answers like, "Global", "Latin America", "Asia", "Europe", "Middle East"



## 7. My top 3 target markets (country) are:

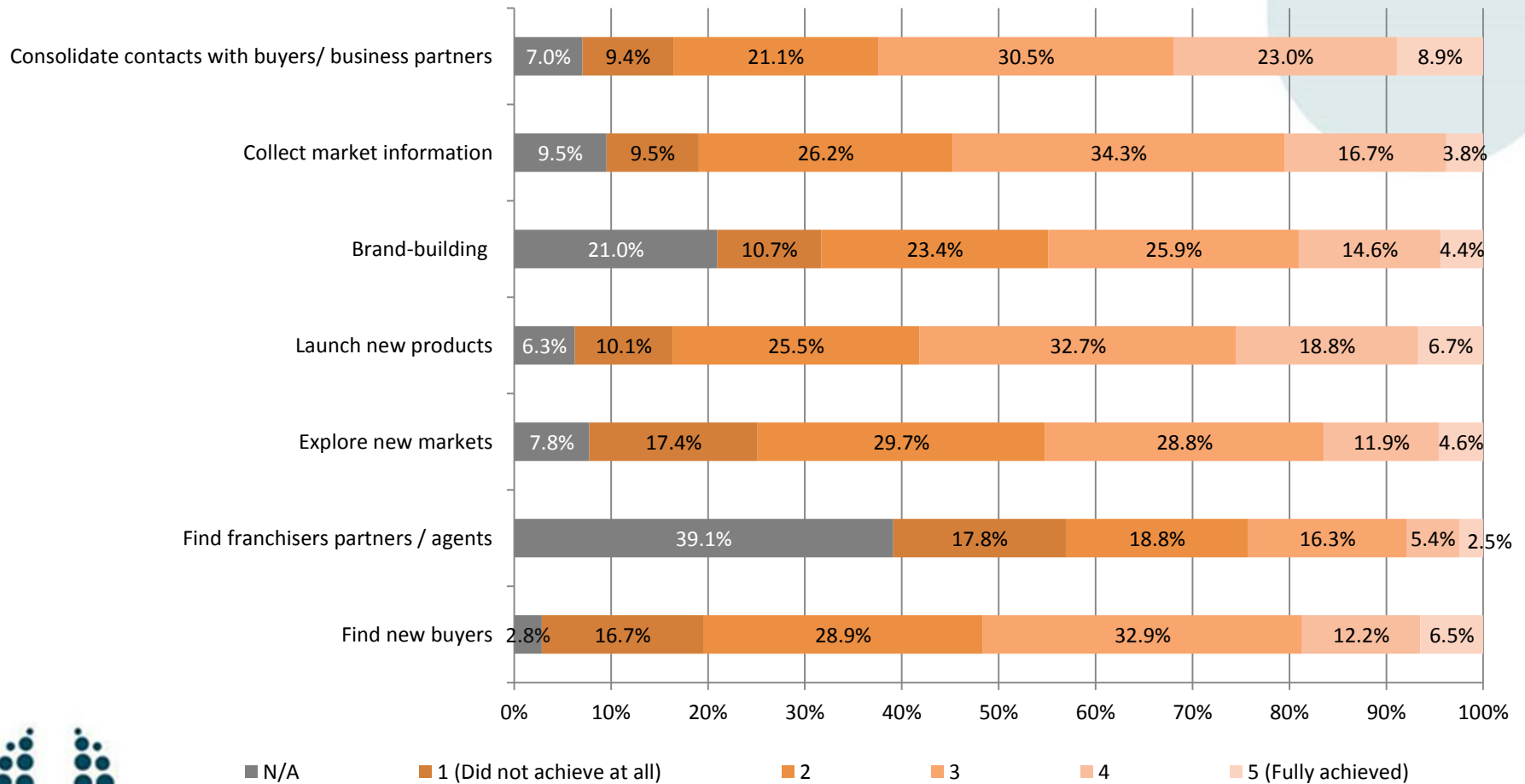
2016 Number of Respondents: 223



- The above chart only shows the top 10 markets of the respondents. Exhibitors prefer to target USA well above other markets, although Australia and Japan are considered as their 2<sup>nd</sup> and 3<sup>rd</sup> choices.
- Other countries include: Belgium, Brazil, India, Republic of Ireland, Italy, Korea, Mexico, Netherlands, Norway, Poland, Portugal, Russian Federation, South Africa, Switzerland, and Turkey
- Some exhibitors have also input invalid answers like "South America", "Asia", "Global", "Europe"

## 8. To what extent have your objectives for exhibiting in this exhibition been achieved? (N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)

2016 Number of Respondents: 252



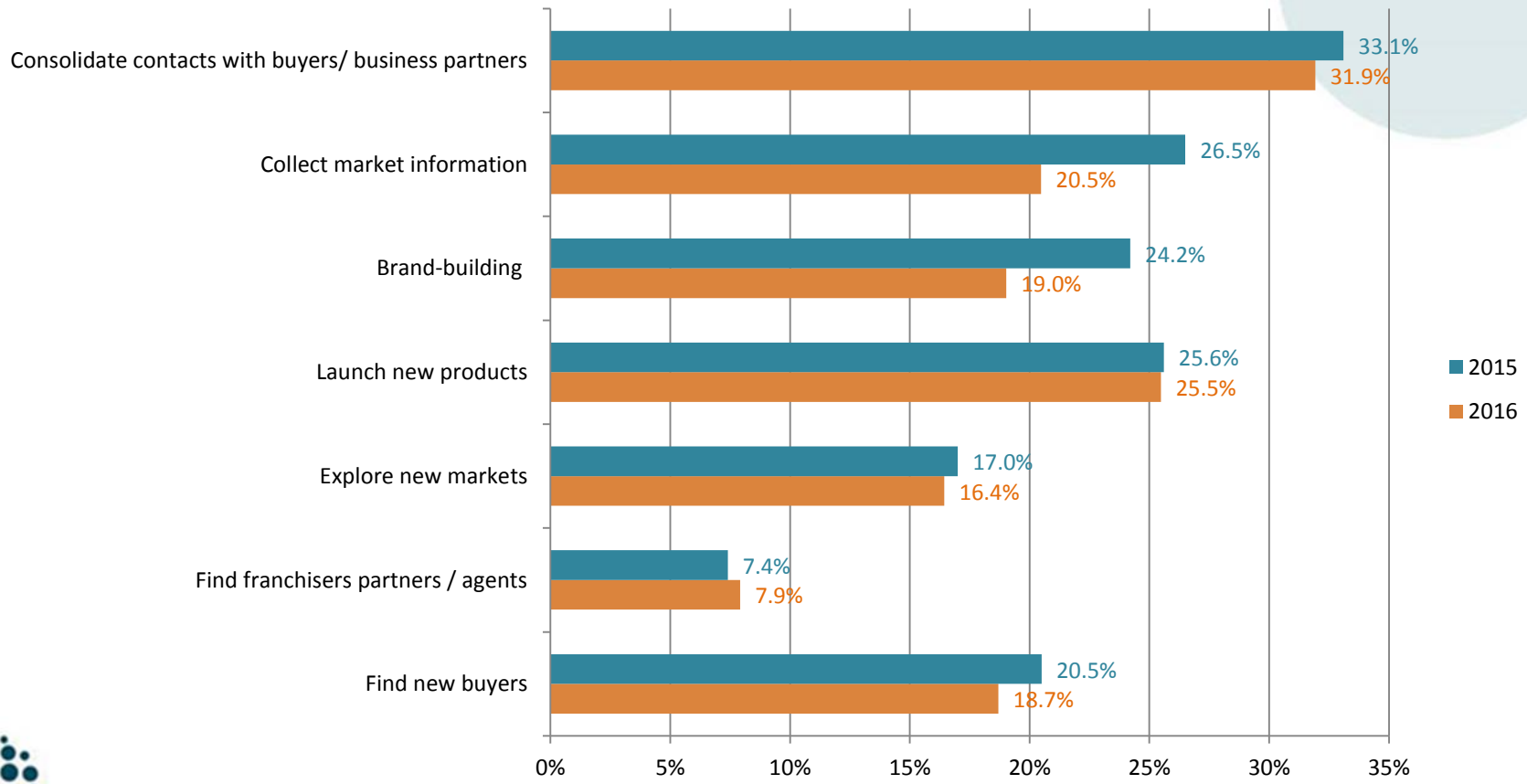
■ N/A ■ 1 (Did not achieve at all) ■ 2 ■ 3 ■ 4 ■ 5 (Fully achieved)

- Finding new buyers is the main objective for exhibiting in 3FJ, followed by launching new products and consolidate contacts with buyers and business partners.

# 8.1 To what extent have your objectives for exhibiting in this exhibition been achieved? (N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)

**2016** Number of Respondents: 252      **2015** Number of Respondents: 323

Comparison of combining responses of "Rating 4" and "Rating 5"



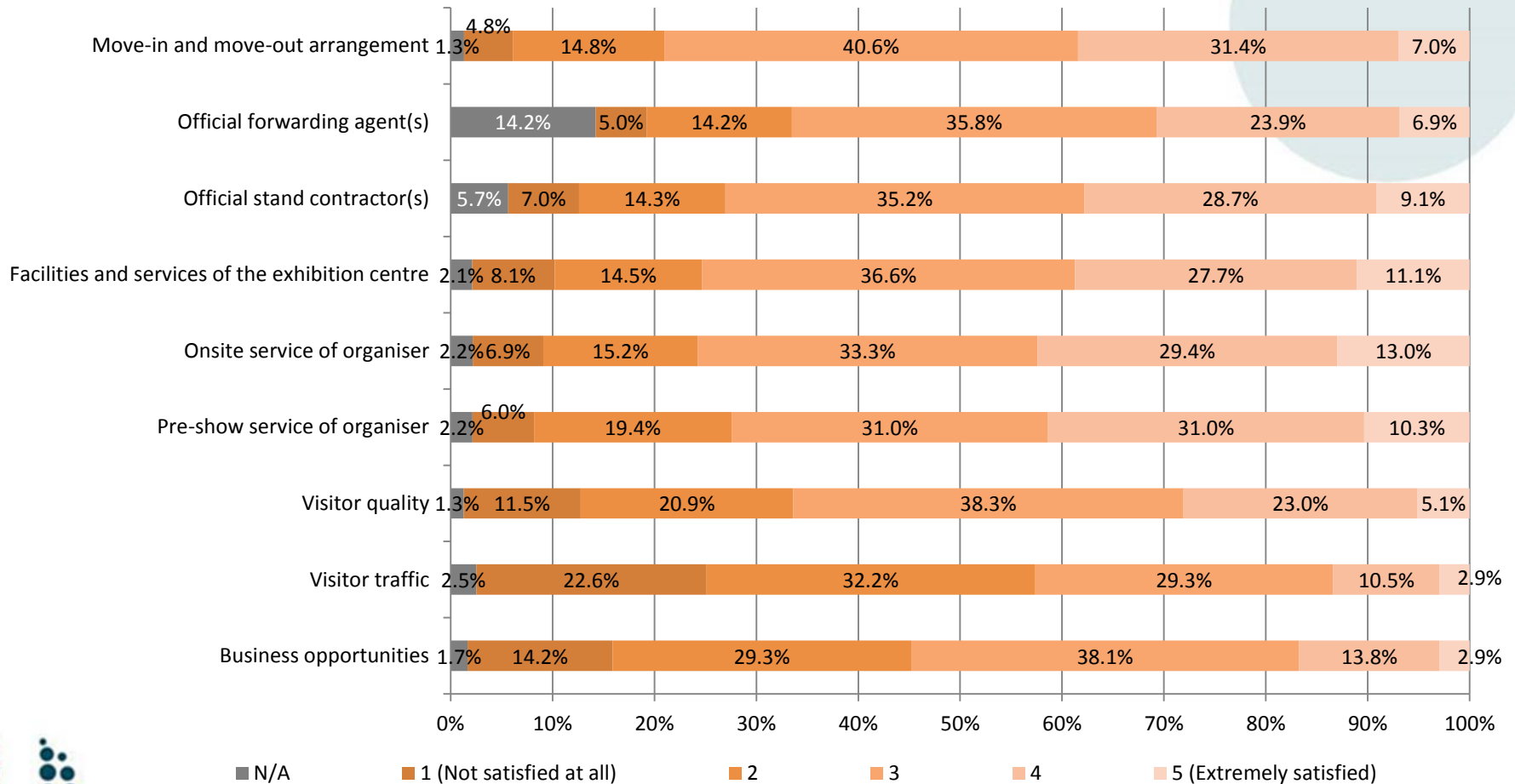
- "Consolidate contacts with buyers and business partners" performs the best among other objectives. "Launching new products" ranked second, followed by "collect marketing information".



## 9. To what extent are you satisfied with the exhibition in the following aspects?

(N/A ; 1 = Not satisfied at all ; 5 = Extremely satisfied)

2016 Number of Respondents: 247

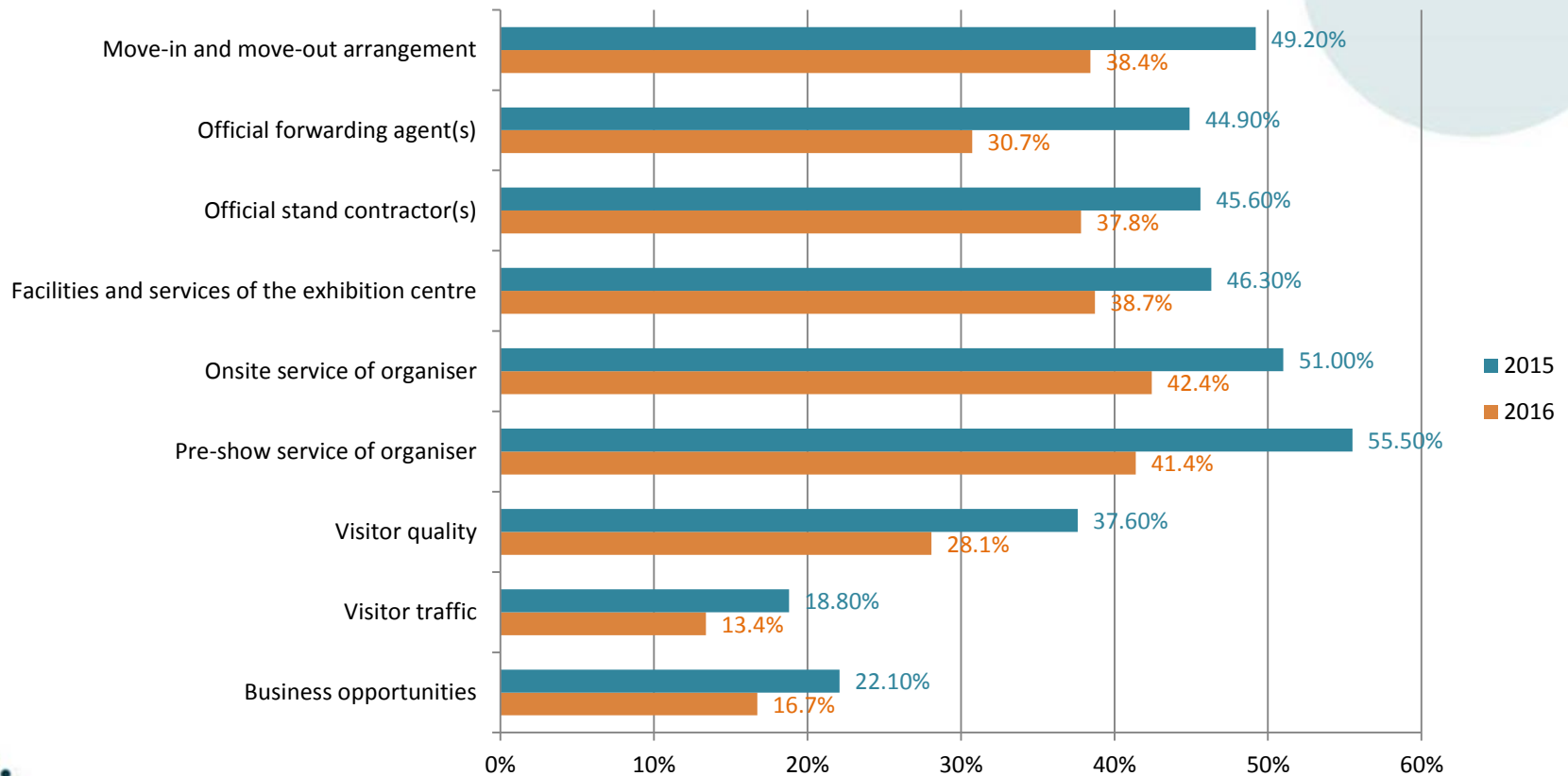


- Exhibitors are satisfied with our onsite service the most, followed by the facilities and services of the exhibition centre, the pre-show service of organiser ranked third.

# 9.1 To what extent are you satisfied with the exhibition in the following aspects? (N/A ; 1 = Not satisfied at all ; 5 = Extremely satisfied)

**2016** Number of Respondents: 247      **2015** Number of Respondents: 324

Comparison of combining responses of "Rating 4" and "Rating 5"

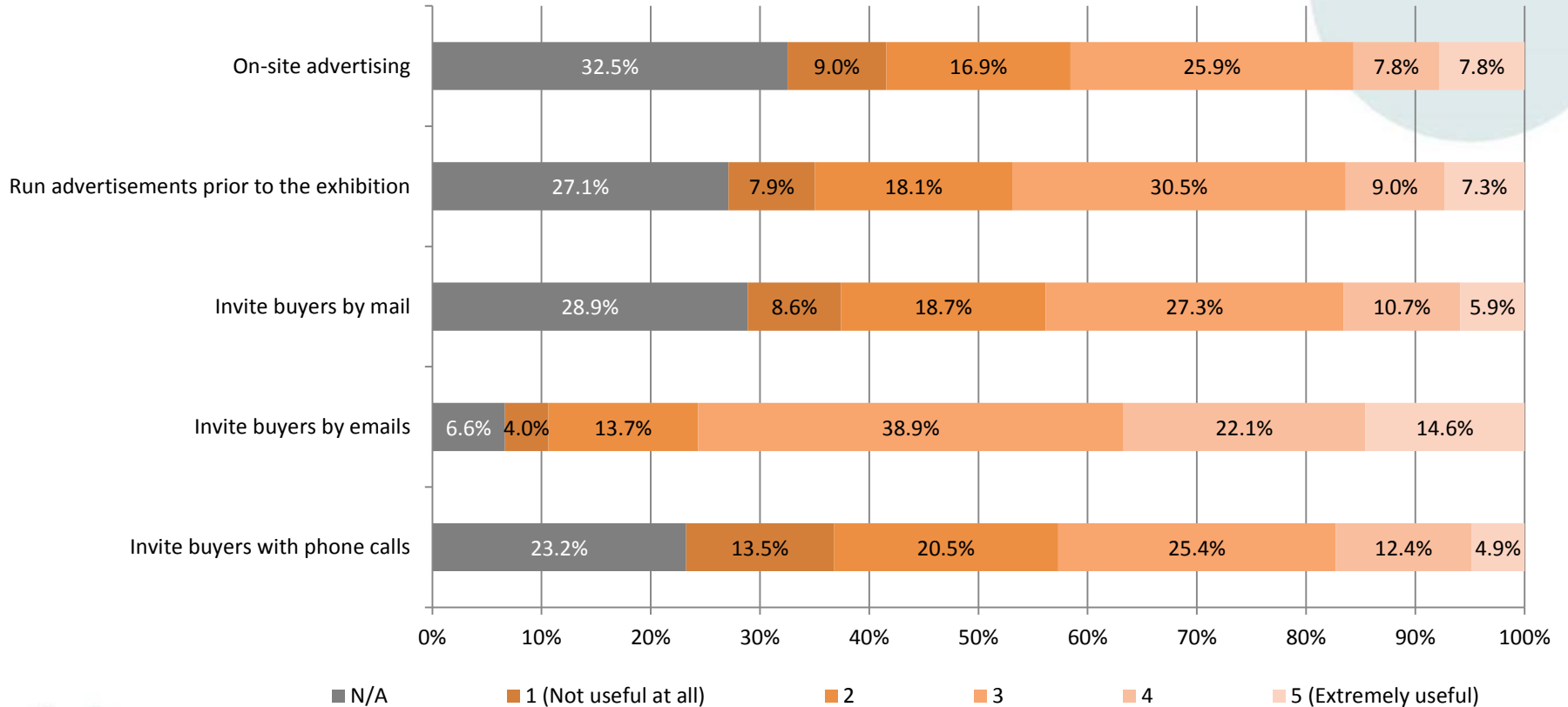


- Exhibitors are quite satisfied with our onsite service and pre-show service. Both of them ranked top two in 2015 and 2016.

# 10. If you promote your presence at this exhibition with your own resources via any of the following channels, please indicate how useful they are.

(N/A ; 1 = Not useful at all ; 5 = Extremely useful)

2016 Number of Respondents: 235



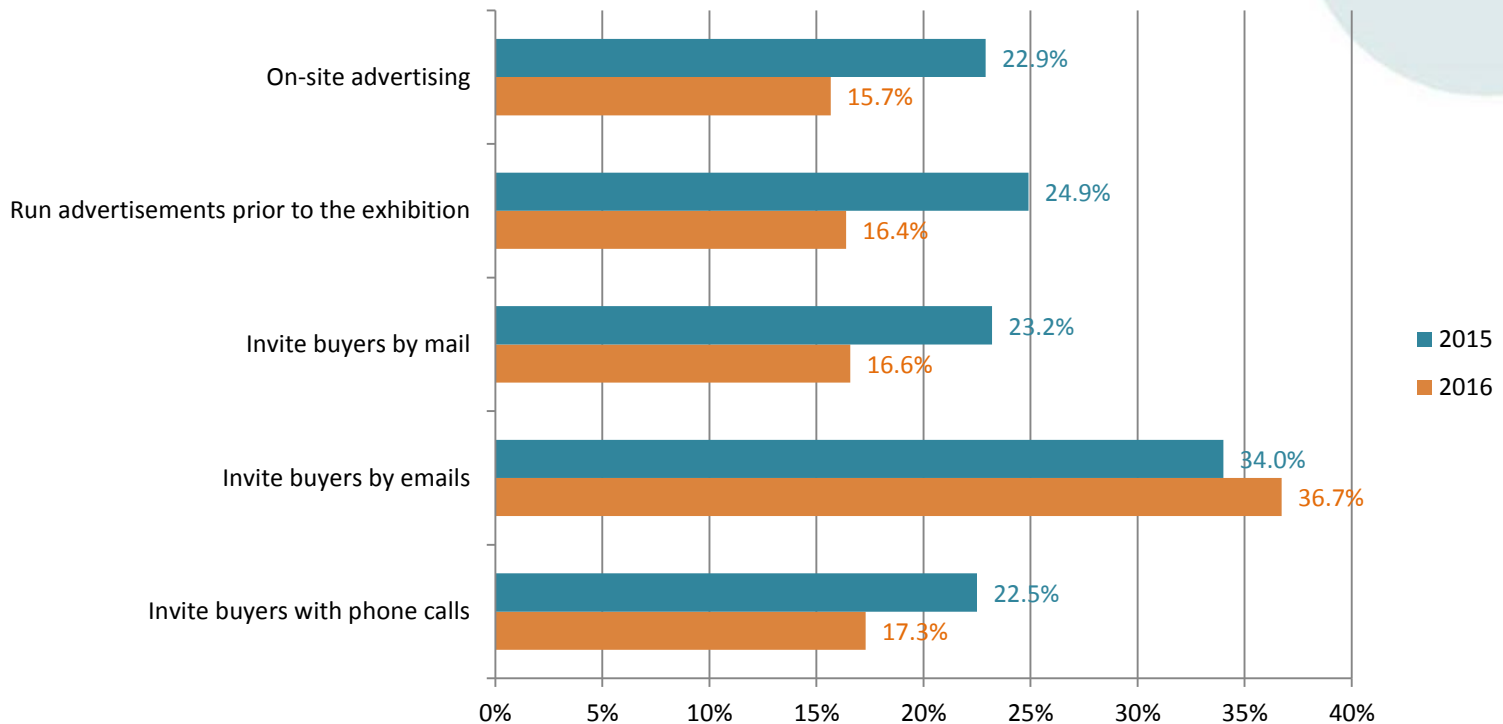
- Exhibitors find inviting buyers by emails is the most effective because it is low cost. Other channels like advertising and invitation by mail and phone calls has a relatively higher cost, therefore the exhibitors may think it is not as effective as email.

# 10.1 If you promote your presence at this exhibition with your own resources via any of the following channels, please indicate how useful they are.

(N/A ; 1 = Not useful at all ; 5 = Extremely useful)

2016	Number of Respondents: 235	2015	Number of Respondents: 291
------	----------------------------	------	----------------------------

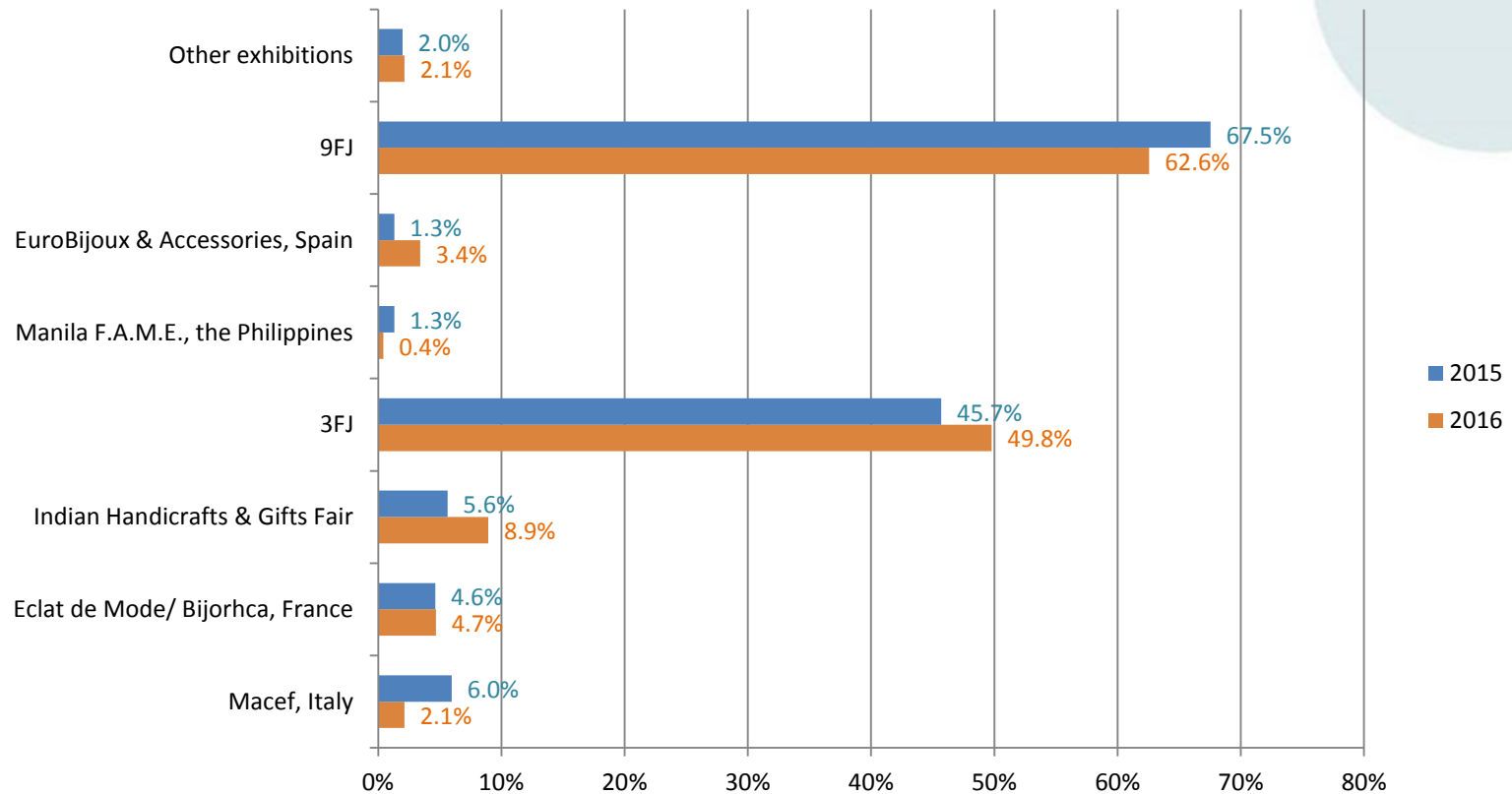
**Comparison of combining responses of "Rating 4" and "Rating 5"**



- Since sending out email invitation are free and running advertisement before the show has the highest cost among the options, more exhibitors invited buyers by email and a drastic decrease in running advertisements before the exhibition.

# 11. Please select the exhibition(s) that you rate most important for your company.

**2016** Number of Respondents: 235 **2015** Number of Respondents: 302

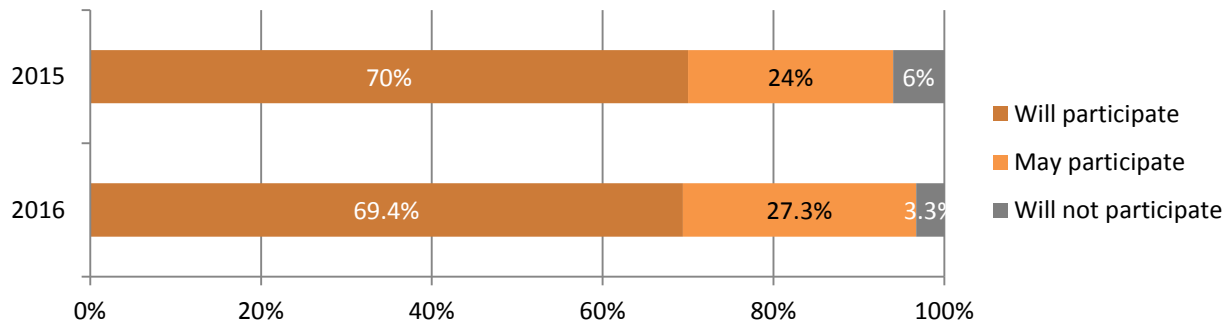


- 3FJ and 9FJ are still the leading fashion jewellery and accessories fairs
- Other exhibitions include TDC Gift & Premium Fair, Indian Handicrafts & Gifts Fair in October, and Indian Fashion Jewellery & Accessories Show



## 12. What are your plans for participating in this exhibition next year?

**2016** Number of Respondents: 242      **2015** Number of Respondents: 307



**Preferences between booth sizes**
  
 [Based on exhibitors who will participate the next edition]

