

Asia's Fashion Jewellery & Accessories Fair – March 2016

Visitors' Survey Report

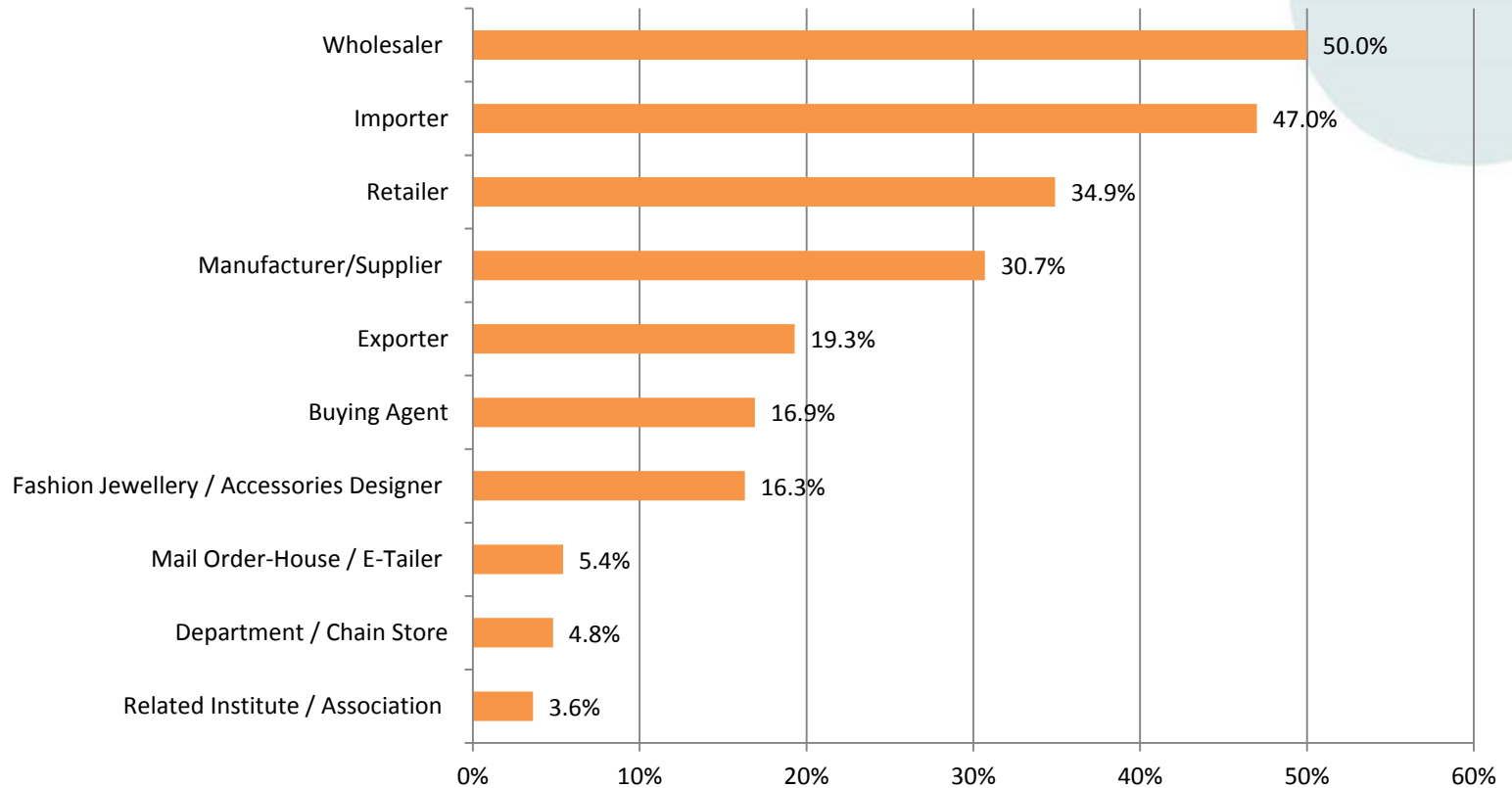


Survey Summary

Total number of visitors	5,789
Invited online survey	5,004
Completed online survey	170
Online survey response rate	3.40%

Nature of Business(es)

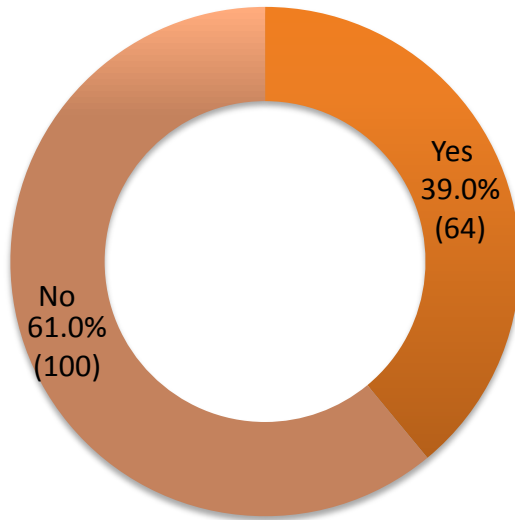
2016
Number of Respondents: 166
2015
Number of Respondents: 107



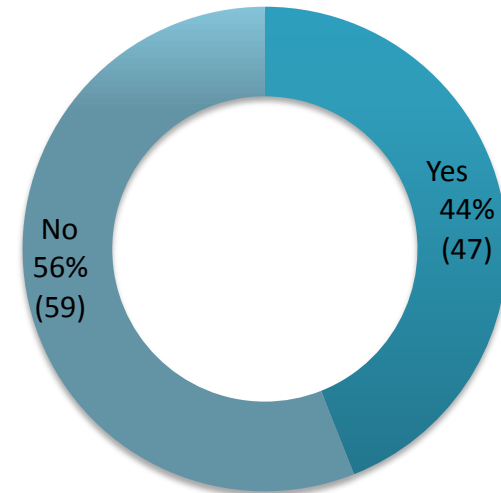
- Many visitors carry more than one kind of business nature.
- The majority of our buyers are wholesaler and importer, then followed by retailer.

1. Are you visiting this exhibition for the first time?

2016 Number of Respondents: 164



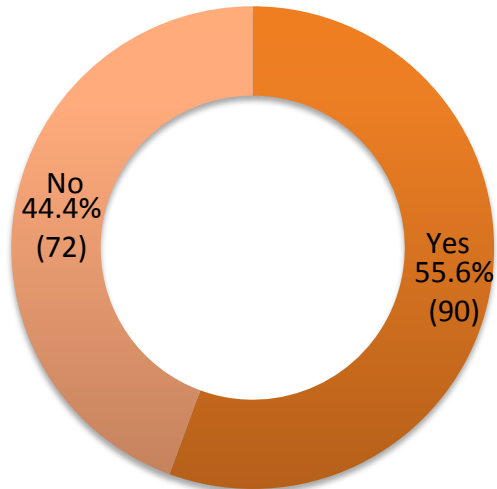
2015 Number of Respondents: 106



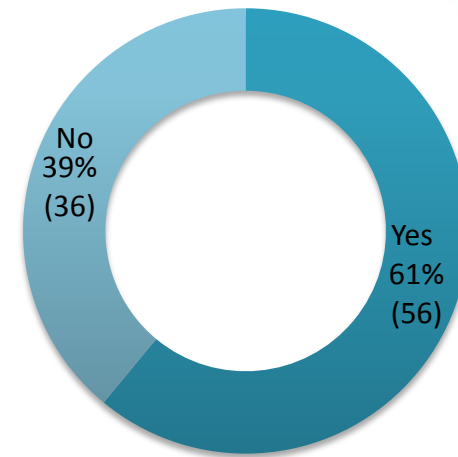
- The percentage of first time visitors has dropped compared to last year. Most of the buyers are regular visitors of 3FJ.

2. Have you upgraded your visitor badge for Trade Buyer ID?

2016 Number of Respondents: 162



2015 Number of Respondents: 92

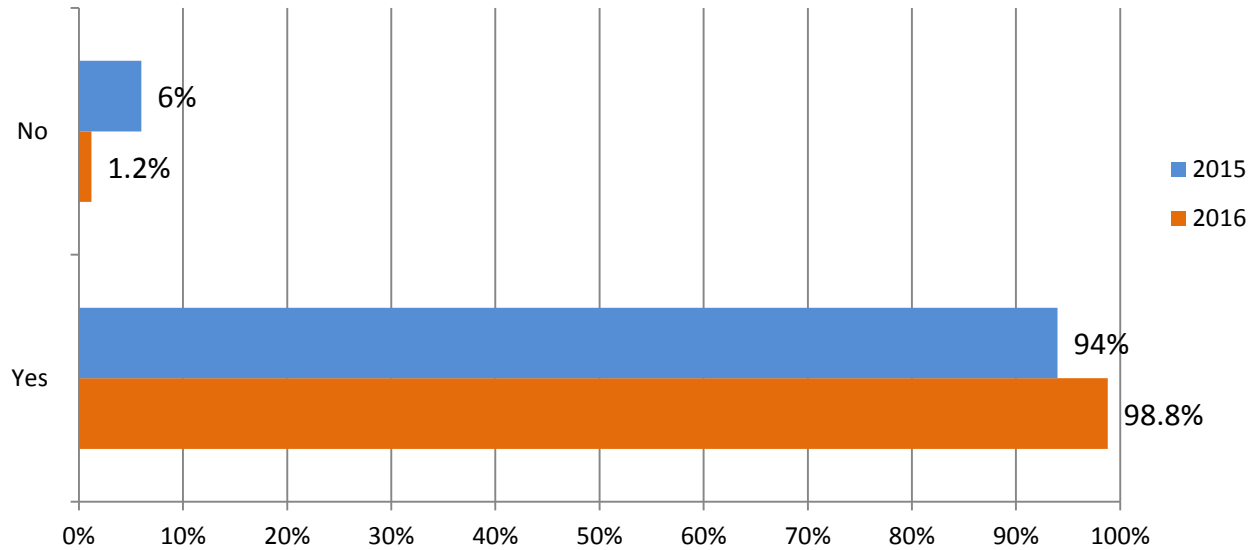


- Visitors did not upgrade their TBID in 3FJ because they may upgraded it last year as the validity of TBID is 3 years.

2.1 Have you upgraded your visitor badge for Trade Buyer ID?

2016
 Number of Respondents: 86
 2015
 Number of Respondents: 74

The TBID is very user-friendly

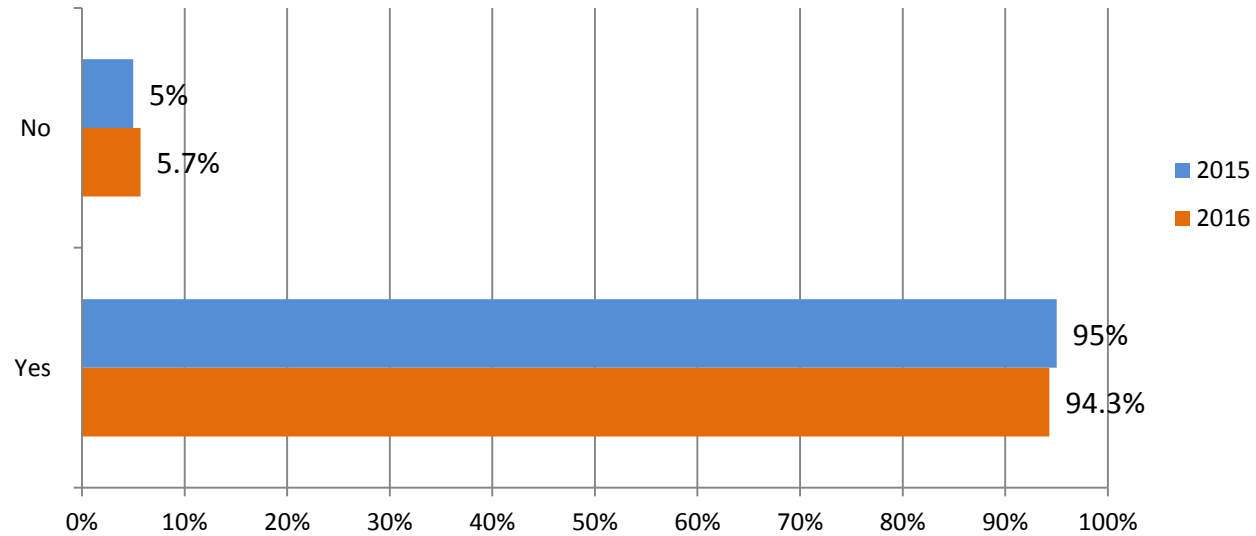


- It is positive that almost 99% of the visitors think that TBID is user-friendly.

2.2 Have you upgraded your visitor badge for Trade Buyer ID?

2016
 Number of Respondents: 87
 2015
 Number of Respondents: 74

I will recommend to my peers



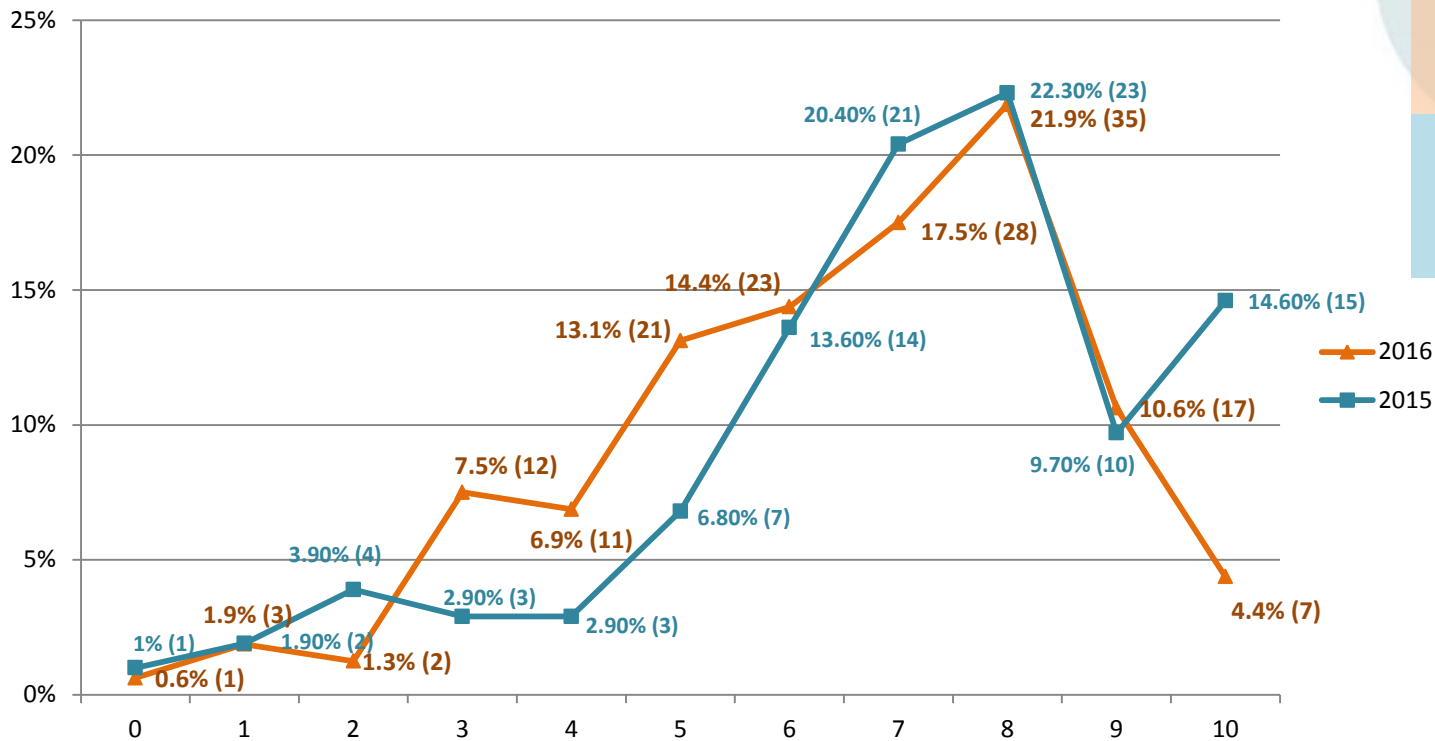
- Response rate of 2015 and 2016 remain roughly the same .

3. 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: 160	2015	Number of Respondents: 103
	No. of respondents skipped: 10		No. of respondents skipped: 5

CSAT 2016
6.43

CSAT 2015
7.0



- Around 70% respondents gave 3FJ16 a rating between 6 to 10.
- CSAT has dropped slightly compared to 2015.

3.1 Breakdown of response by nature of business(es)

Nature of Business	No. of people answered	CSAT Average Rating 2016	CSAT Average Rating 2015
Manufacturer / Supplier	51	6.5	7.1
Importer	78	6.3	7
Exporter	32	6.2	6.8
Wholesaler	83	6.5	7.3
Buying Agent	28	6.8	7.5
Retailer	58	6.6	6.8
Department / Chain Store	8	6.1	7.6
Fashion Jewellery / Accessories Designer	27	7.2	7.2
Mail Order House / E-tailor	9	7.1	5
Related Institute / Association	6	6.2	8.5
Publication	1	5	7

- Many visitors carry more than one kind of business nature.
- The average score of Fashion Jewellery/Accessories Designer is the highest. "Fashion Jewellery Atelier" and the HKDI collaboration have attracted more industry talents to visit and it is encouraging to receive good feedback from them.

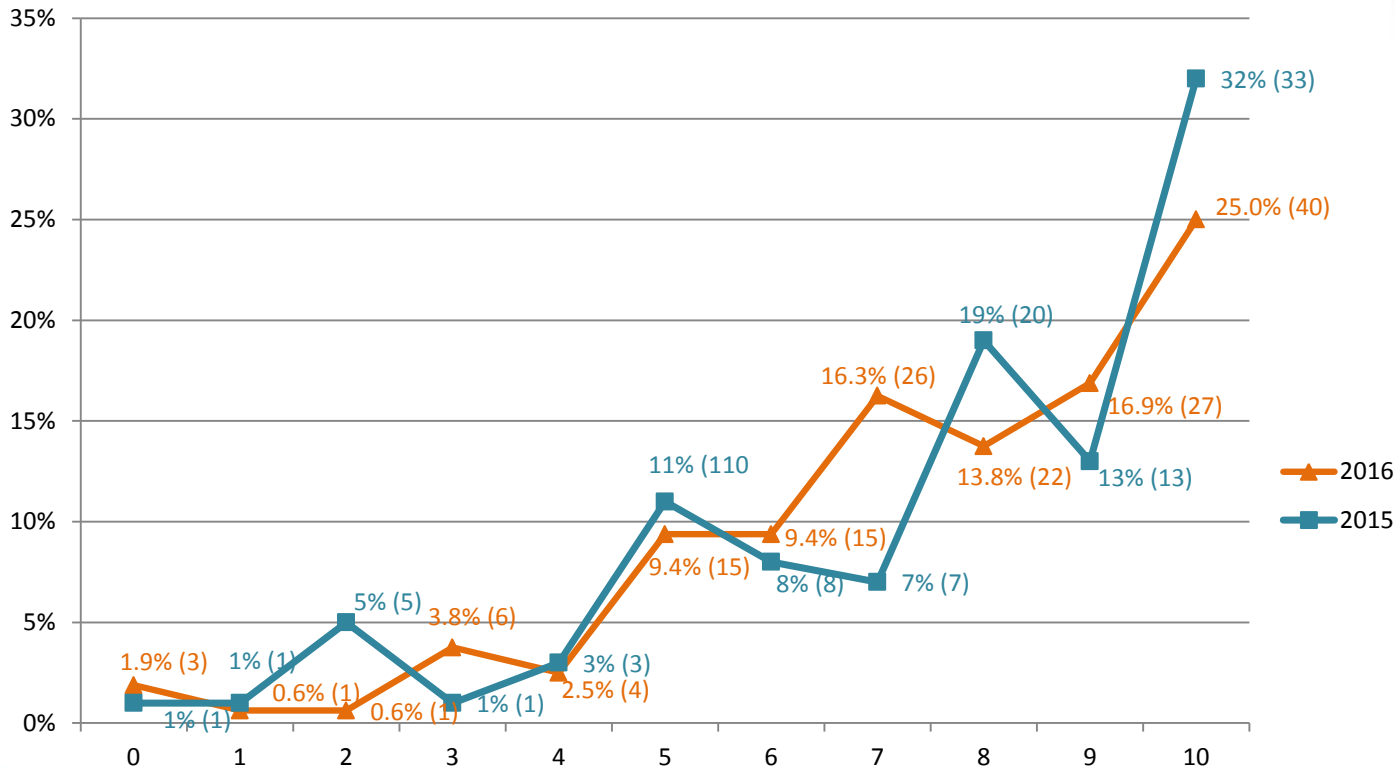
3.2 Breakdown of response by continent / region

Continent	Total no. of visitors	No. of People answered	Response Percentage	CSAT Average Rating 2016	CSAT Average Rating 2015
Asia-Pacific (excluding Hong Kong)	2,872	77	2.7%	6.5	6.8
North, South, Central America	588	17	2.9%	6.4	8.1
Hong Kong	1,059	21	2.0%	6.2	6.1
Europe	1,086	49	4.5%	6.3	7
Middle East, Africa and Others	184	6	3.3%	7.5	7.2

- The average rating of visitors from “Middle East, Africa and Others” has increased.

4. 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: 160	2015	Number of Respondents: 103
	No. of respondents skipped: 10		No. of respondents skipped: 5



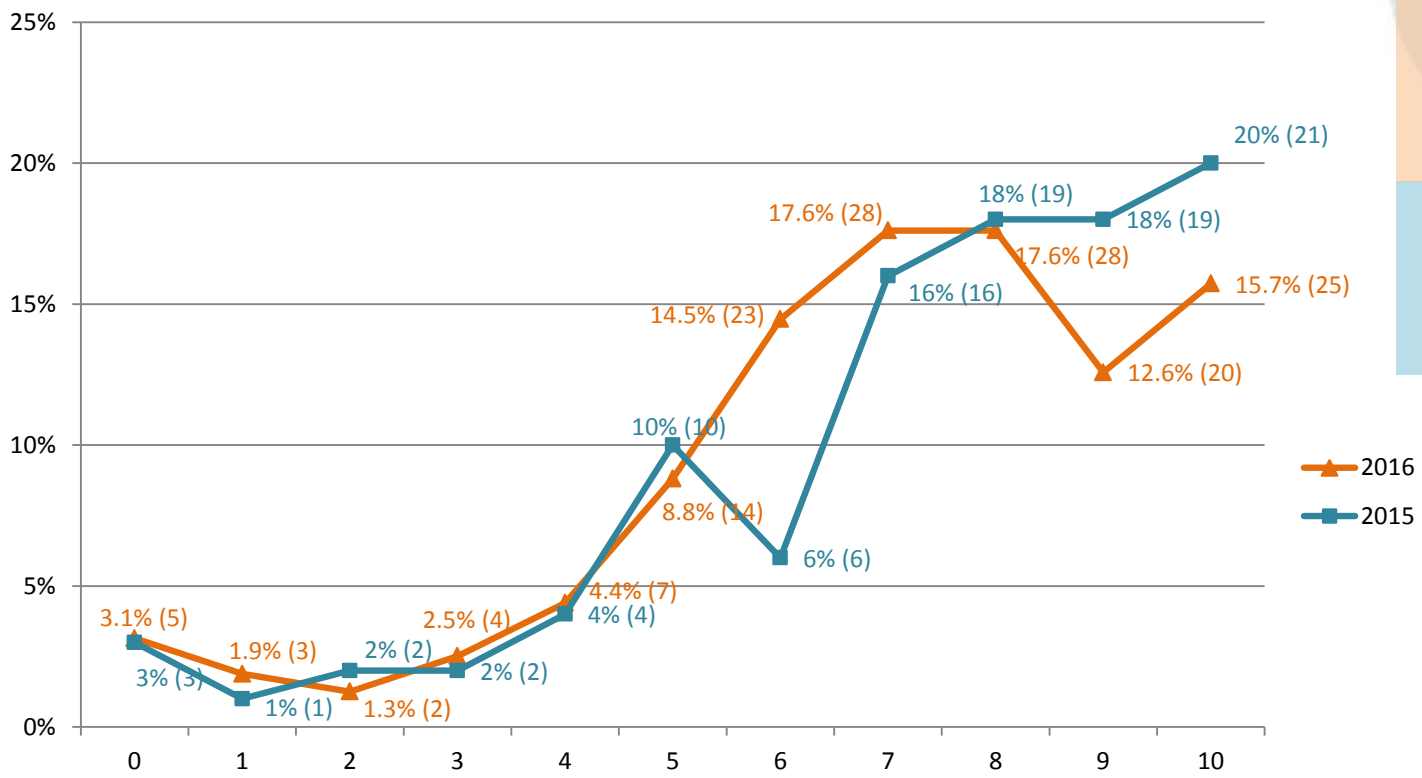
Loyalty score
2016
7.52

Loyalty score
2015
7.62

- Compared to 2015, the loyalty score has dropped 0.1. However, there is an increase in respondents giving a rating between 6 to 10. (2016: 81% ; 2015: 79%)

5. 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)

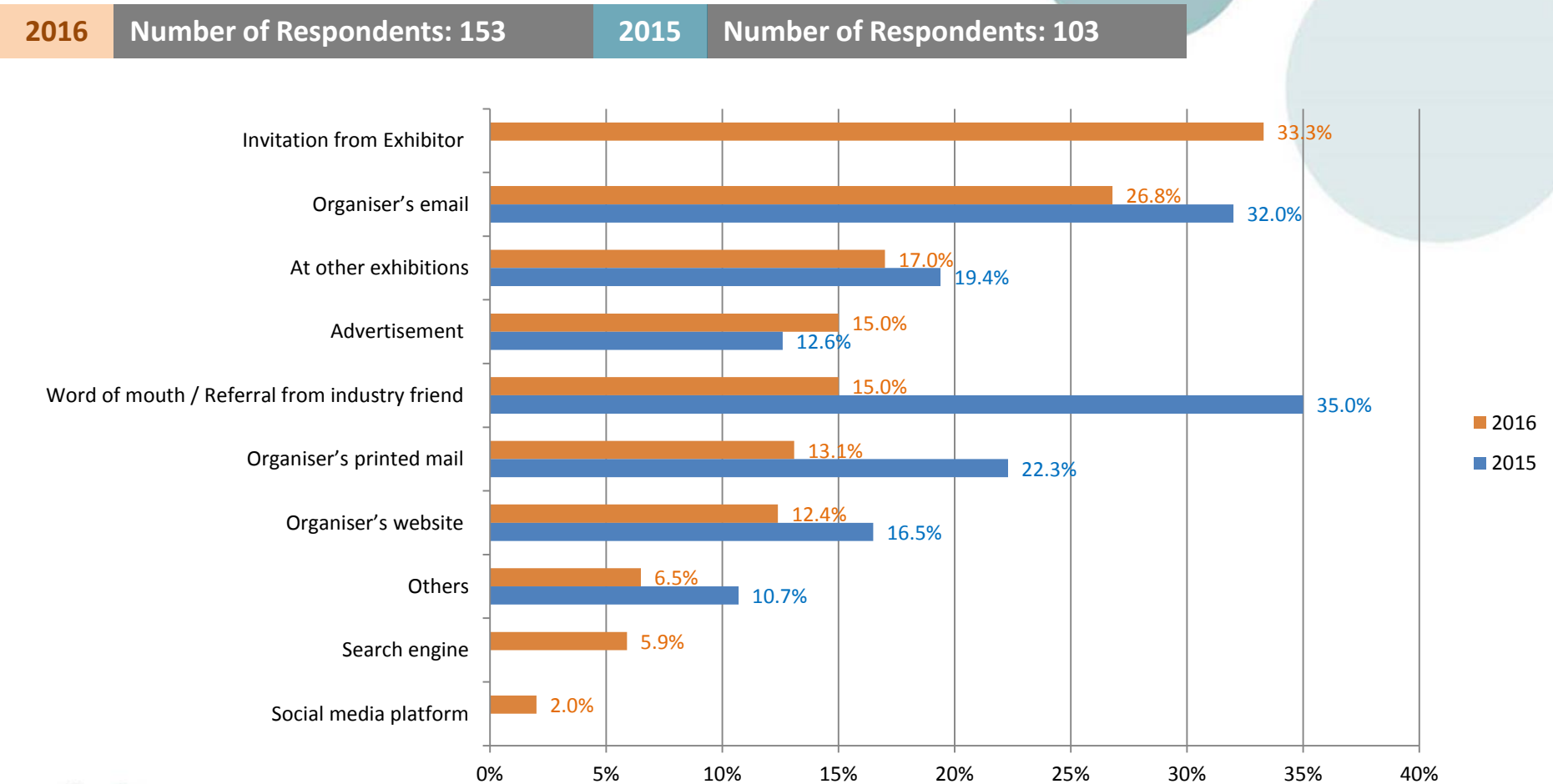
2016	Number of Respondents: 159	2015	Number of Respondents: 103
	No. of respondents skipped: 11		No. of respondents skipped: 5



Average score 2016
6.95

Average score 2015
7.36

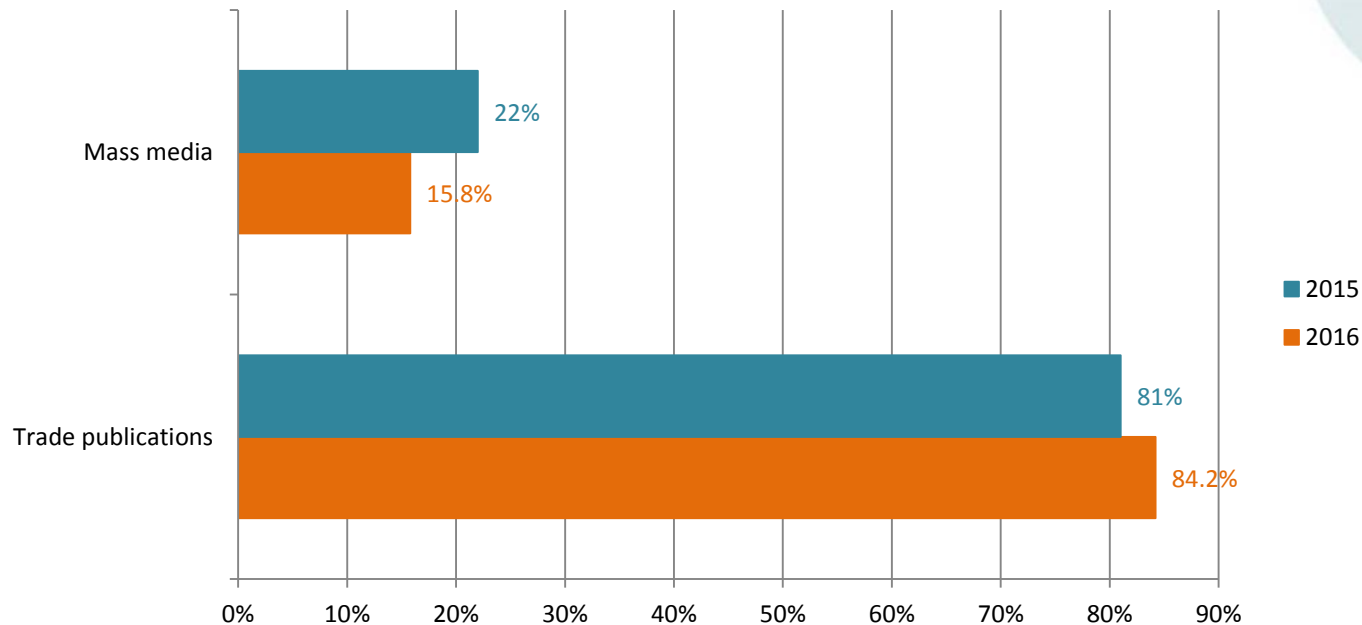
6. How did you learn about this exhibition?



- Options "Invitation from exhibitor", "Social media platform" and "Search engine" are new in 2016 surveys.
- The top 3 channels are advertisement, organiser's printed mail, and organiser's email. More buyers learn about 3FJ from our website.
- Buyers also learn about this exhibition because they have been visiting 3FJ for years.

6.1 How did you learn about this exhibition?

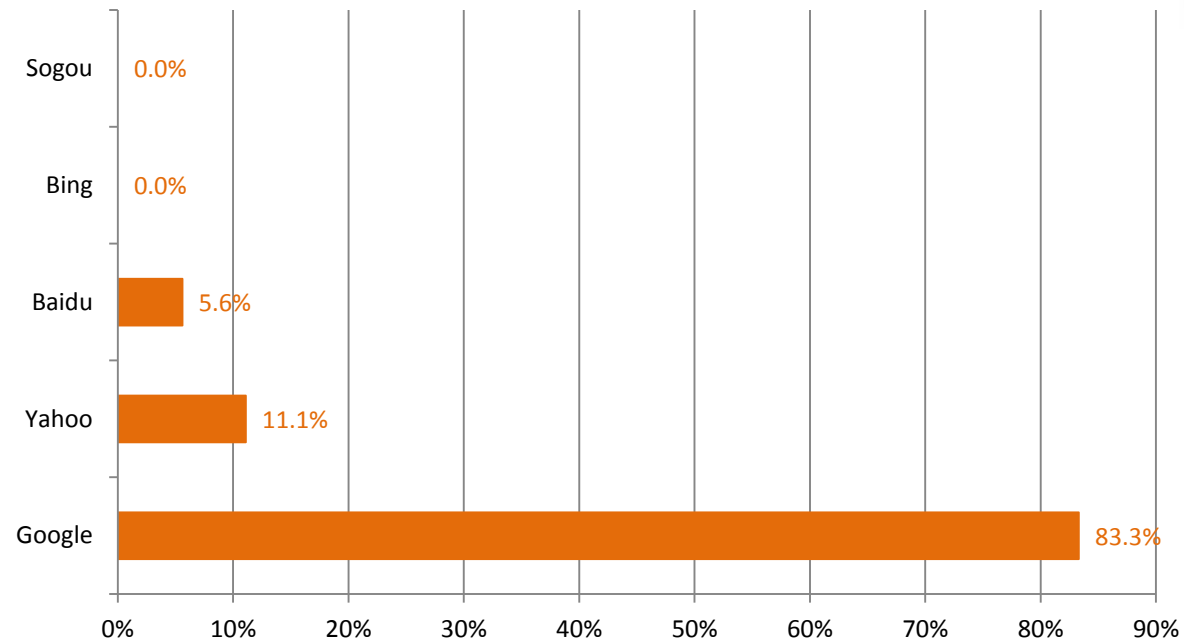
You have learned about this exhibition through which of the following advertisement channels?



- It shows that our buyers read more trade publications than mass media. We have placed advertisements on some overseas trade media, for example, C+ Accessories, Accessories USA, etc.

6.1 How did you learn about this exhibition?

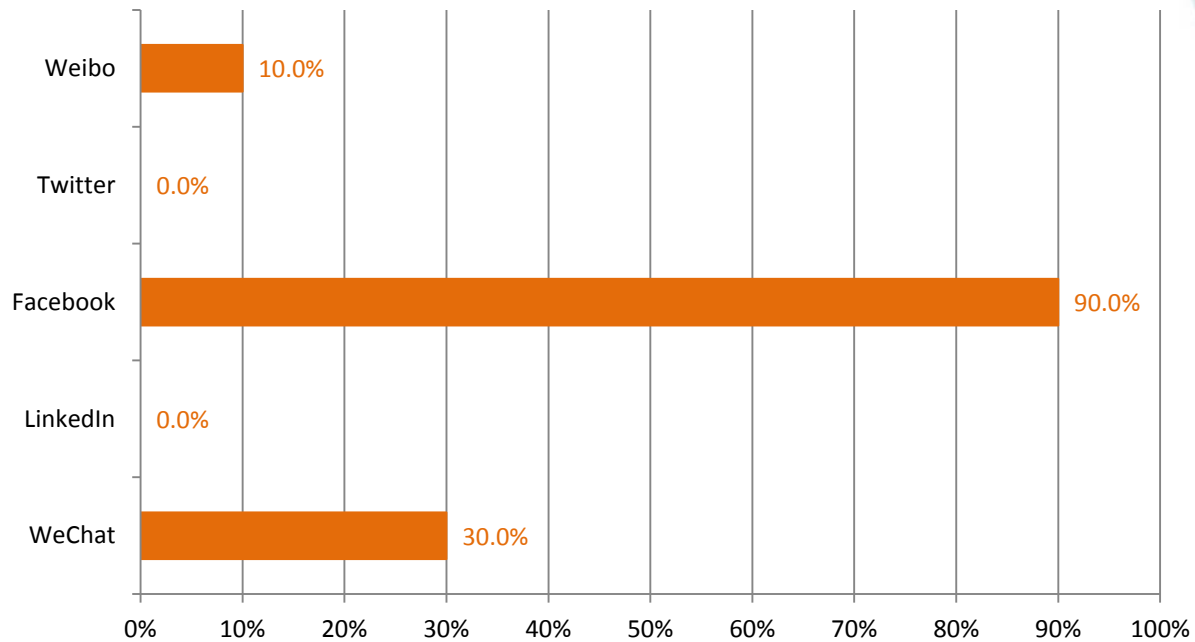
You have learned about this exhibition through which of the following search engine?



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

6.1 How did you learn about this exhibition?

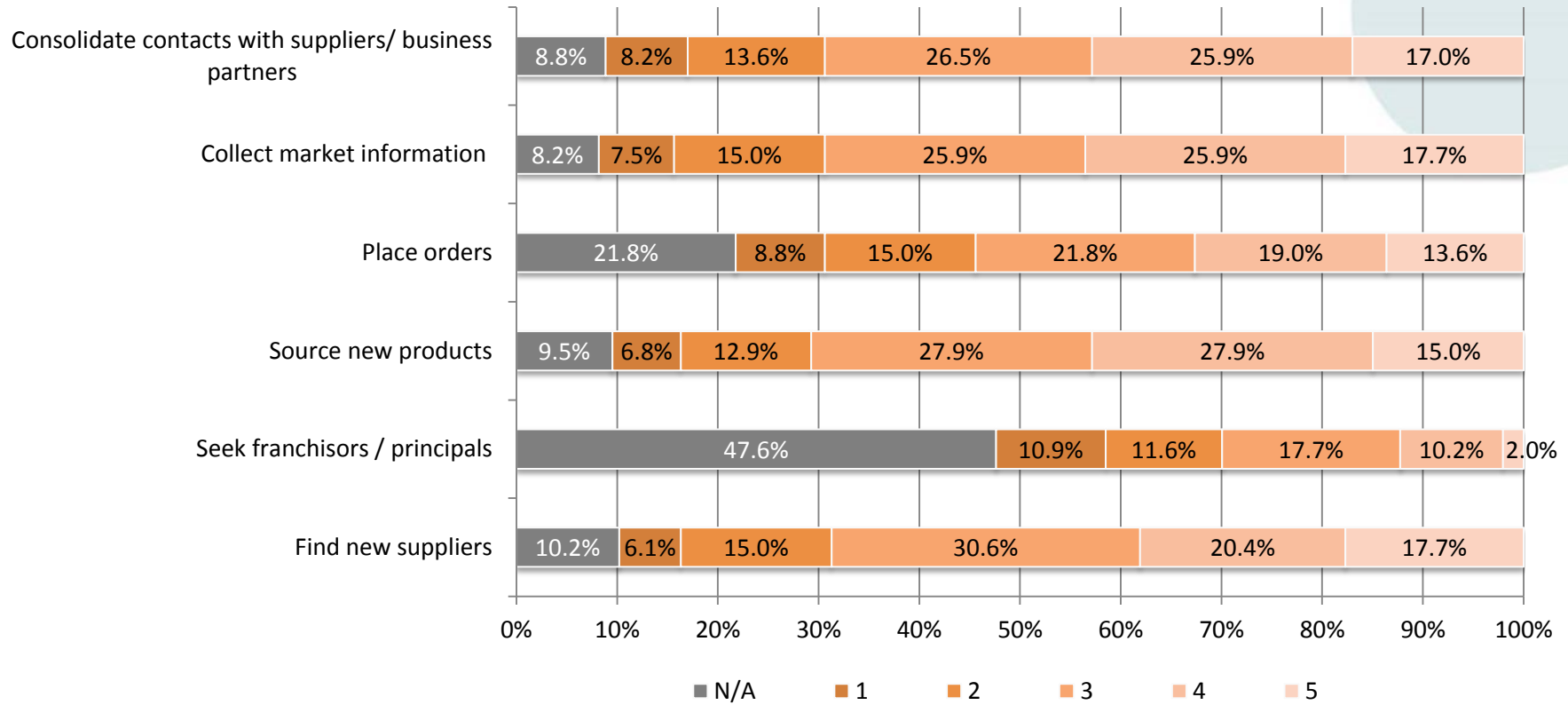
You have learned about this exhibition through which of the following social media platforms?



- Facebook remains a more dominant social media platform than WeChat and Weibo among our buyers in 2016.

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

2016 Number of Respondents: 147

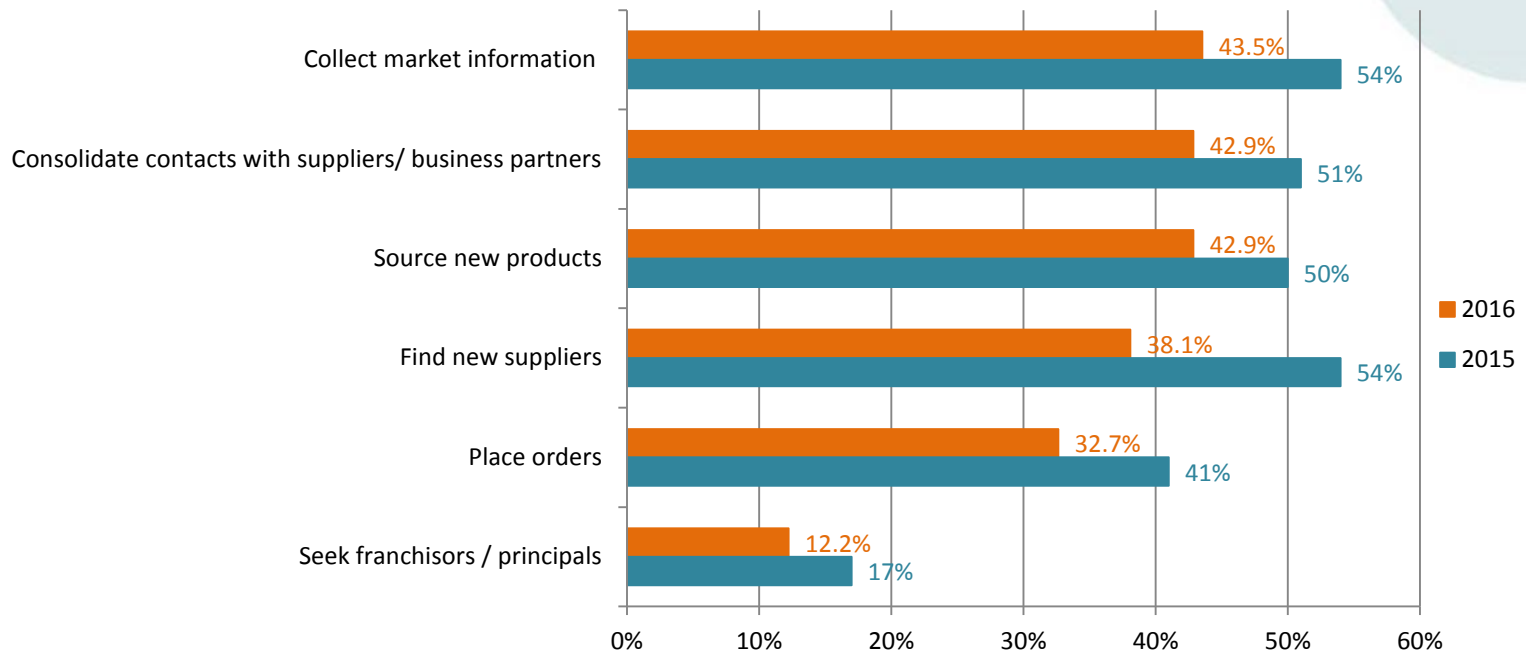


- Finding new suppliers and collect market information are the main objectives for visiting in 3FJ, followed by consolidate contacts with buyers and business partners.

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

2016 Number of Respondents: 147 **2015** Number of Respondents: 99

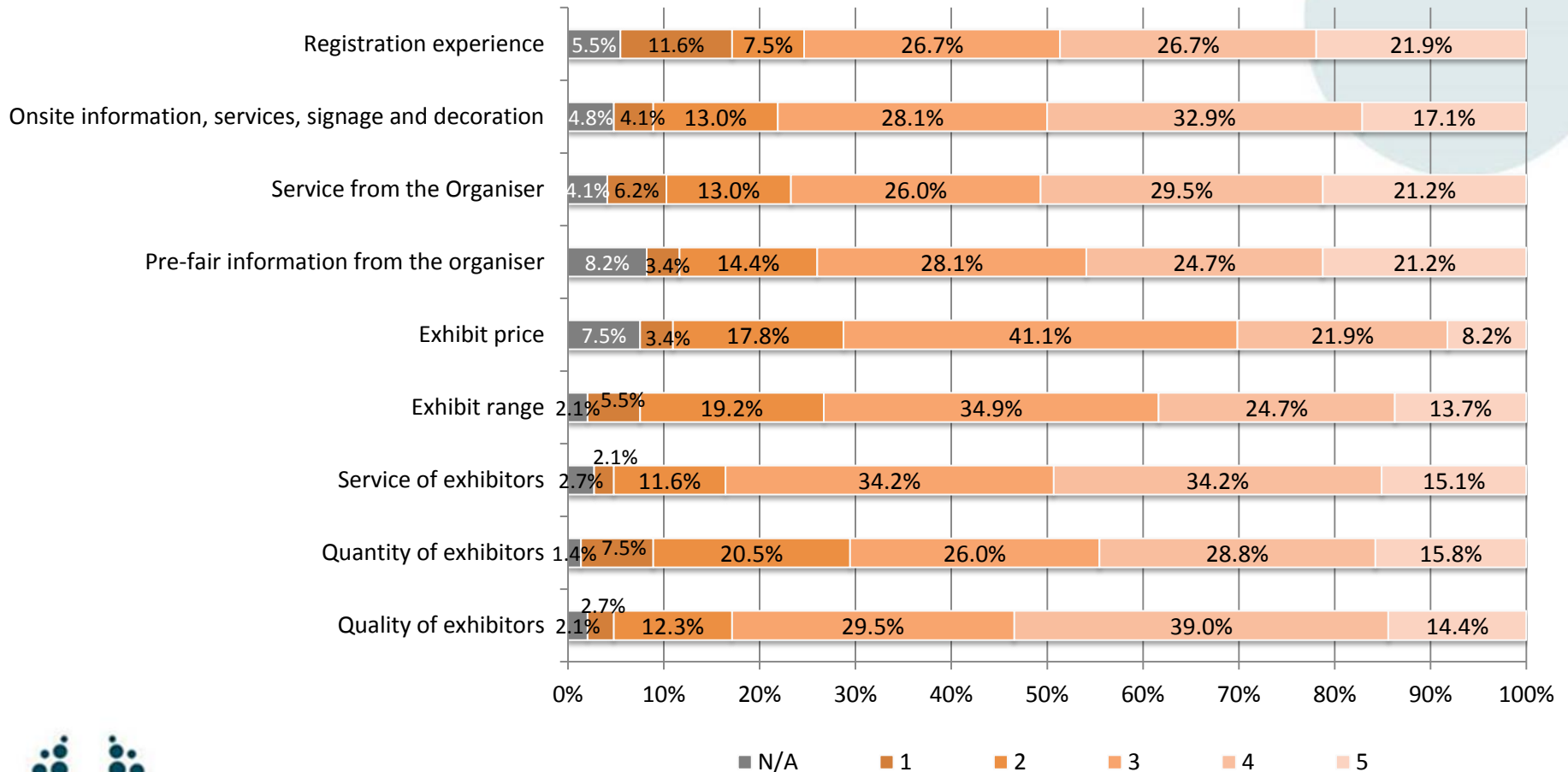
Responds combining rating 4 and 5



- From results combining 4 and 5, “Collect market information” performs the best among other objectives. “Consolidate contacts with suppliers/business partners” and “Source new products” ranked second.

8. To what extent are you satisfied with the fair in the following aspect? (N/A ; 1 = Not satisfied at all ; 5 = Extremely satisfied)

2016 Number of Respondents: 146

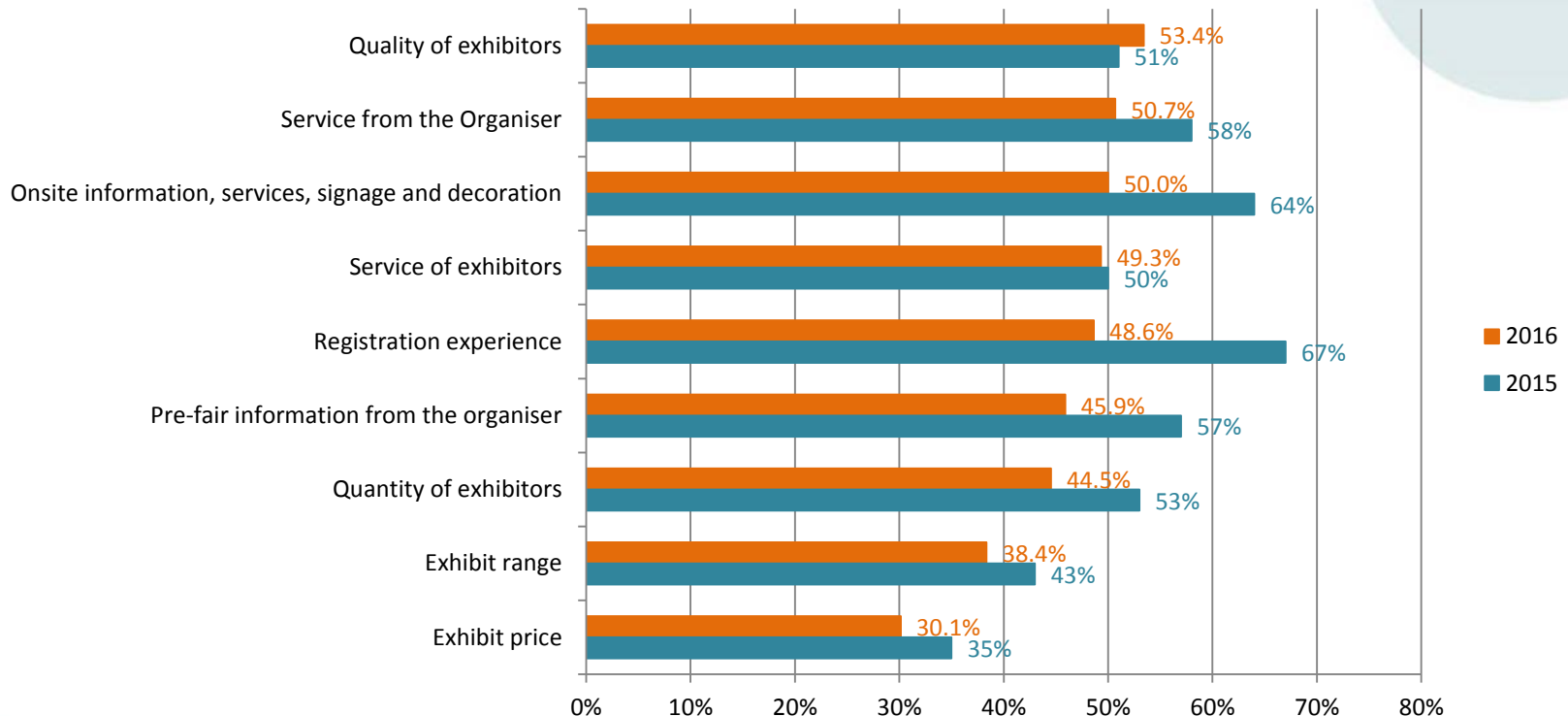


- Visitors are satisfied with the registration experience the most, followed by organiser's service and pre-fair information from the organiser.

8.1 To what extent are you satisfied with the fair in the following aspect? (N/A ; 1 = Not satisfied at all ; 5 = Extremely satisfied)

2016 Number of Respondents: 146 **2015** Number of Respondents: 96

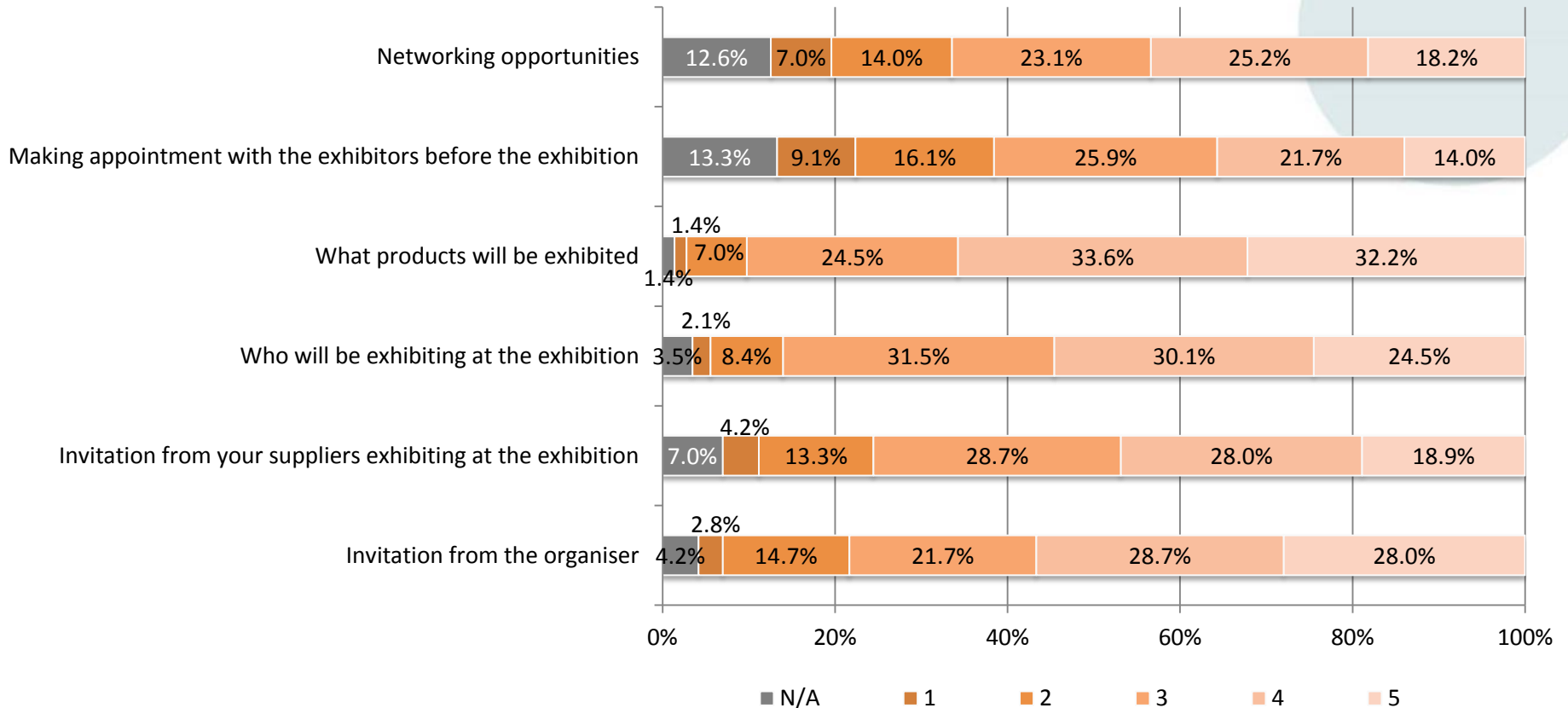
Responds combining rating 4 and 5



- “Quality of exhibitors” performs better than 2015 and it is the most satisfied aspect in 3FJ. Service from the organiser ranked second, followed by onsite information services, signage and decoration.

9. How important are the following to you in your planning to visit this exhibition? (N/A ; 1 = Not useful at all ; 5 = Extremely useful)

2016 Number of Respondents: 143



- “What products will be exhibited” is the most important, followed by “invitation from the organiser”, and “Who will be exhibiting at the exhibition”.

9.1 How important are the following to you in your planning to visit this exhibition?

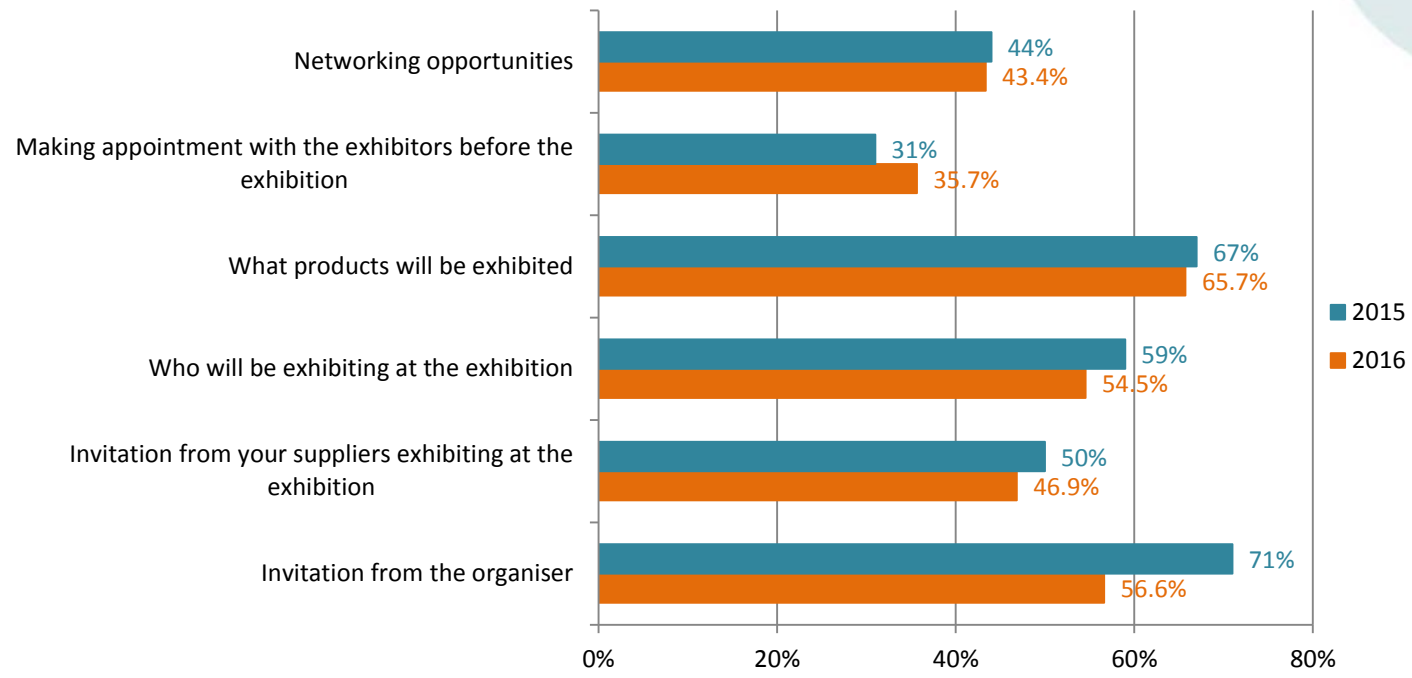
(N/A ; 1 = Not useful at all ; 5 = Extremely useful)

2016
2015

Number of Respondents: 143

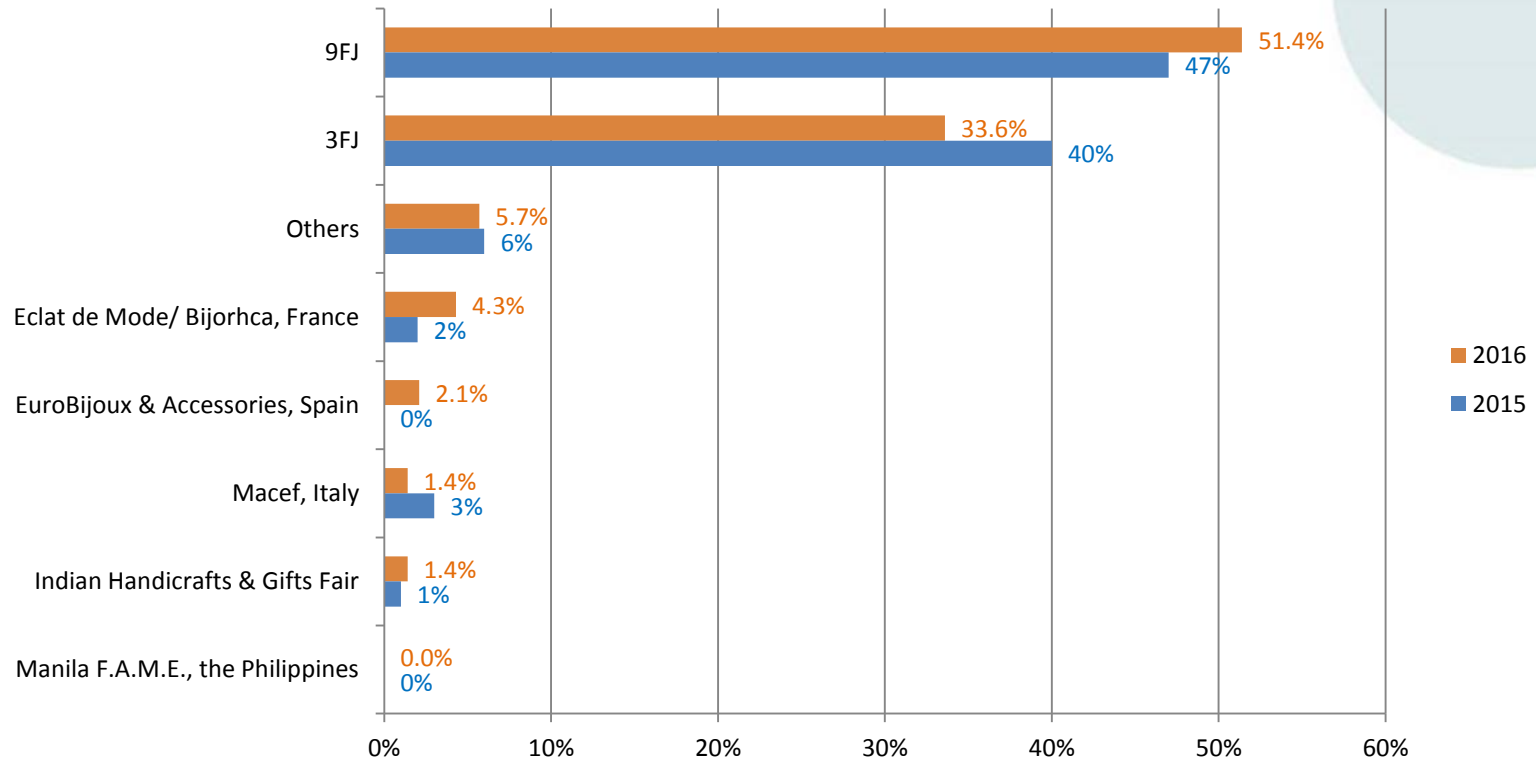
Number of Respondents: 95

Responds combining rating 4 and 5



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

2016
Number of Respondents: 140
2015
Number of Respondents: 95



- 9FJ and 3FJ are leading exhibitions to our buyers.
- Other includes 9JG, TDC jewellery fair, fashion jewellery fair from Global Sources, and Vicenza.