

Asia's Fashion Jewellery & Accessories Fair – September 2015

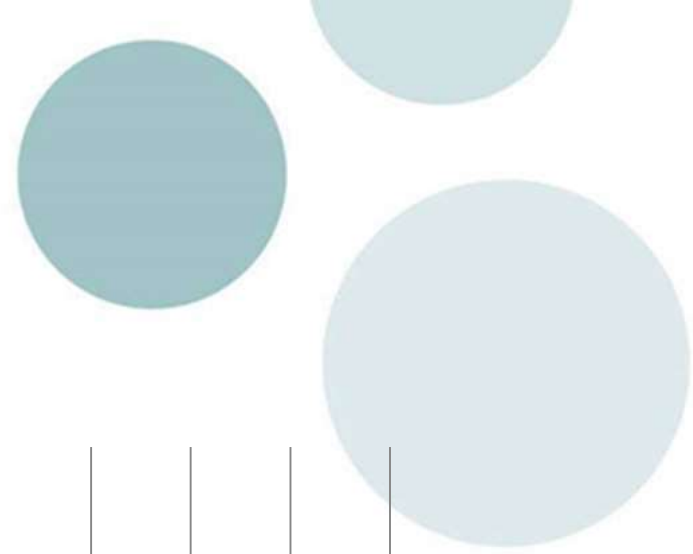
Exhibitor Survey Report



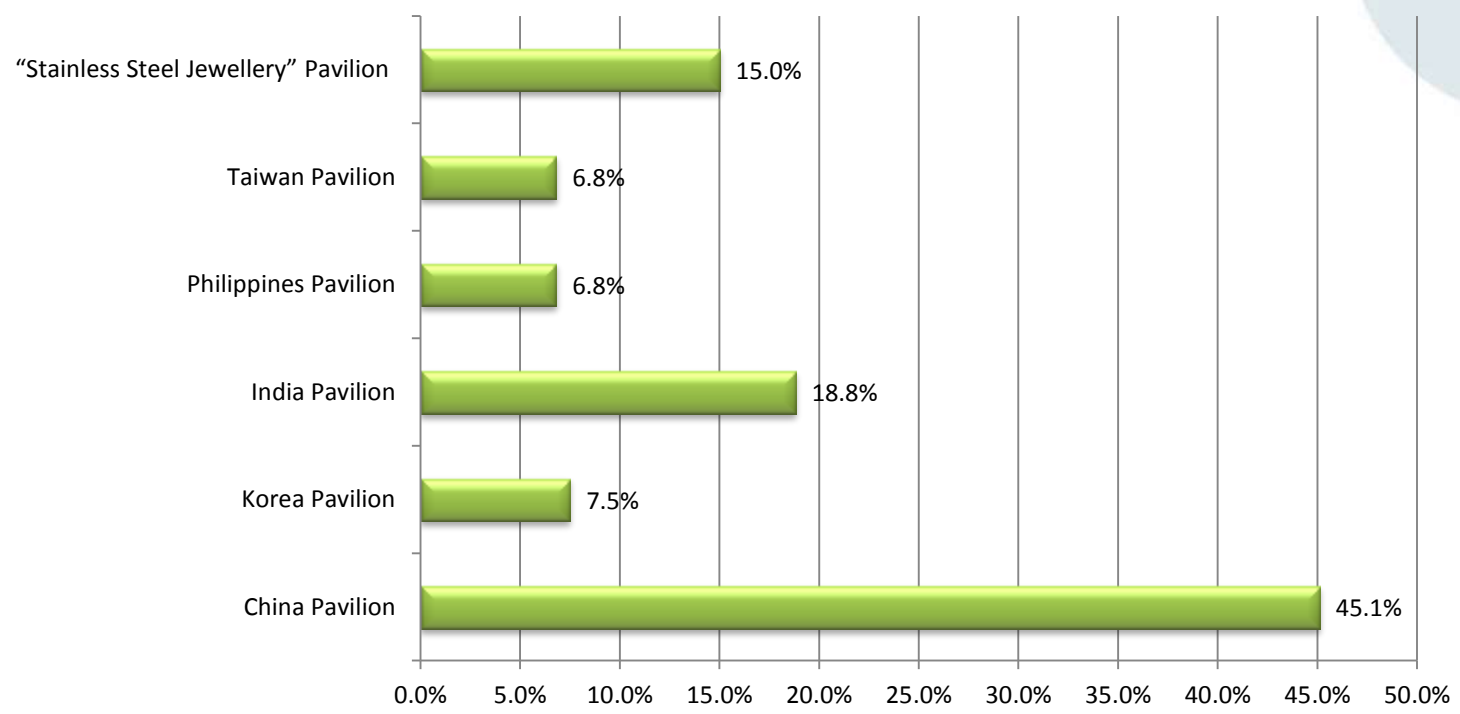
Survey Summary

Total number of exhibitors	419
Total number of collected onsite survey	200
Overall onsite survey response rate	47.73%
Total number of online survey successfully sent out	419
Total number of collected online survey	20
Overall online survey response rate	4.77%
Total number of collected survey	220
Total response rate	52.51%

Group Pavilions

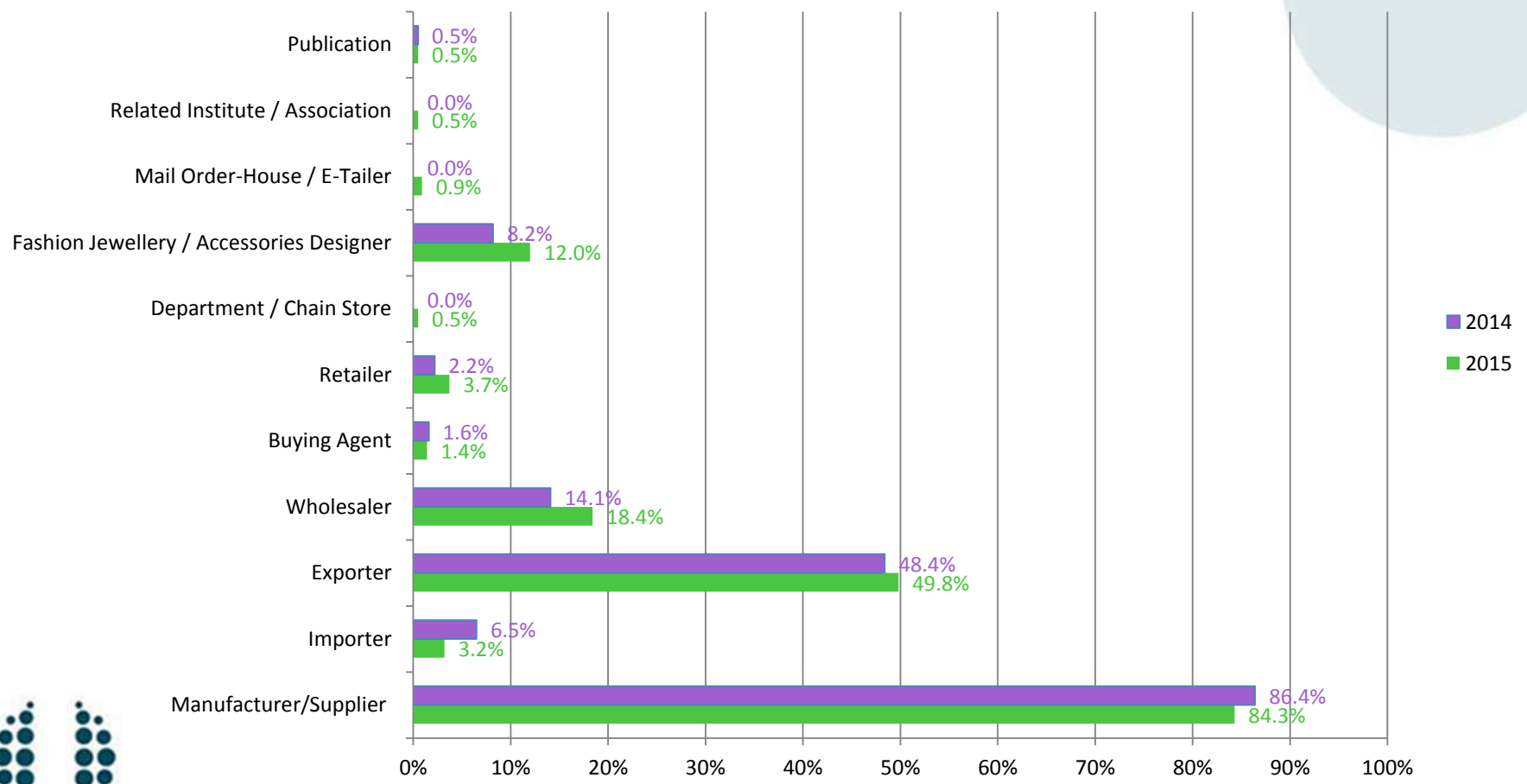


2015 **Number of Respondents: 133**



Nature of Business(es)

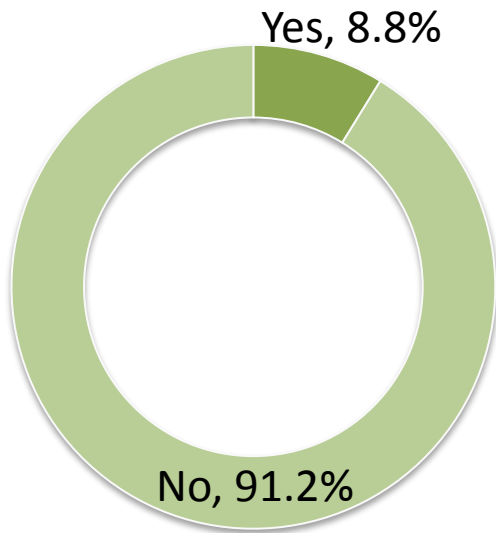
2015
Number of Respondents: 217
2014
Number of Respondents: 184



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

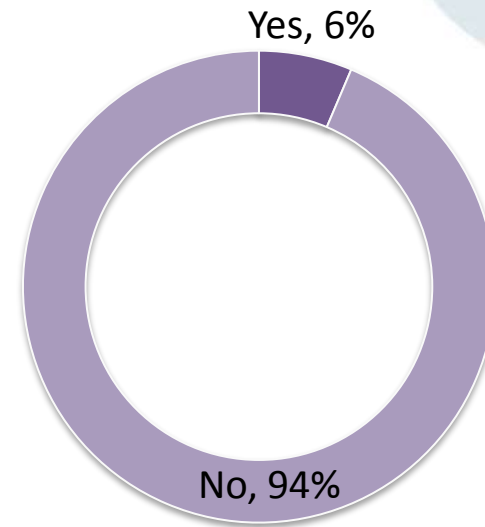
2015

Number of Respondents: 215



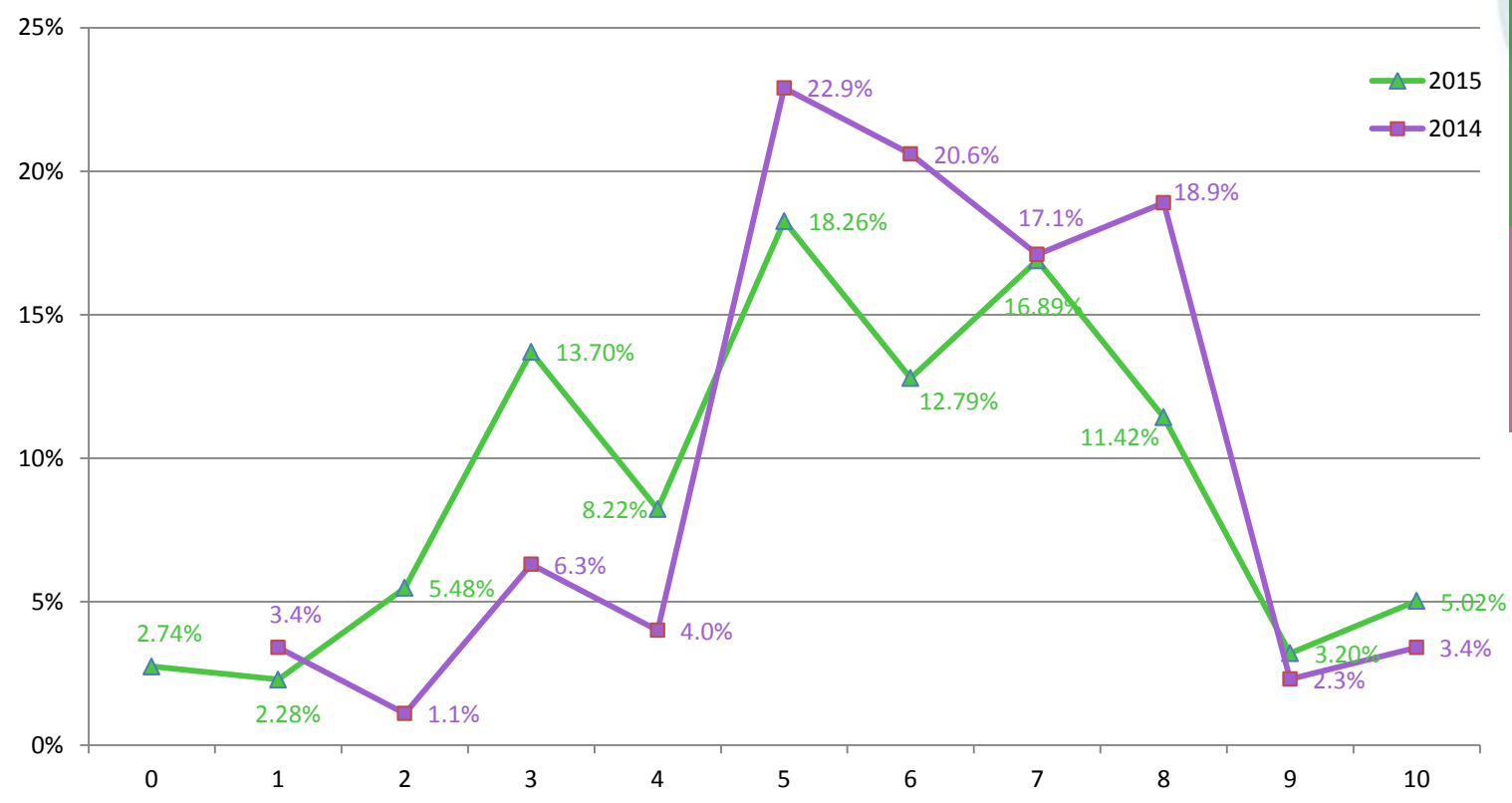
2014

Number of Respondents: 187



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

2015 Number of Respondents: 219
 2014 Number of Respondents: 175



Average Rating 2015

5.44

Average Rating 2014

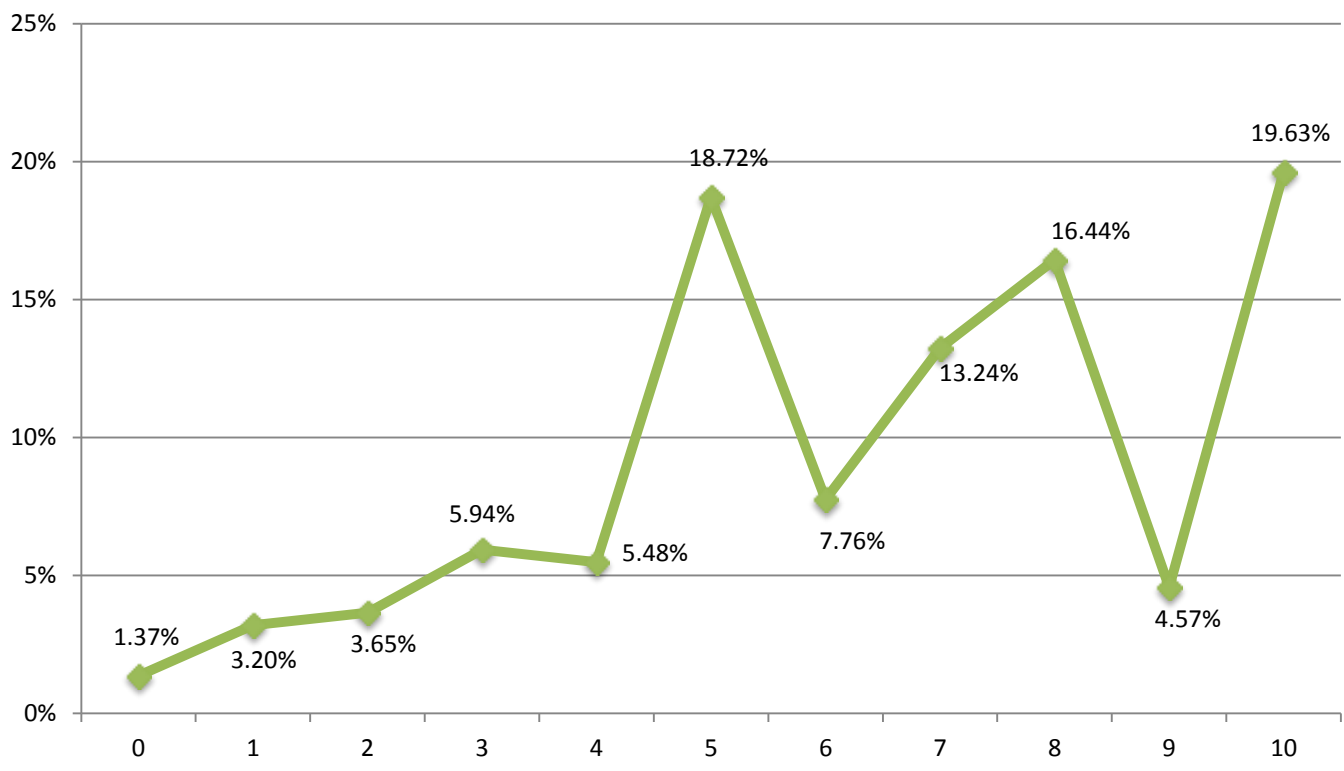
6.6*



*Correspond to UBM Asia's New Exhibitor/Visitor Survey includes adjustments in rating scale to comply with UBM Global standards, the rating system transformed from the scale of 1-10 to 0-10. In order to use it for comparison, the 2014 average rating is multiply by (11/10).

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

2015 Number of Respondents: 219



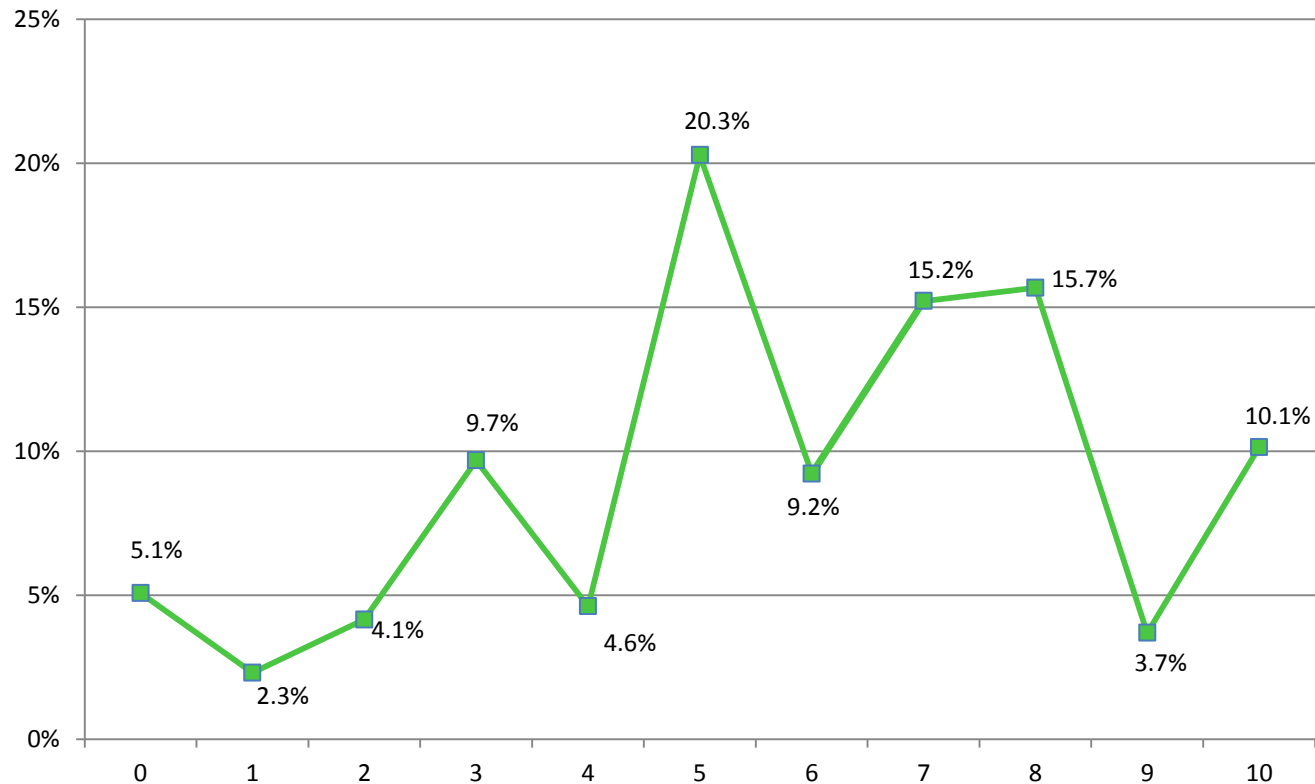
Average Rating
 2015
6.52

- More than 60% respondents gave a rating between 6 to 10.

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

2015

Number of Respondents: 217

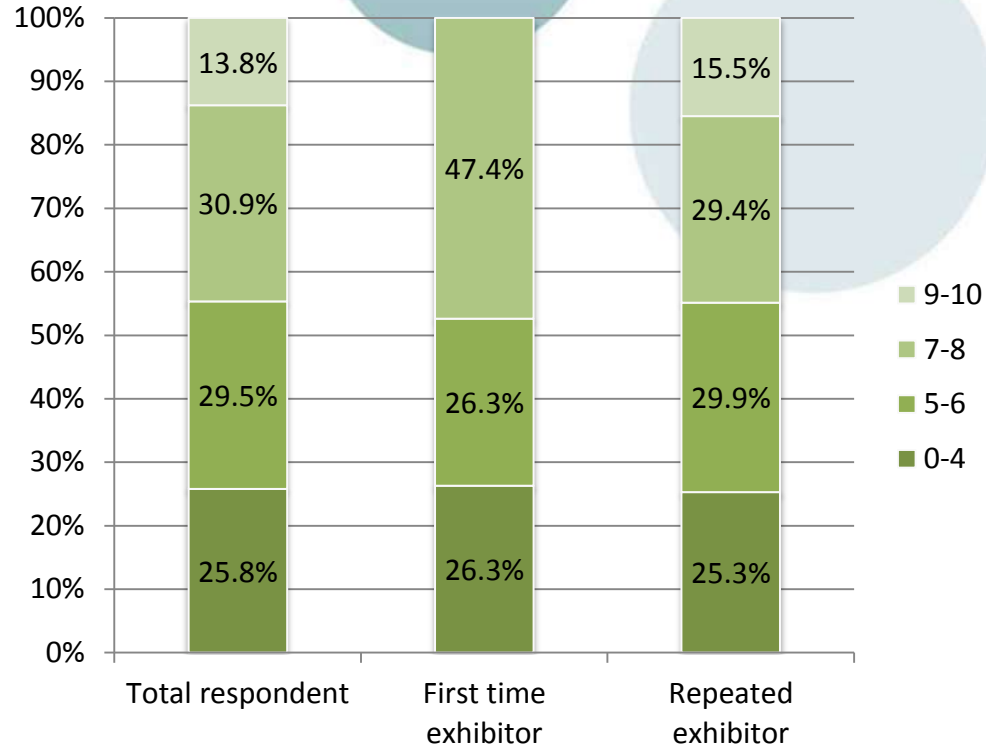
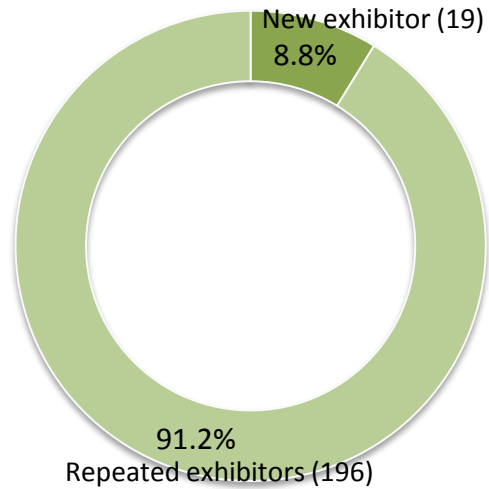


Average Rating
2015

5.81



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



NPS = Promoters (% rating 9 and 10) - Detractors (% rating 0 - 6)

Exhibitor Category	NPS
Total respondent	-41.5%
First time exhibitor	-52.6%
Repeated exhibitor	-39.7%

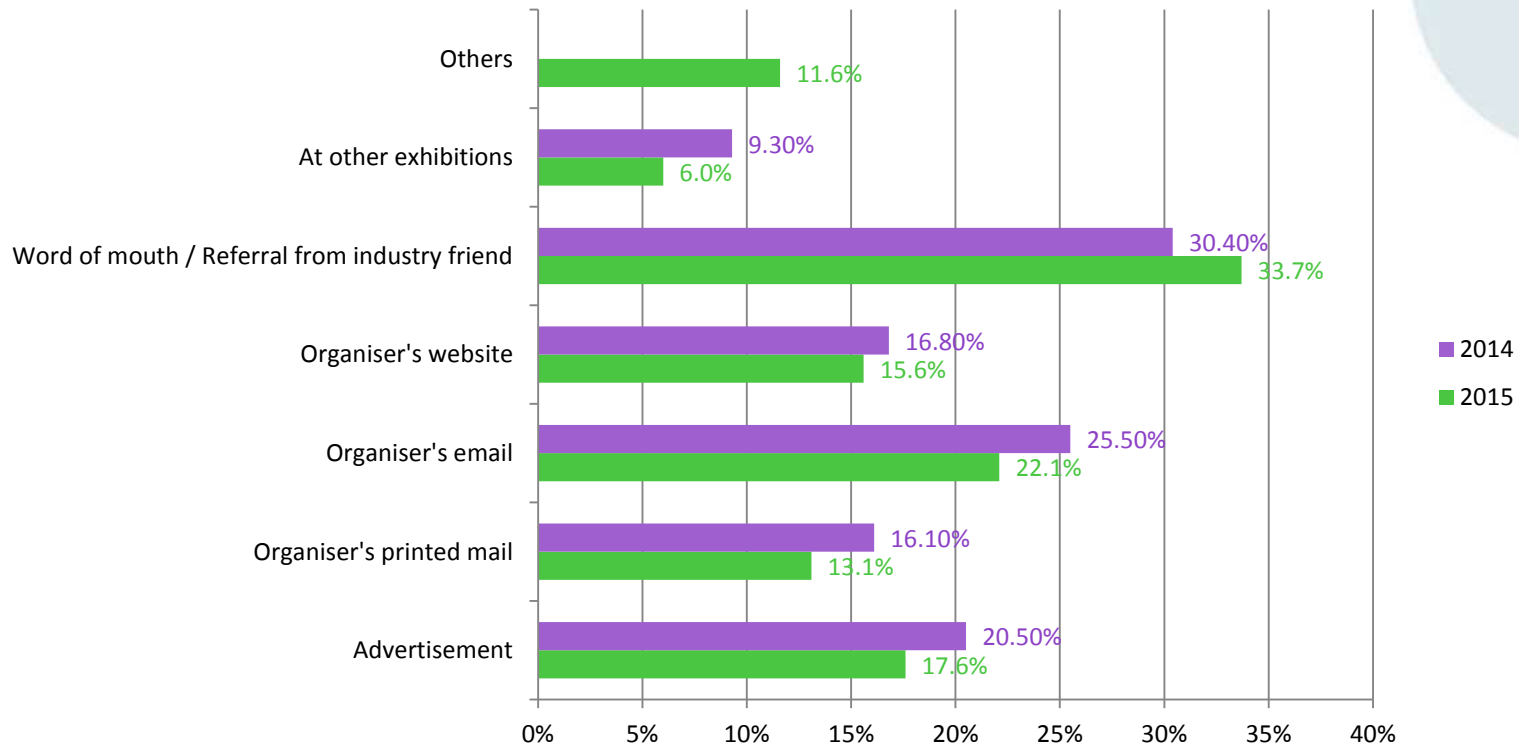
5. How did you learn about this exhibition?

2015

Number of Respondents: 199

2014

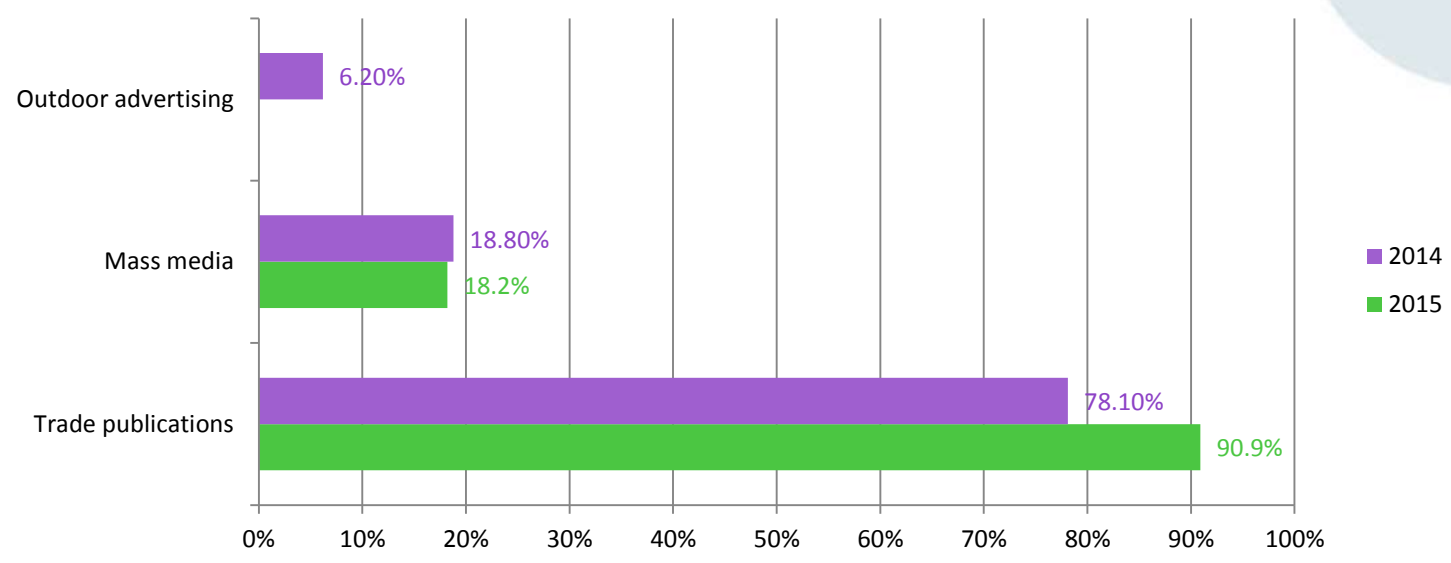
Number of Respondents: 161



- At other exhibition: March fair
- Others: long time exhibitors and members of the EPCH

5.1 How did you learn about this exhibition?

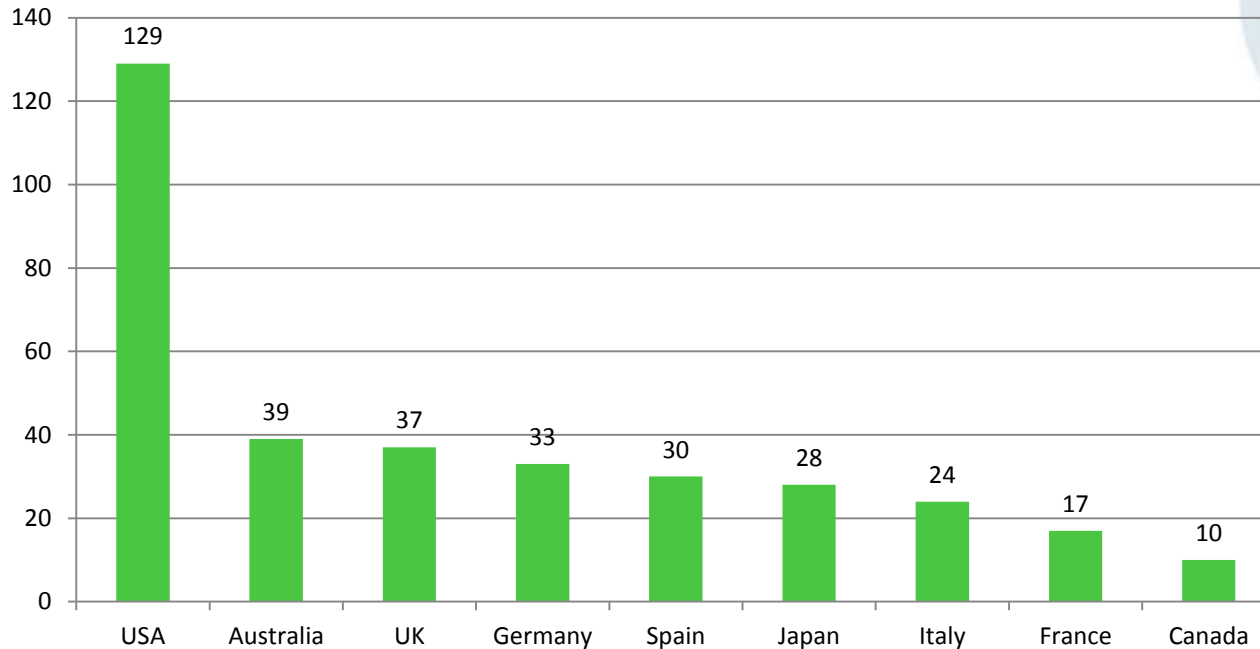
2015
Number of Respondents: 11
2014
Number of Respondents: 32



6. My top 3 markets (countries) currently are:

2015

Number of Respondents: 203

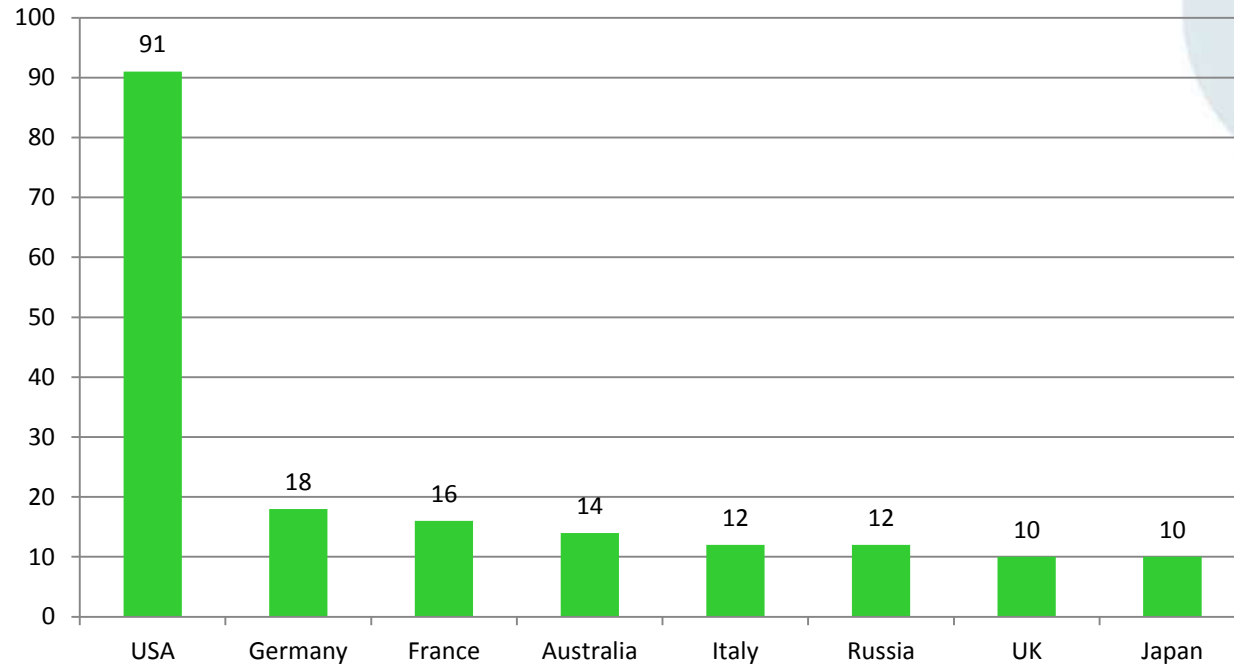


- Responses from **Belgium, Brazil, China, Finland, Korea, Malaysia, Mexico, Morocco, Netherlands, the Philippines, Poland, Portugal, South Africa, Sweden, Switzerland, Thailand, Hong Kong, Taiwan, UAE** were less than 10 respondents that not shown in the above chart.
- Other invalid responses include "Global", "Asia", "Asia Pacific", "Central America", "South America", "Middle East", "Europe"

7. My target markets (countries) are:

2015

Number of Respondents: 194

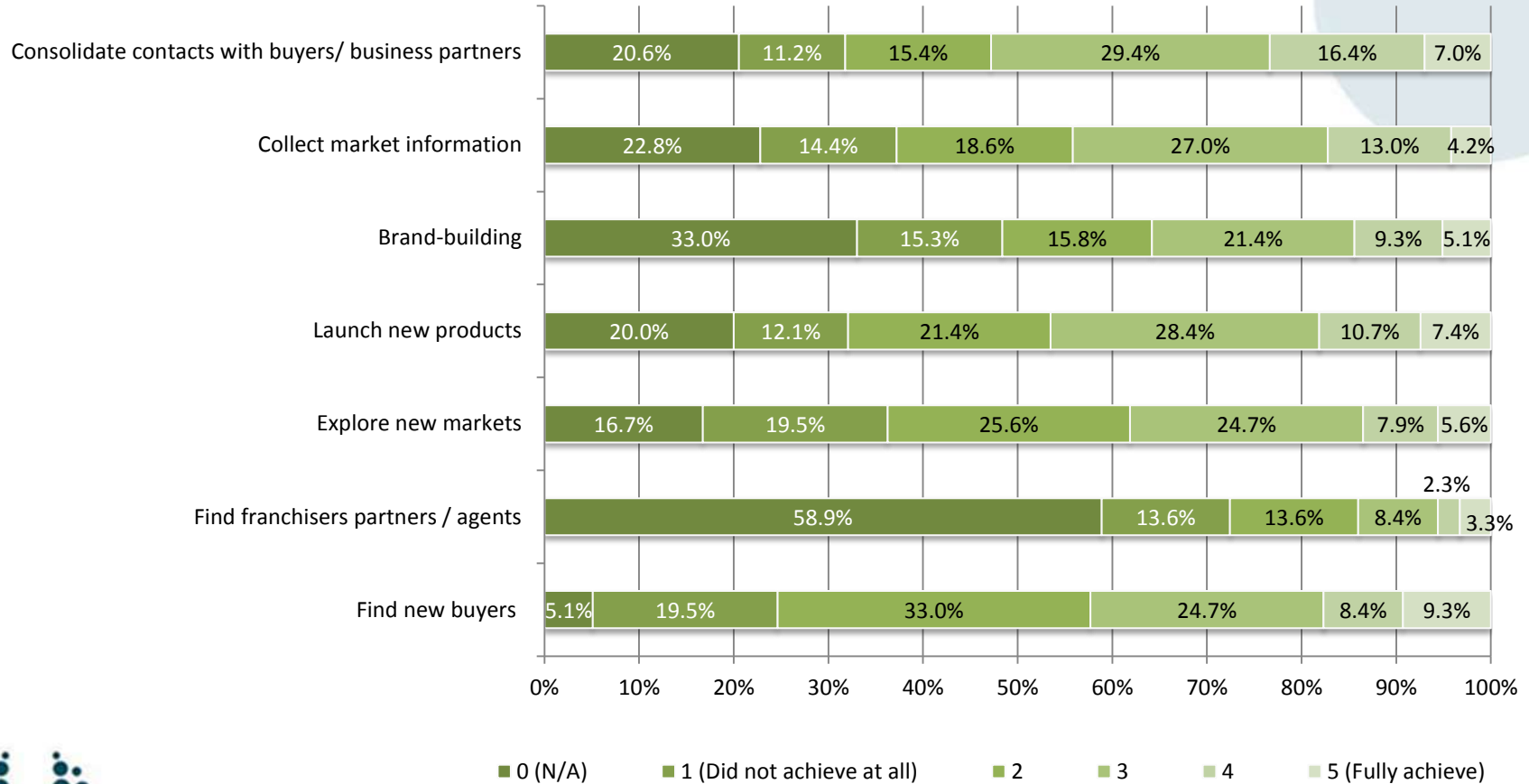


- Responses from **Belgium, Brazil, Canada, China, India, Mexico, South Africa, Spain, Switzerland, and Turkey** were less than 10 respondents that no shown in the above chart.
- Other invalid responses include "Global", "Europe", "East Asia", "South America", "Middle East"

8. To what extent have your objectives for exhibiting in this exhibition been achieved?

2015

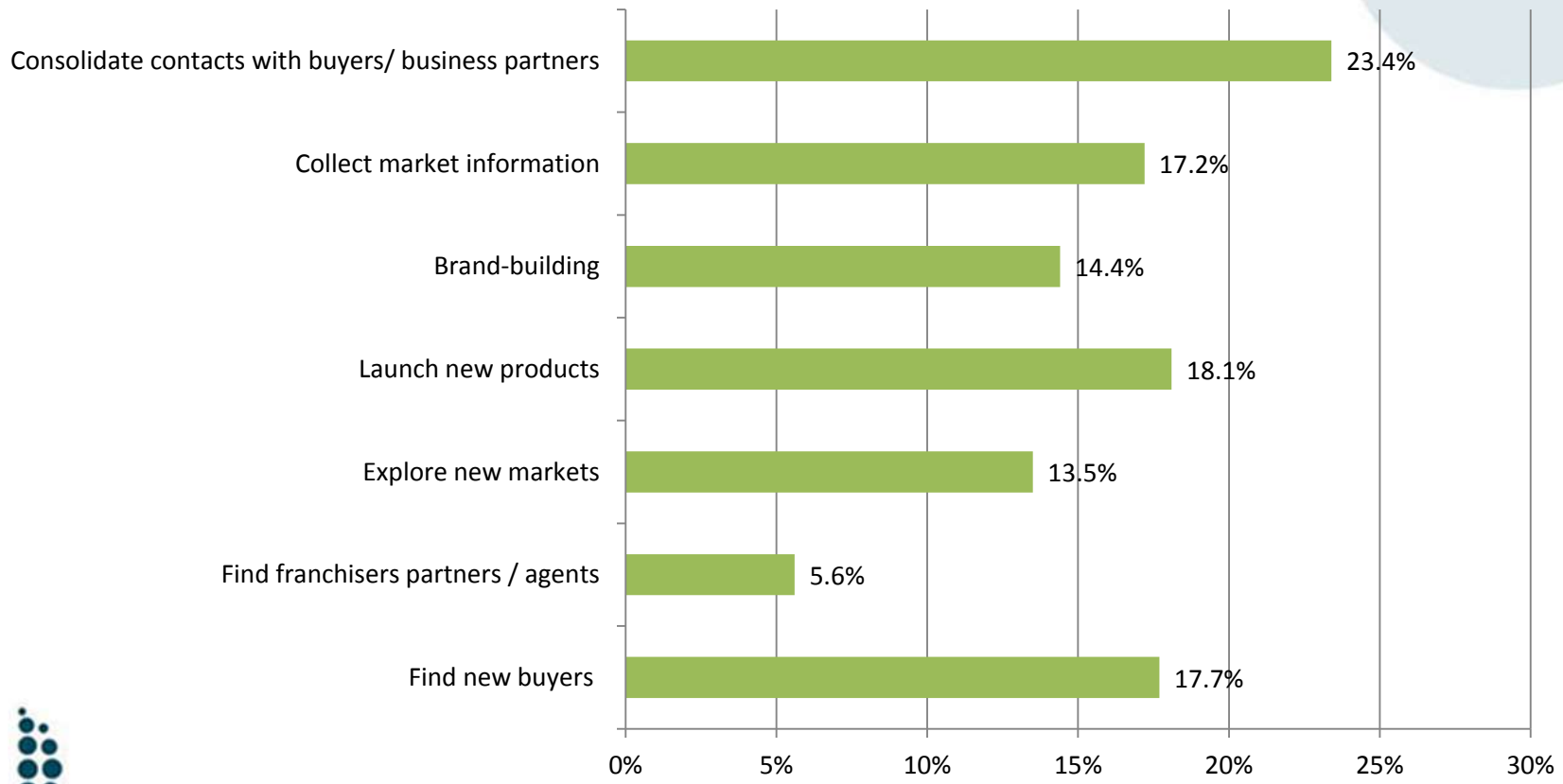
Number of Respondents: 215



8.1 To what extent have your objectives for exhibiting in this exhibition been achieved?

2015 Number of Respondents: 215

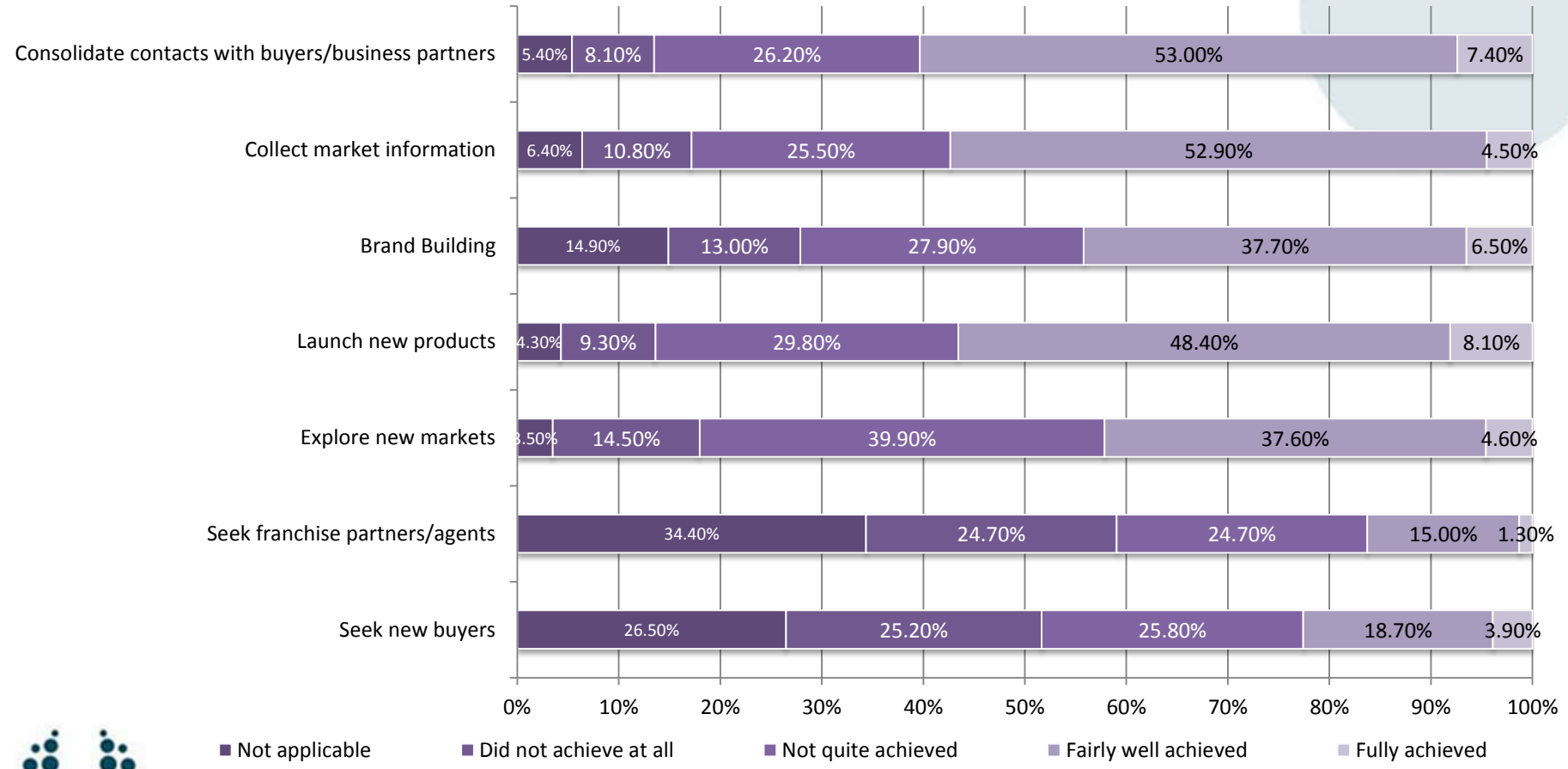
Combining responses of "Rating 5" and "Rating 4" *



2014

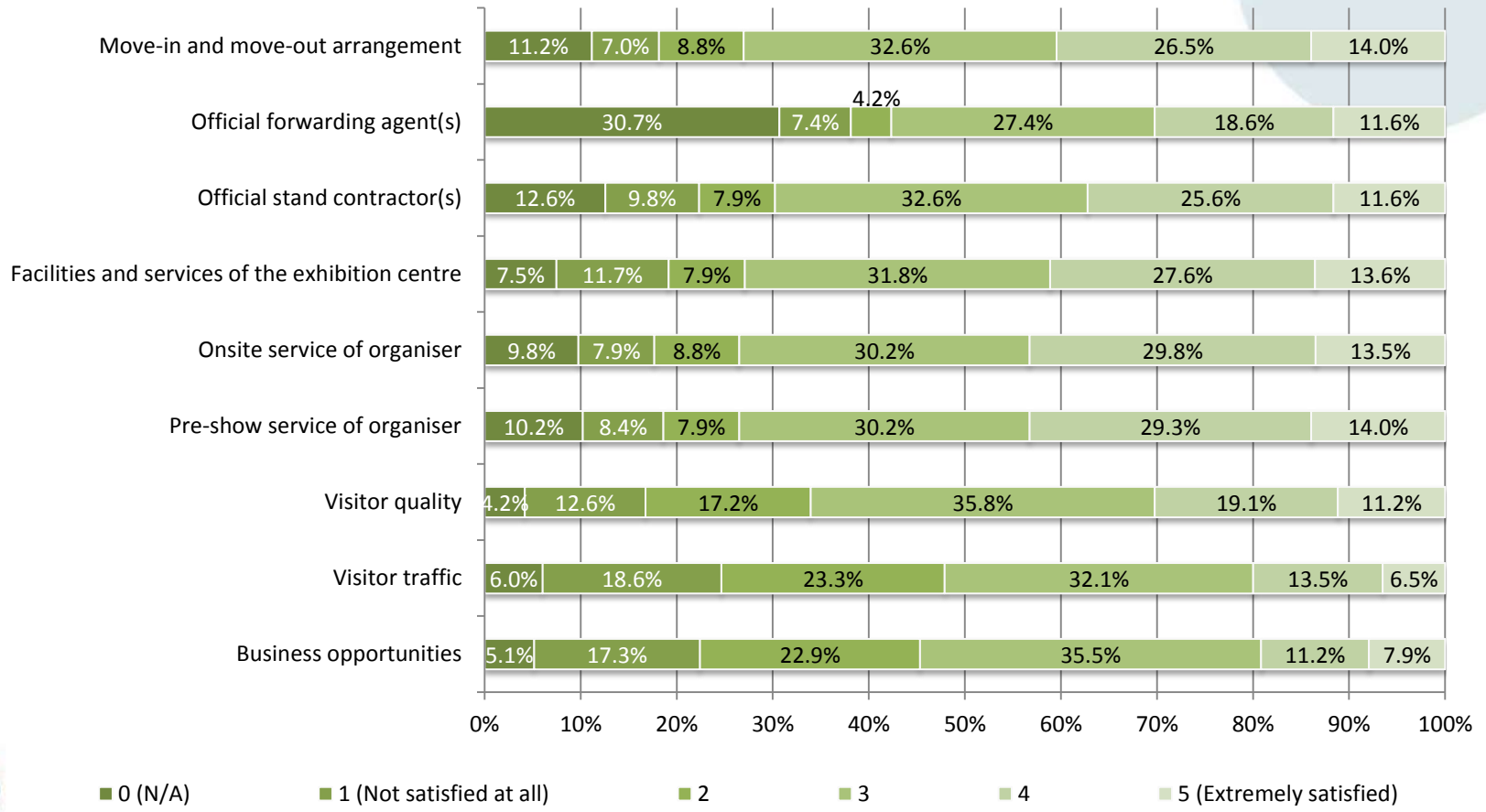
To what extent have your objectives for exhibiting in this exhibition been achieved?

2014 Number of Respondents: 183



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

2015 Number of Respondents: 215

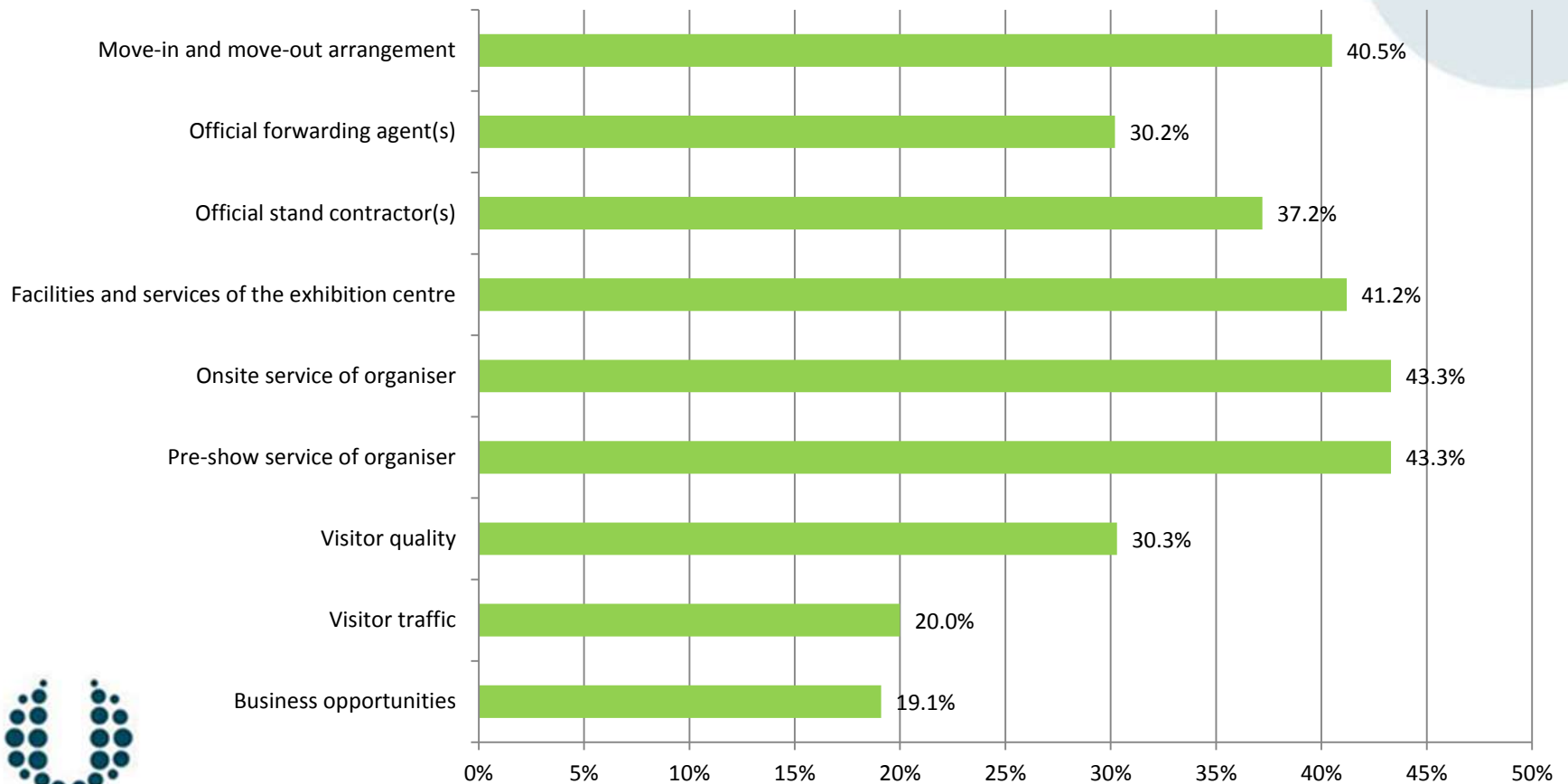


9.1 To what extent are you satisfied with the exhibition in the following aspects?

2015

Number of Respondents: 215

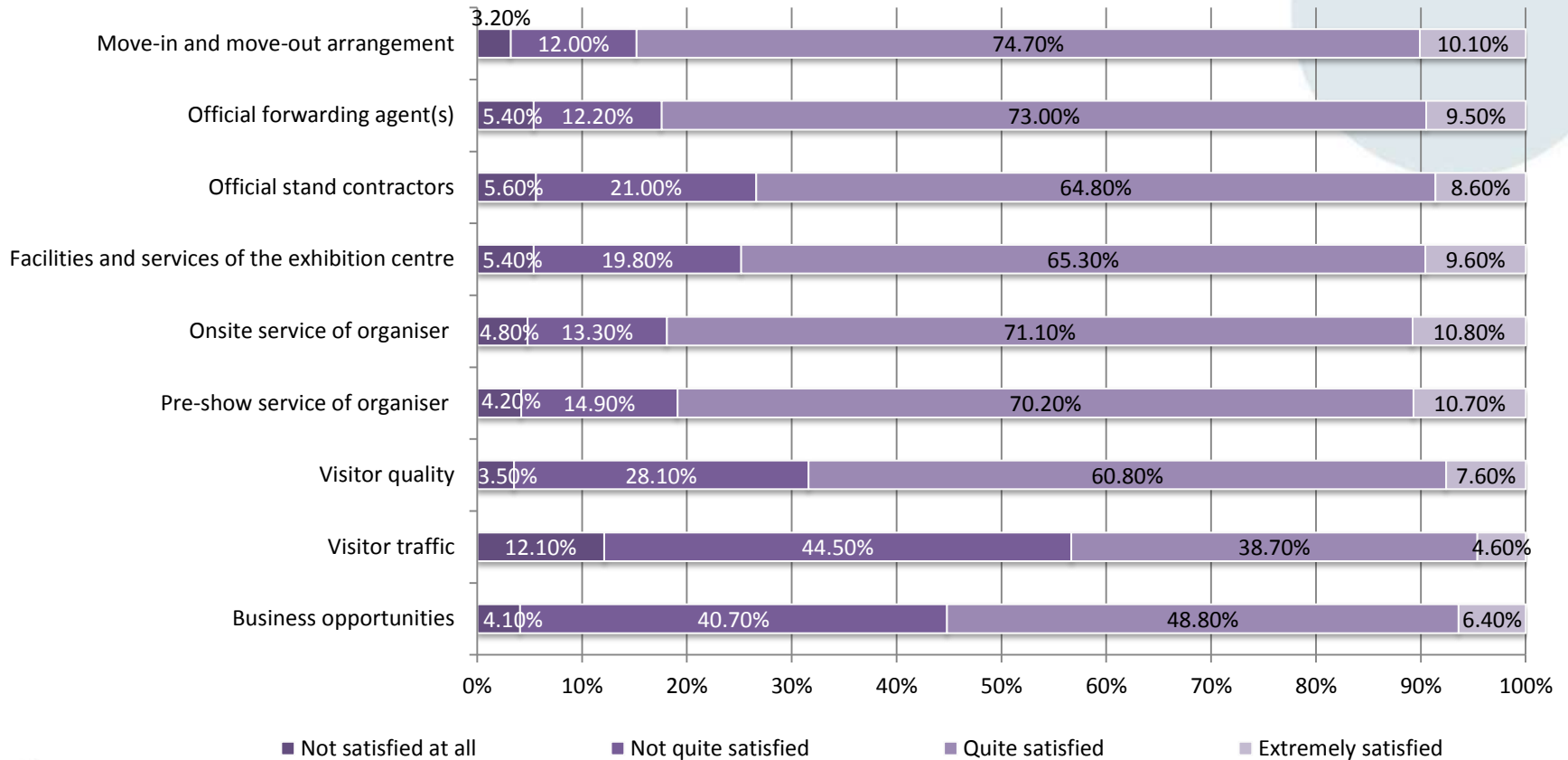
Combining responses of "Rating 5" and "Rating 4" *



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

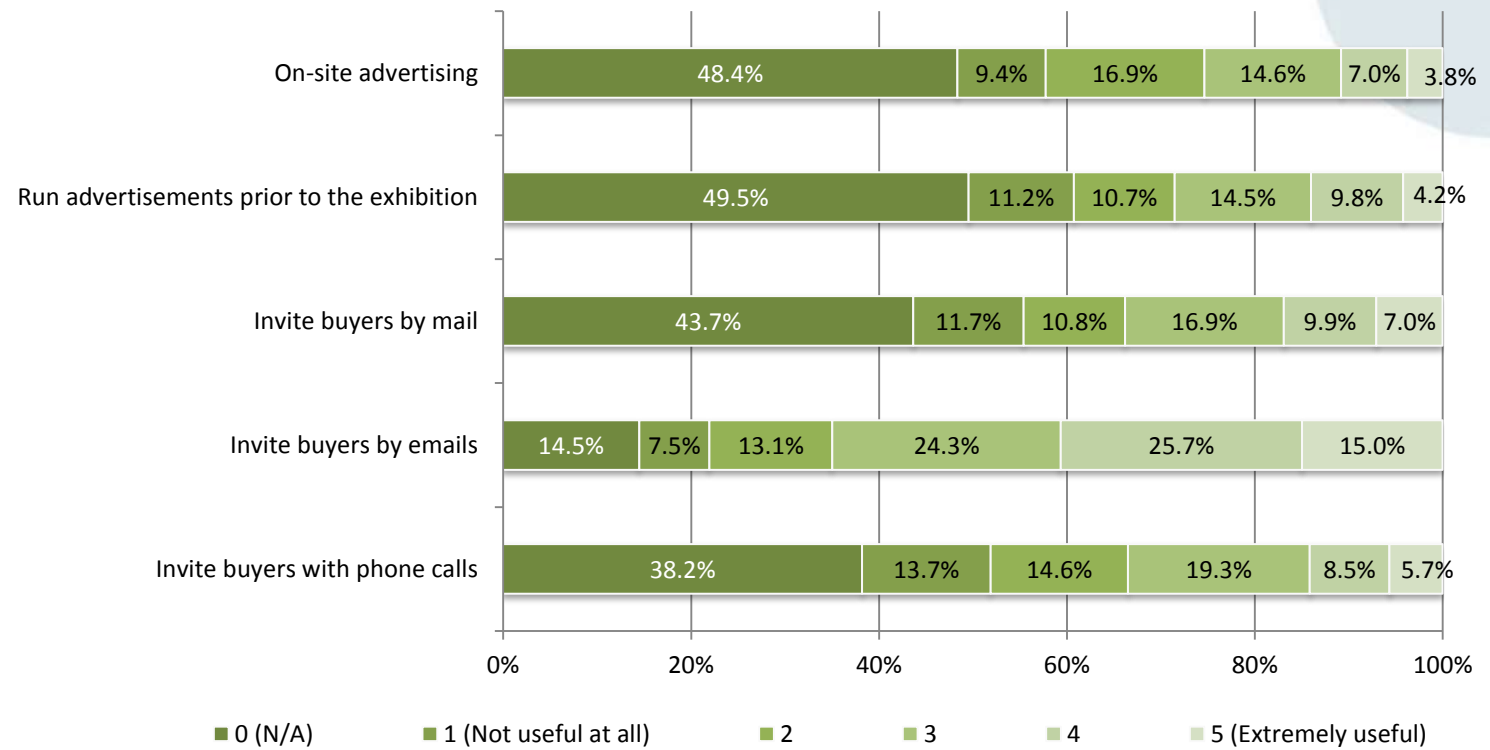
2014

Number of Respondents: 177



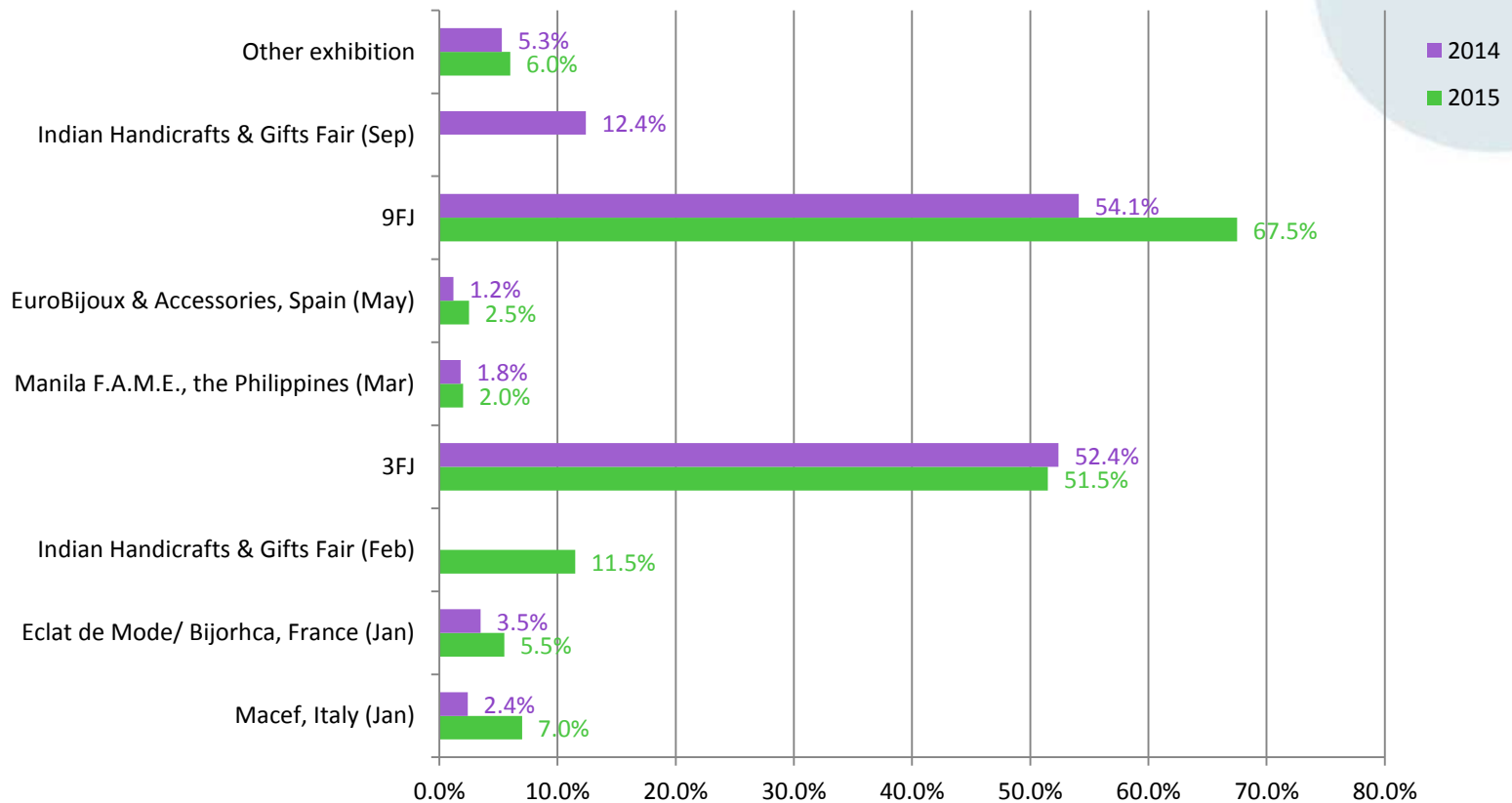
10. If you promote your presence at this exhibition with your own resources via any of the following channels, please indicate how useful they are.

2015 Number of Respondents: 214



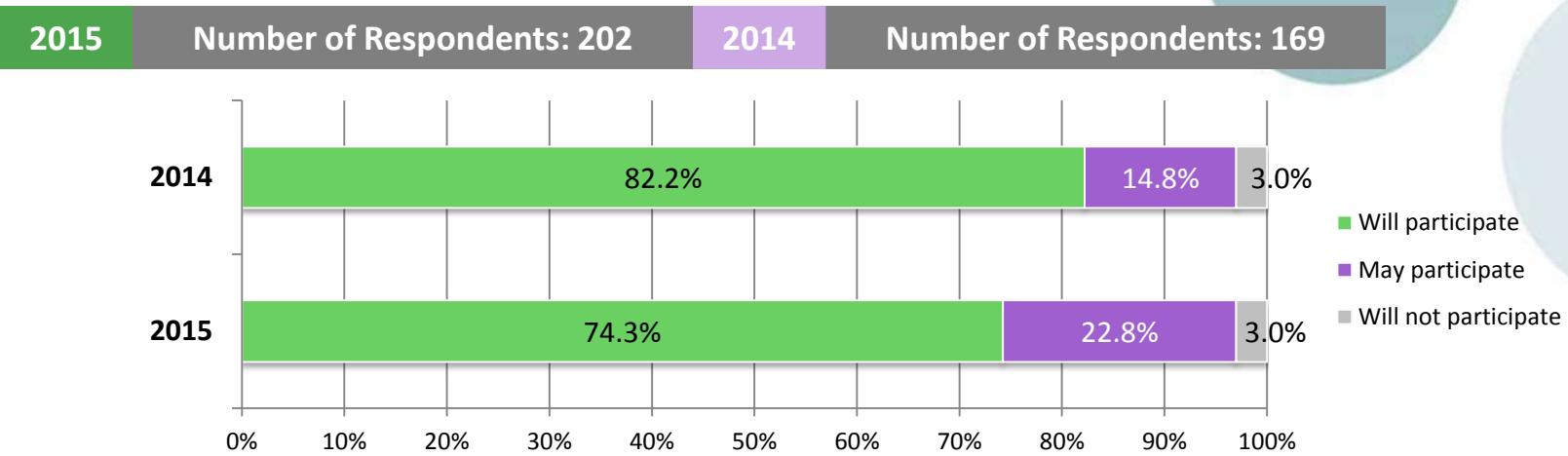
11. Please select the exhibition(s) that you rate most important for your company.

2015
Number of Respondents: 200
2014
Number of Respondents: 170



- Other exhibitions mentioned by respondents are: Global Sources, Canton fair

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



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

