



China International Gold, Jewellery & Gem Fair – Shenzhen 2015

Exhibitor Survey Report



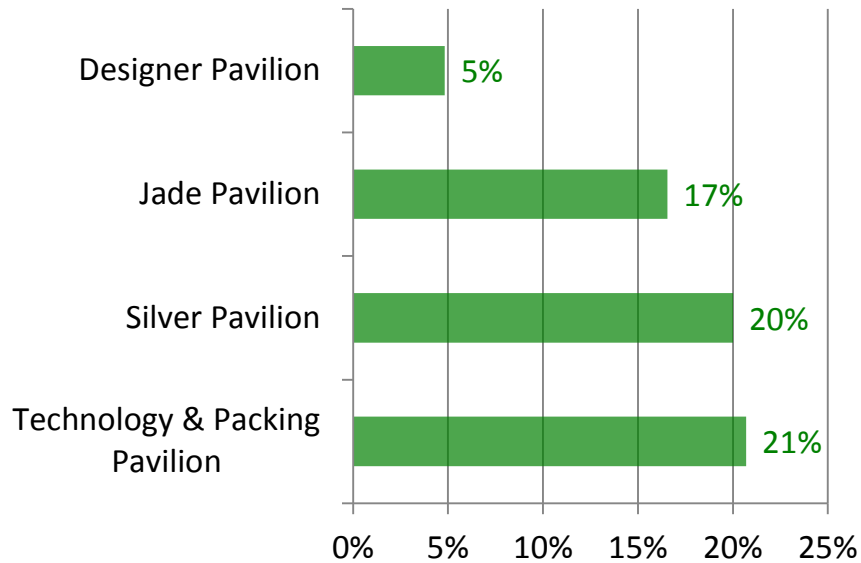
| | |
|---|------------------------|
| Total number of exhibitors | 409 |
| Total number of collected onsite survey | 331 |
| Onsite survey response rate | 81% [331/409] |
| Total number of online survey successfully sent out | 377 |
| Total number of collected online survey | 10 |
| Online survey response rate | 2.6% [10/377] |
| Total number of collected survey (onsite + online) | 341 |
| Overall response rate | 83.4% [341/409] |

If you are exhibiting in group or theme pavilion, please tick:

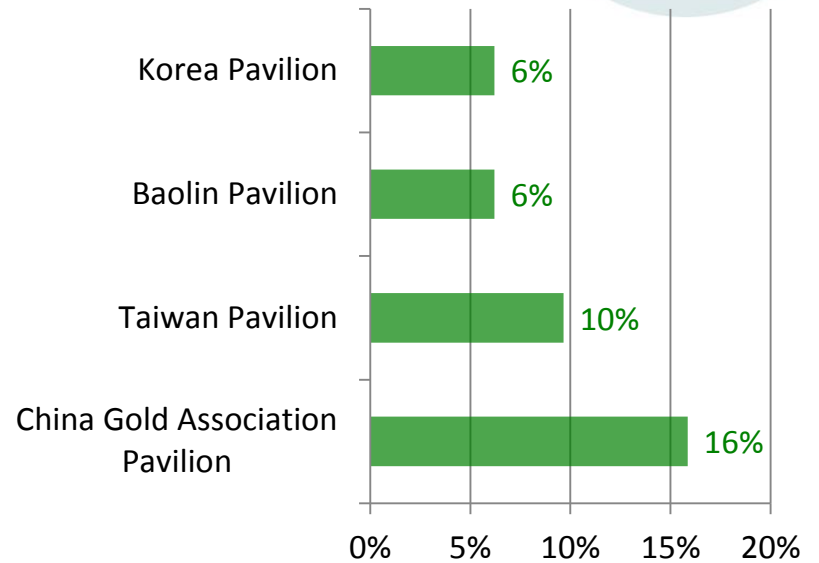
2015

Number of Respondents: 145

Theme Pavilions



Group Pavilions



- 43% of respondents are from either group or theme pavilion.

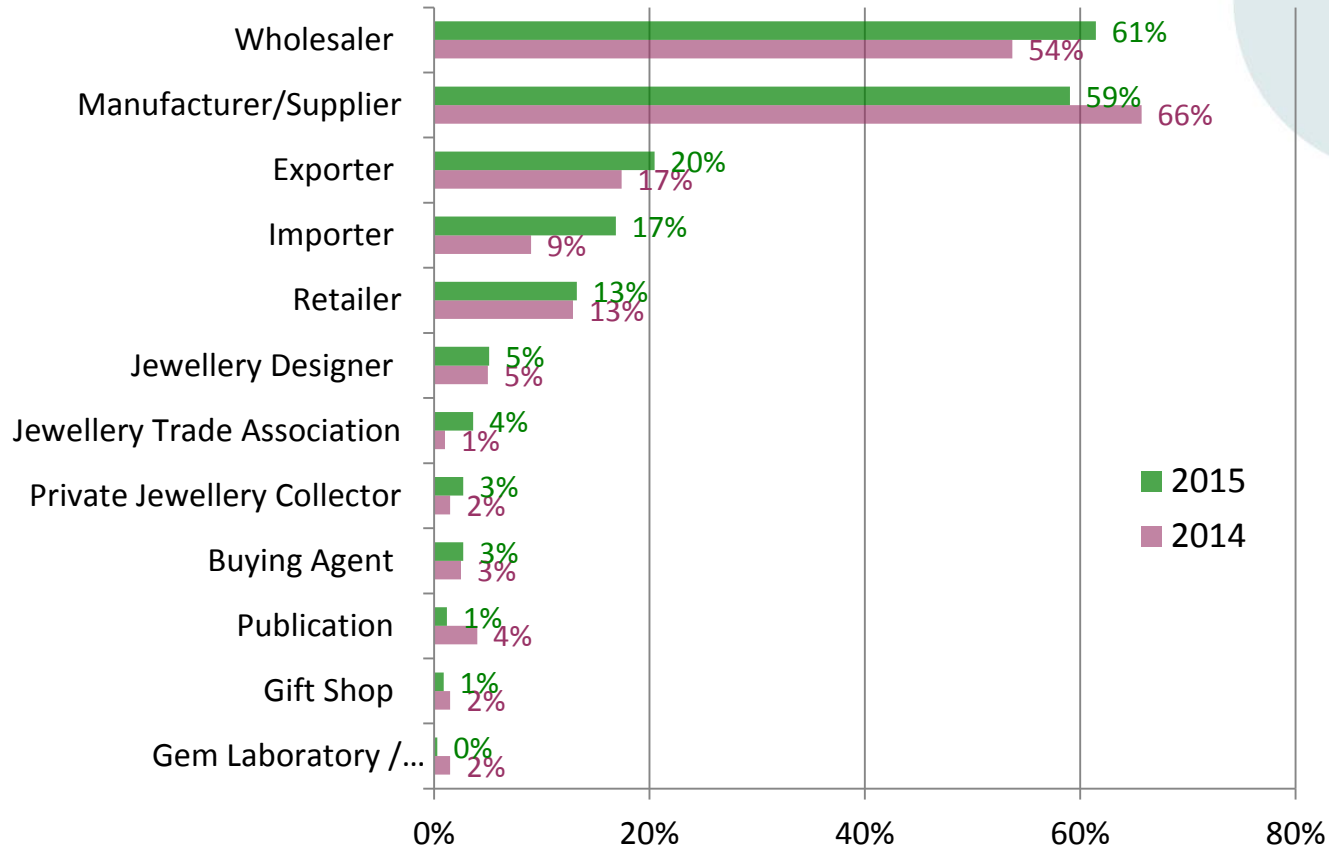
Exhibitors' nature of business(es)

2015

Number of Respondents: 332

2014

Number of Respondents: 201

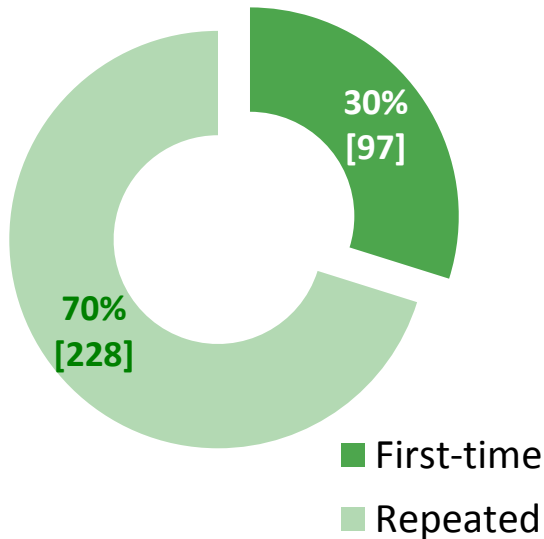


- Majority of the respondents are Wholesaler, Manufacturer/Supplier, Exporter and Importer who are the key exhibitors in the fair.

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

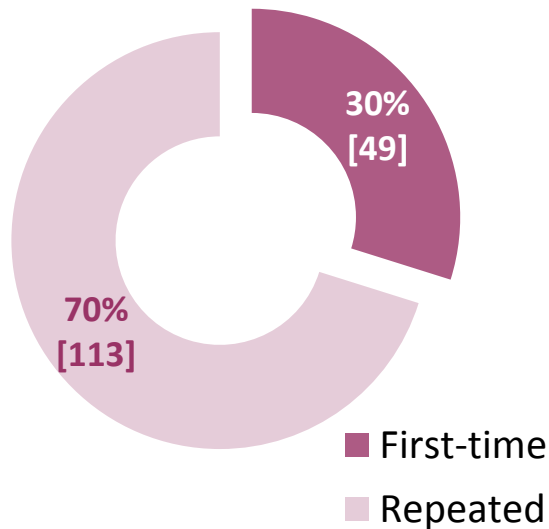
2015

Number of Respondents: 325



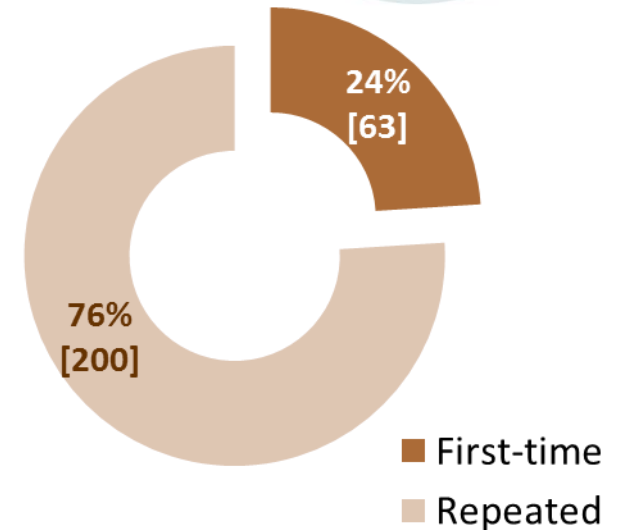
2014

Number of Respondents: 162



2013

Number of Respondents: 263



- The Shenzhen Fair attracts new exhibitors every year. It indicates that Shenzhen is an active jewellery market, where jewellery traders will look for business opportunities via trade fair platforms.
- The good result of SZJ14 helps SZJ15 retain a high % of repeated exhibitors.

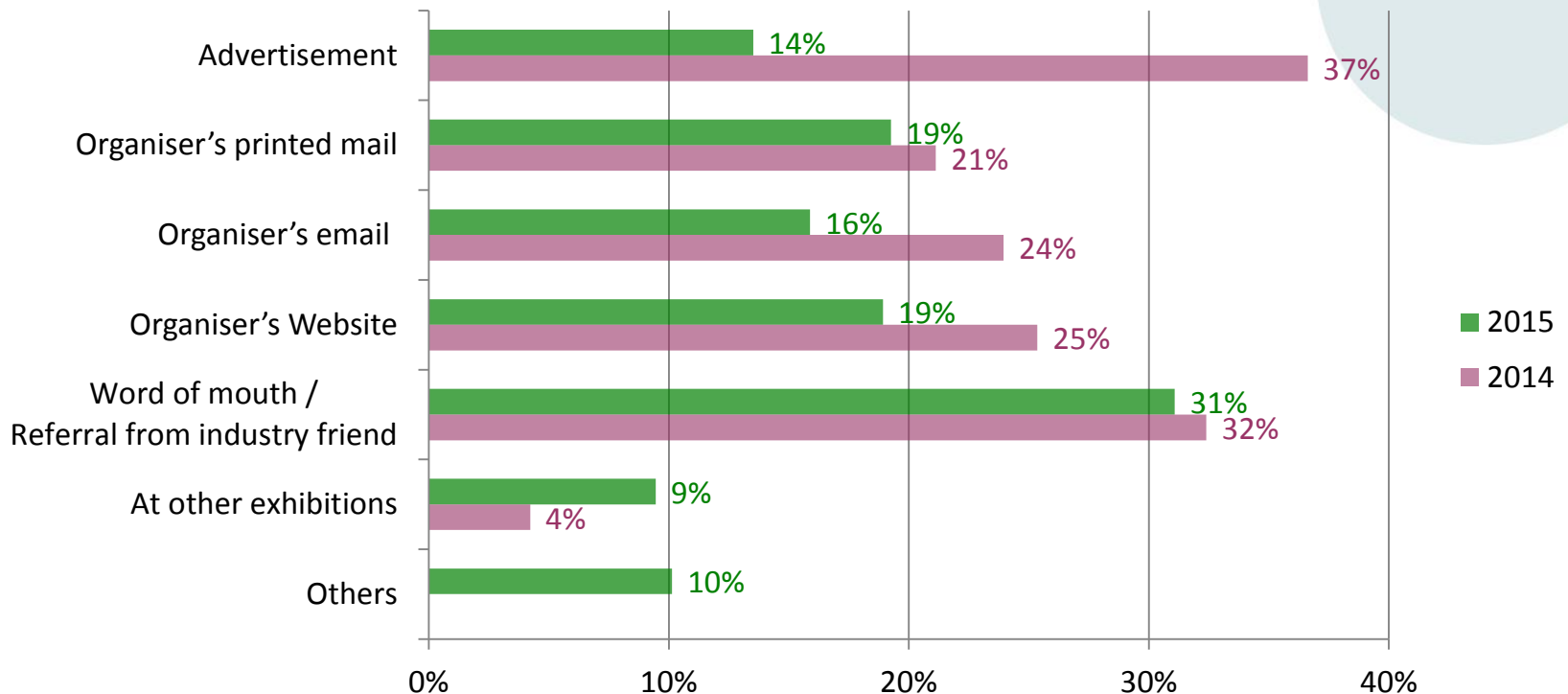
How did you learn about this exhibition?

2015

Number of Respondents: 296

2014

Number of Respondents: 71



- "WOM/ Referral" ranked number one this year indicates the success of 2014 edition did help in spreading the goodwill.
- Exhibitors who learnt the Shenzhen Fair at other exhibitions are mainly from the fairs in Hong Kong.
- Other factors affecting the decision of exhibiting are:- Long-term relationship with the Organiser and recommendations from industry players, among others.

How did you learn about this exhibition?

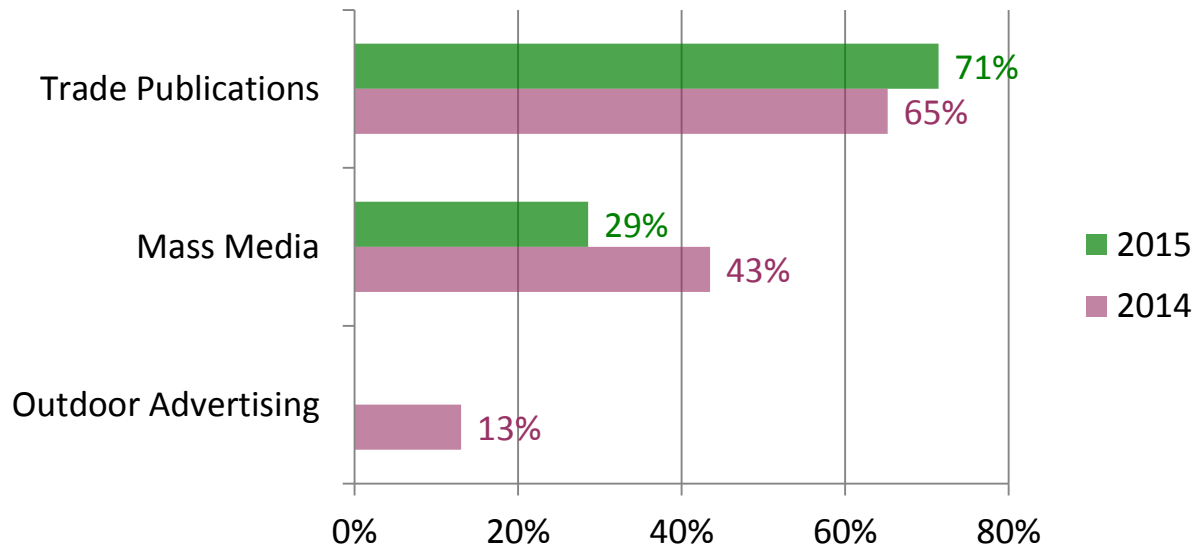
[Based on exhibitors who learnt about the fair from advertisement]

2015

Number of Respondents: 7

2014

Number of Respondents: 23



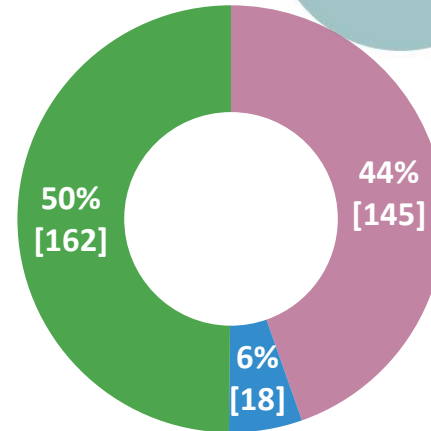
- Same as previous years, most of the exhibitors learnt the Shenzhen Fair from trade publications.

Which market(s) is your company is focus on?

2015

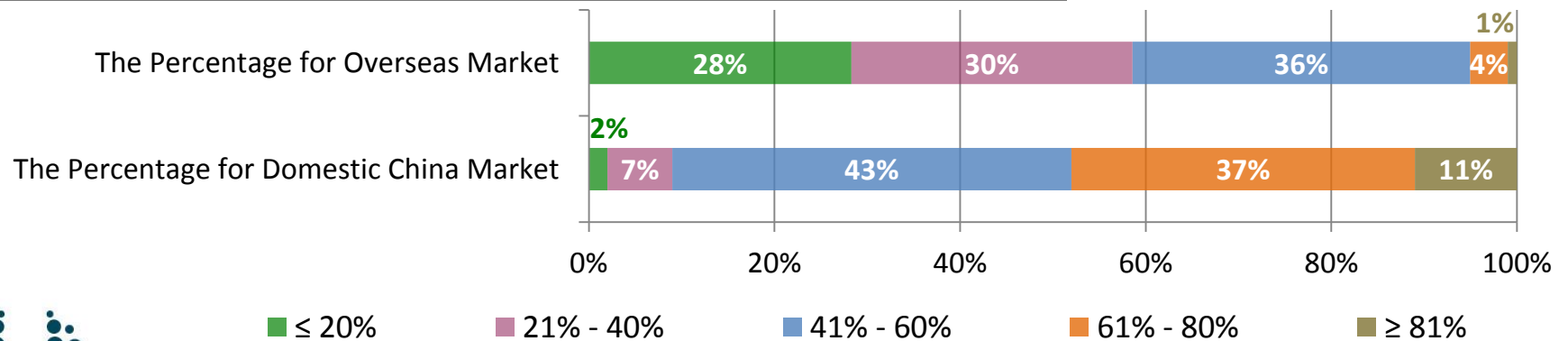
Number of Respondents: 325

- Domestic China Market
- Overseas Market (Other than mainland China)
- Both (mainland China and overseas markets)



Distribution between mainland China and overseas markets

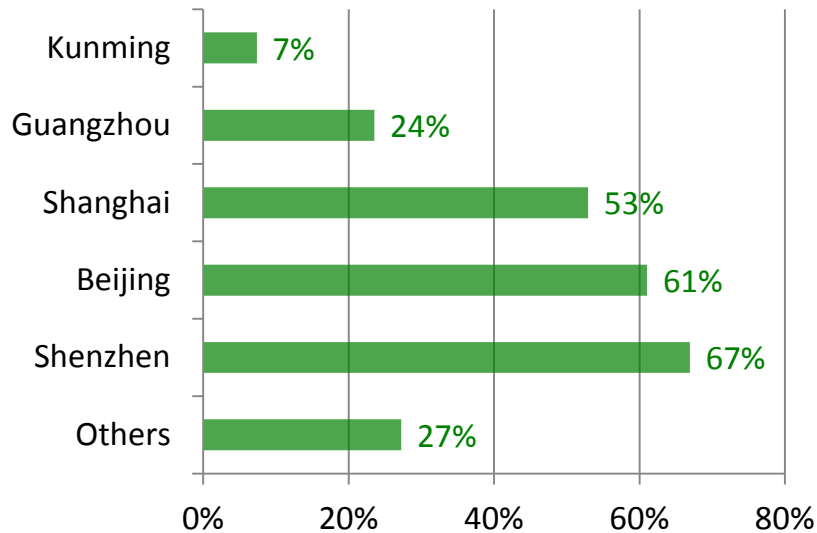
[Based on exhibitors who focus on both mainland China and overseas markets]



Which are your current (geographical) and new target (geographical) in Domestic China market?

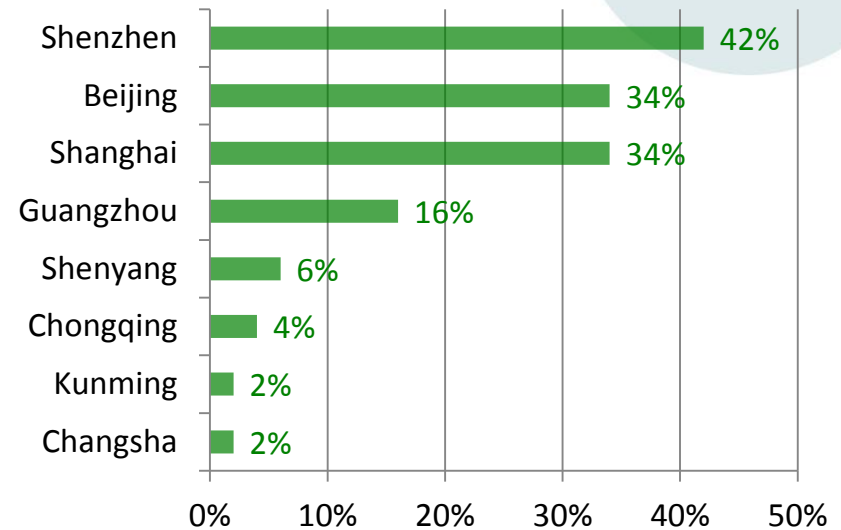
Current Target

Number of Respondents: 136



New Target

Number of Respondents: 50

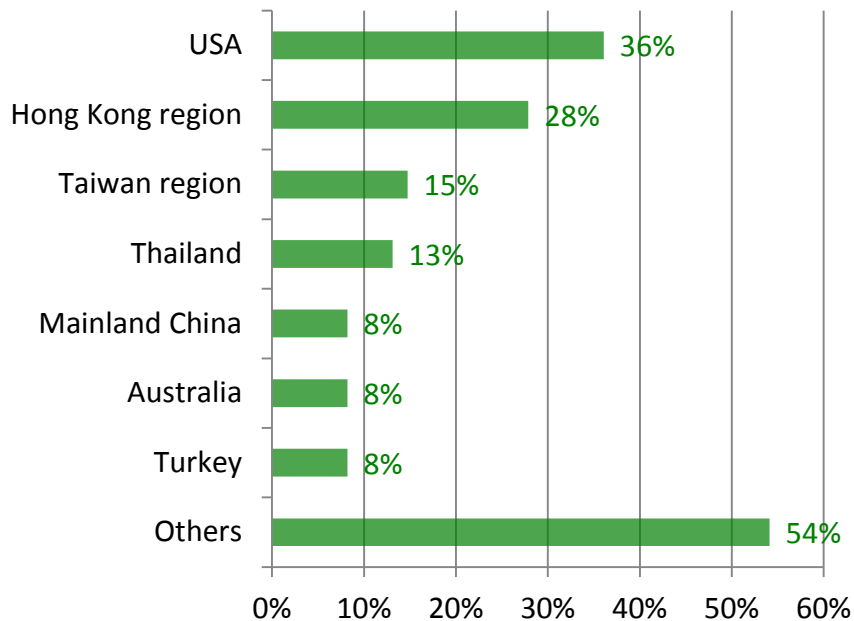


- Shenzhen, Shanghai and Beijing are not only the current targets of most respondents, but also the target markets in the coming future. These three traditional jewellery markets are still active among the domestic China markets.
- Other current targets include:- Tianjin, Chongqing, Panyu and Dongguan in Guangdong; Chengdu in Sichuan; Changsha in Hunan, Shenyang and Dalian in Liaoning; Taiyuan in Shanxi; Shijiazhuang in Hebei; Yangzhou and Nanjing in Jiangsu; Jinan and Qingdao in Shandong, and Wenzhou and Hangzhou in Zhejiang.

Which are your current (geographical) and new target (geographical) in Overseas (Other than mainland China) market?

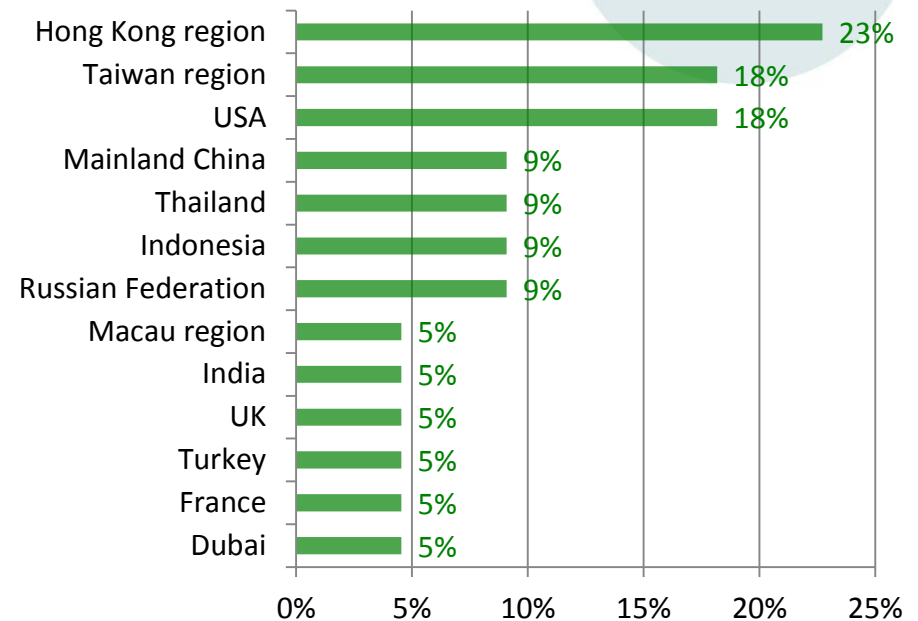
Current Target

Number of Respondents: 61



New Target

Number of Respondents: 22

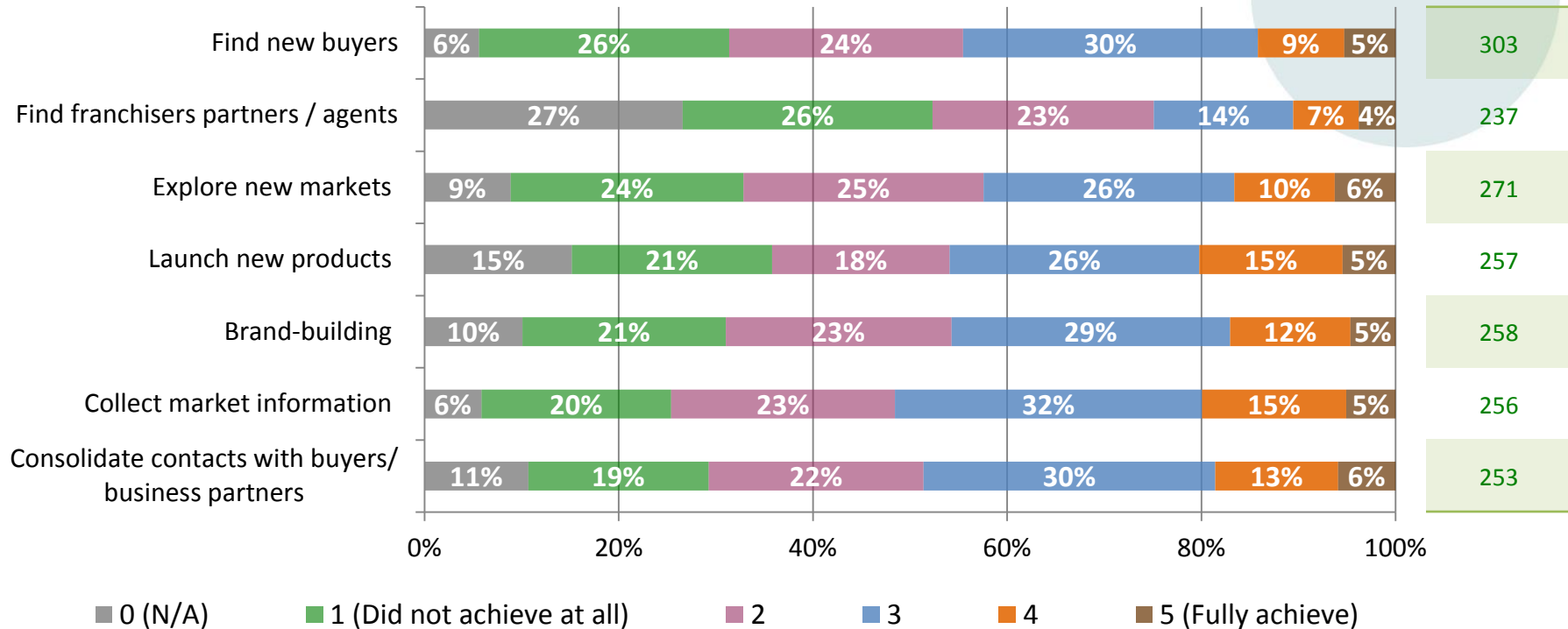


- **Other current overseas targets include:- UK, Russian Federation, Japan, Singapore, Macau region, India, Indonesia, Malaysia, Brazil, The Philippines, Italy, Poland, South Africa, Canada, Vietnam and Korea.**
- **Some respondents have input continents/area instead of countries, such as Europe, America, Asia/ Southeast Asia and Middle East.**
- **USA, Hong Kong and Taiwan continued rank top 3 in both current and new target.**

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

2015

Number of Respondents: 316

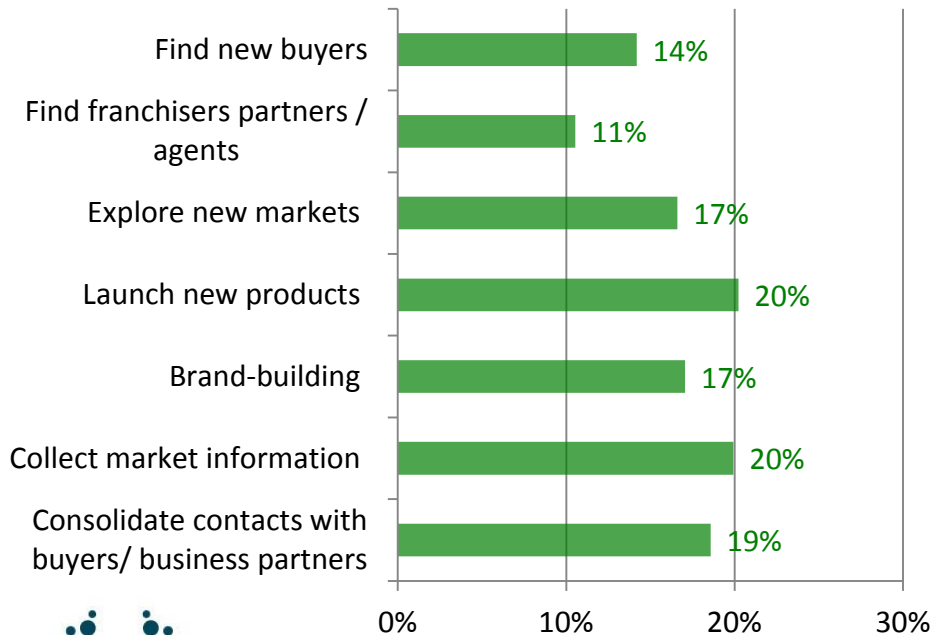


To what extent have your objectives for exhibiting in this exhibition have been achieved?

2015

Number of Respondents: 316

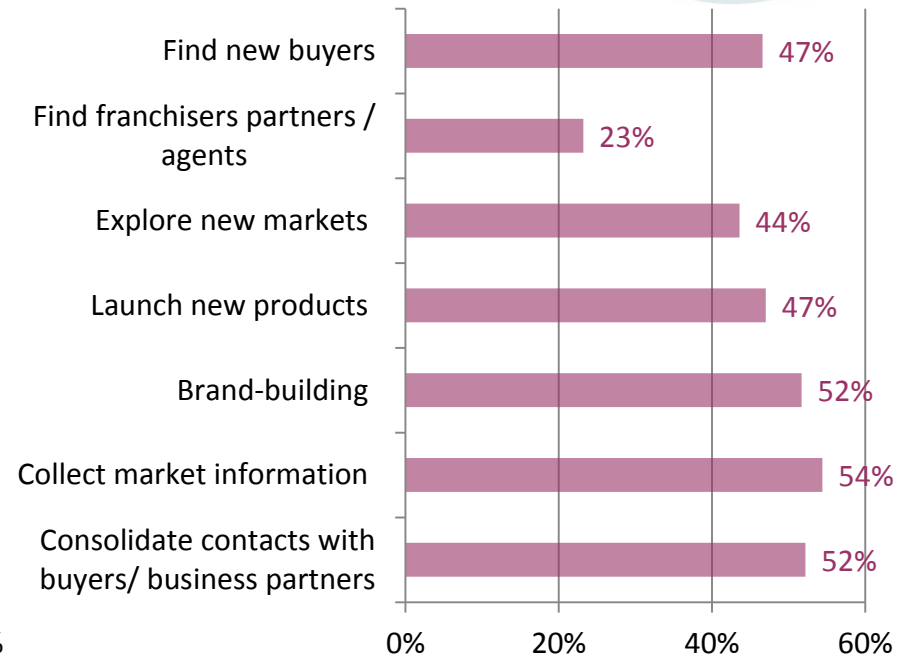
Combining responses of
"Rating 5" and "Rating 4" *



2014

Number of Respondents: 185

Combining responses of
"Fully achieved" and "Fairly well achieved" *



*Cannot compare directly between 2014 and 2015 findings due to change of scale.

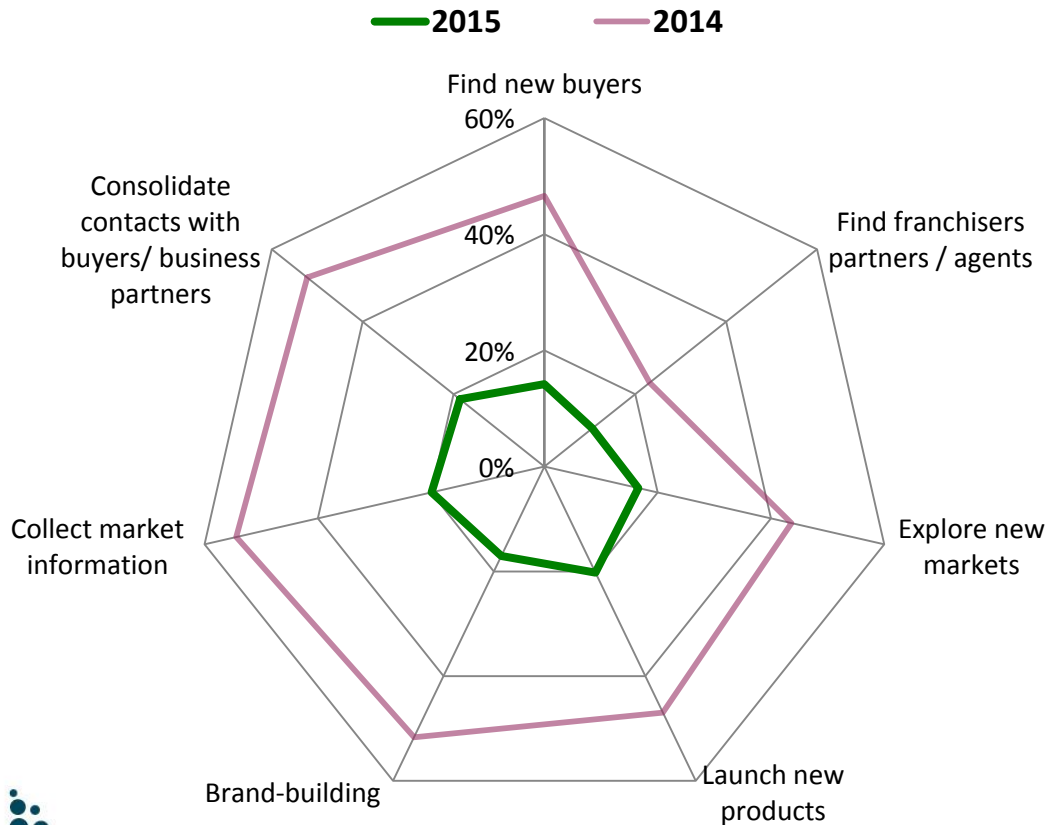
To what extent have your objectives for exhibiting in this exhibition have been achieved? (con't)

2015

Number of Respondents: 316*

2014

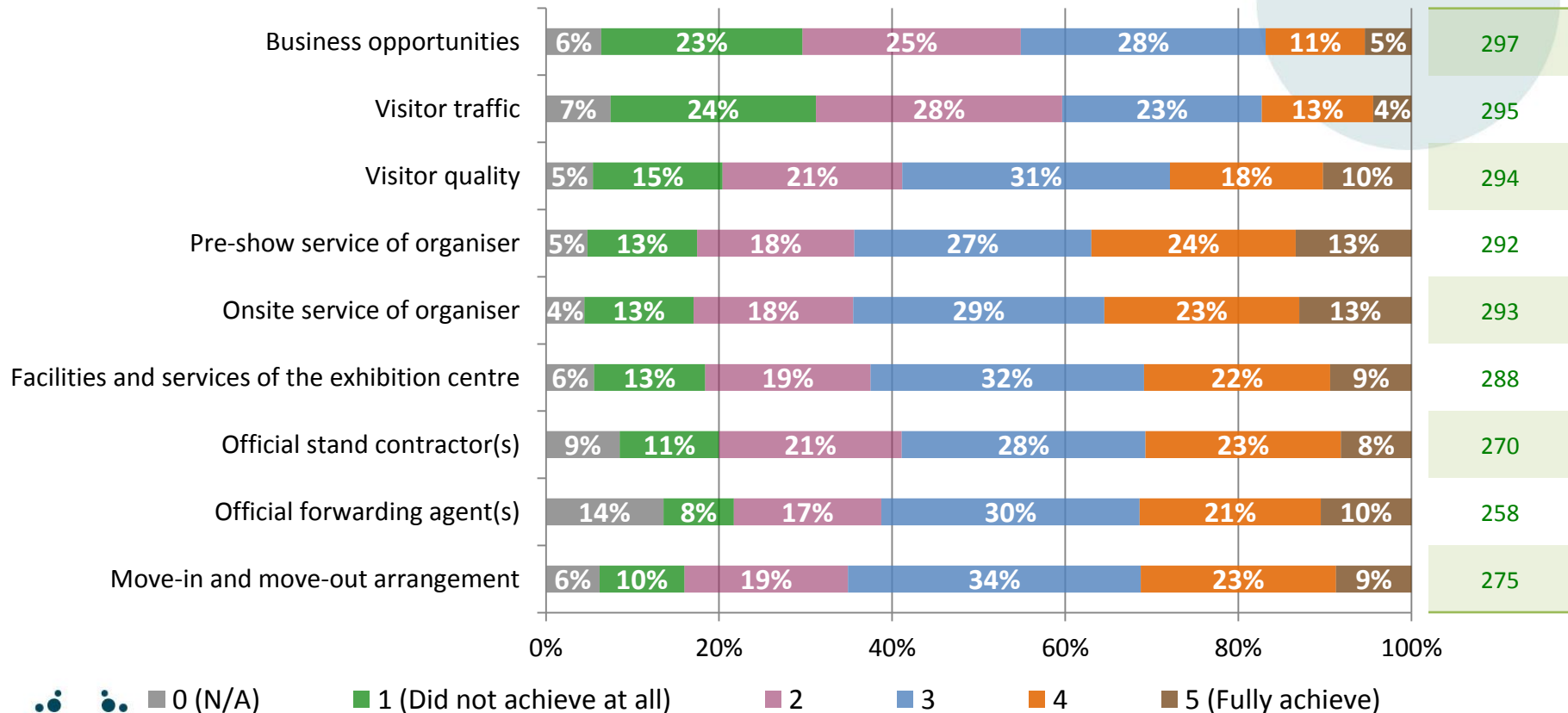
Number of Respondents: 185*



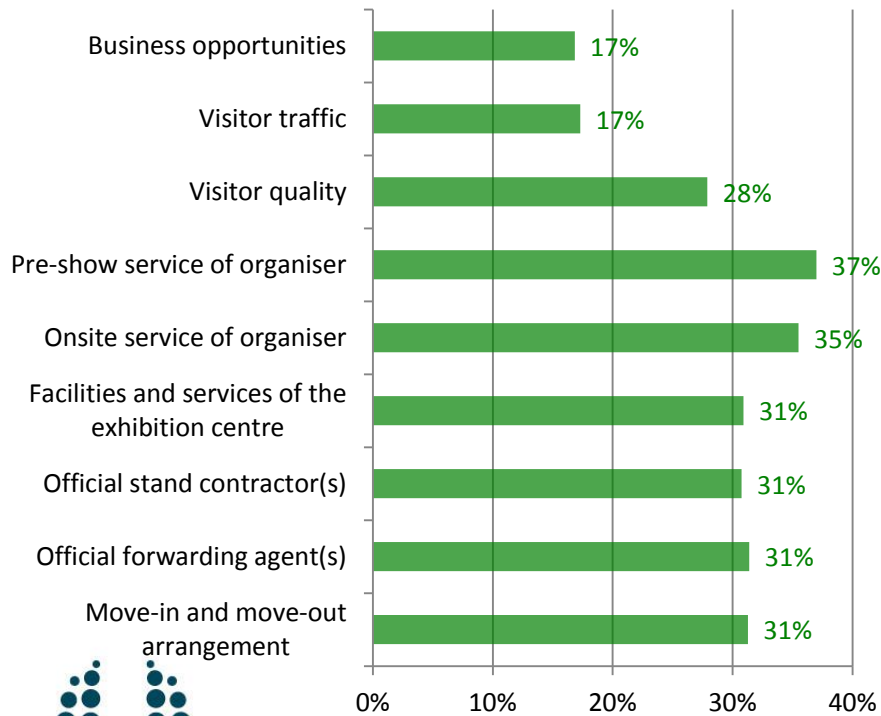
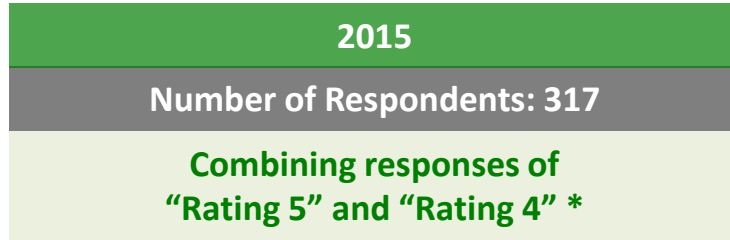
- **“Collect market information”** is one of the most important objectives for exhibitors participating the Fair, and it is quite well-achieved in both 2014 and 2015.
- **“Launch new products”** becomes more important among objectives in 2015. The change might results from strategically re-positioned the Fair as a multi-faceted platform to launch new products since 2014.

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

2015 Number of Respondents: 317



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



*Cannot compare directly between 2014 and 2015 findings due to change of scale.

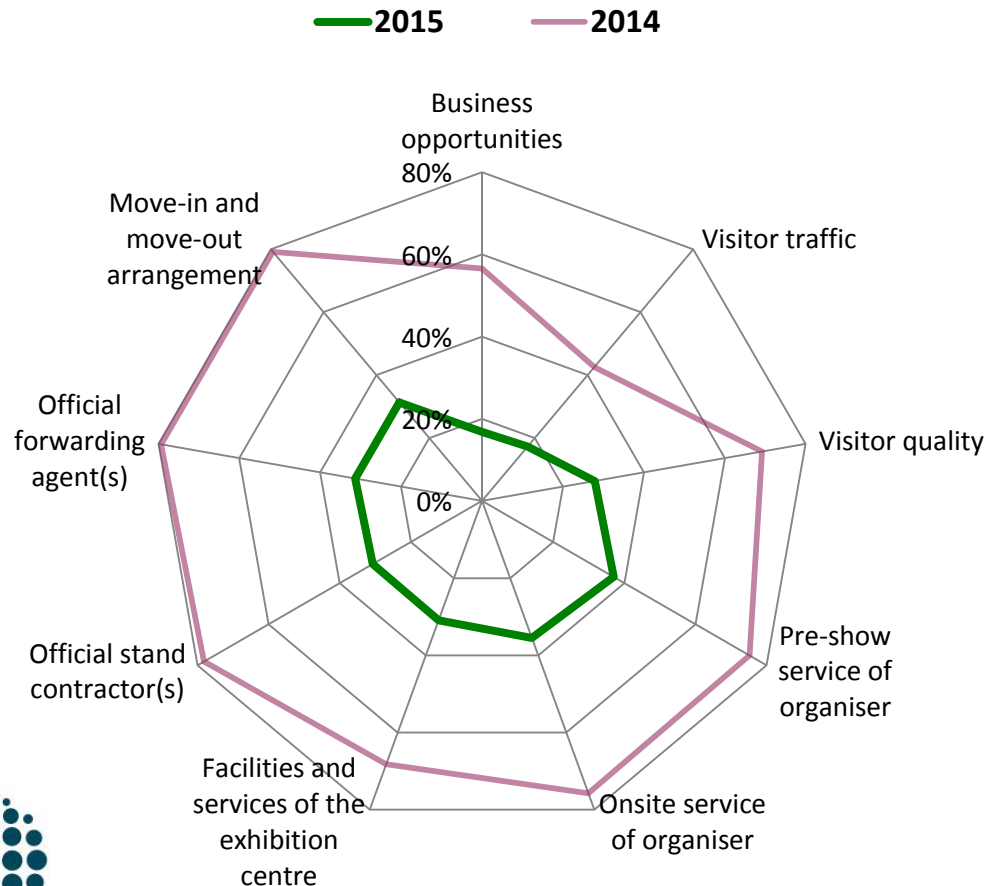
To what extent are you satisfied with the exhibition in the following aspects? (con't)

2015

Number of Respondents: 317 *

2014

Number of Respondents: 182*



- The quality of Organiser's service (pre-show and onsite) is recognised among exhibitors, indicated by the high satisfactory level in both 2014 and 2015.
- The level of satisfaction has remained in areas of "Move-in and out arrangement", "Official forwarding agent(s)" and "Official stand contractor(s)".
- "Visitor traffic" and "Business opportunities" are areas of improvement needed.

*Cannot compare directly between 2014 and 2015 findings due to change of scale.

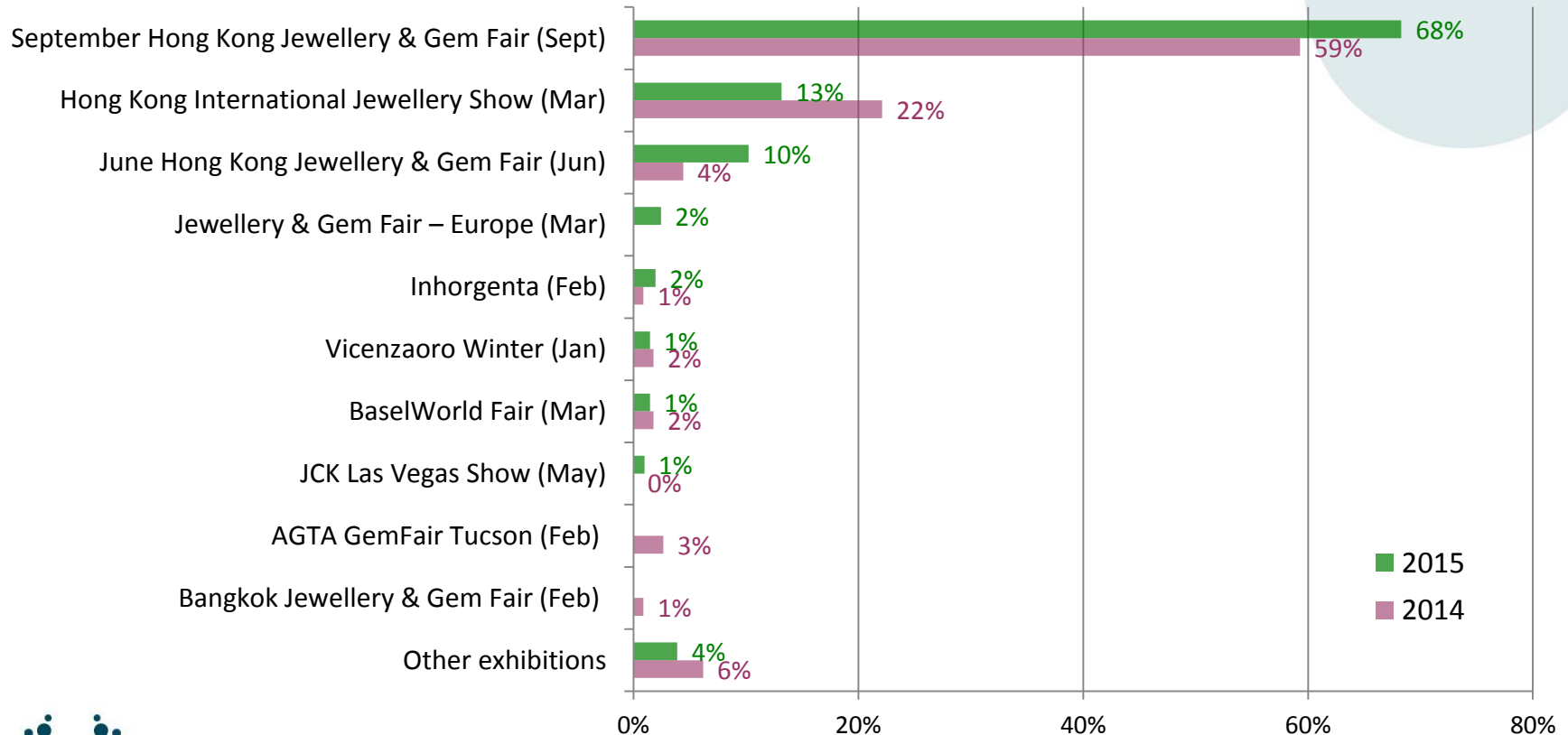
Please select the exhibition that you rate most important for your company. (Please tick only one)

2015

Number of Respondents: 205

2014

Number of Respondents: 113



- The September HK Jewellery & Gem Fair remains the most influential one among others.
- The importance of the June HK Jewellery & Gem Fair went up from 4% to 10%. The positioning of the June Fair as the mid-year sourcing platform makes it a unique one in Asia.

Please select the exhibition in China that you rate most important for your company. (Please tick only one)

2015

Number of Respondents: 251

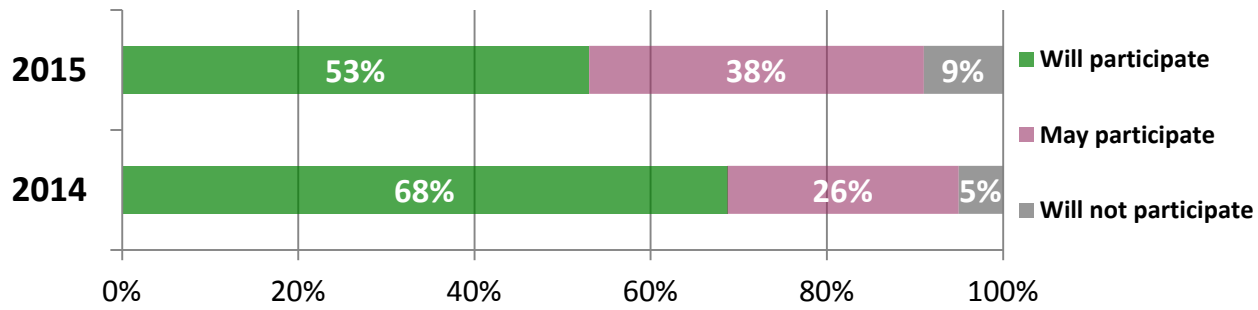
2014

Number of Respondents: 135



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

2015 Number of Respondents: 291 **2014** Number of Respondents: 155



- The new 3 days (weekday) timeslot in April (Peak season) is the non-marketing factors that affect the rebooking in next edition as majority of exhibitors prefer a 4 days event with either Sat or Sun
- There will be a transitional period of 2 to 3 years until another new venue near Shenzhen Airport completed. As most industrial exhibition will be relocated to the new venue and the current venue will be focused on commercial exhibition when SZJ can get a better timeslot.

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

■ Larger booth size ■ Same booth size ■ Smaller booth size

