



China International Gold, Jewellery & Gem Fair – Shenzhen 2016

Exhibitor Survey Report



Total number of exhibitors	332
Total number of collected onsite survey	219
Onsite survey response rate	66% [219/332]
Total number of online survey successfully sent out	272
Total number of collected online survey	4
Online survey response rate	1.5% [4/272]
Total number of collected survey (onsite + online)	223
Overall response rate	67% [223/332]

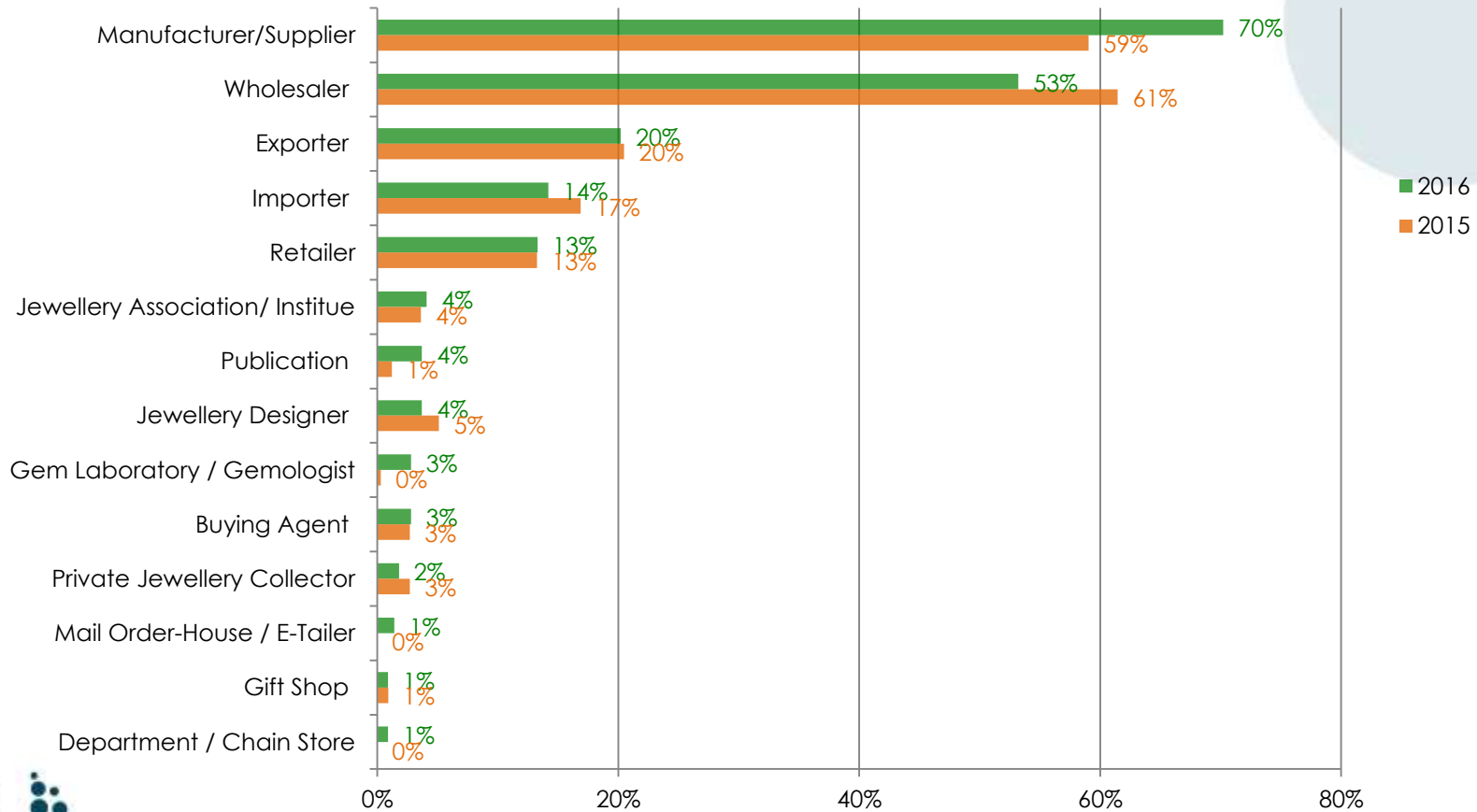
Exhibitors' nature of business(es)

2016

Number of Respondents: 218

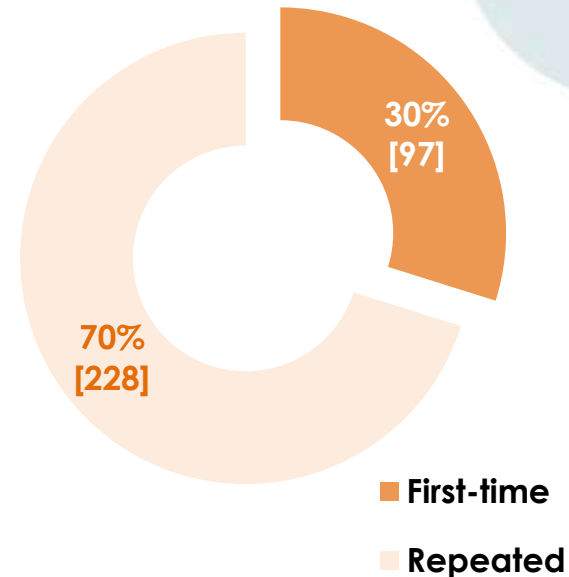
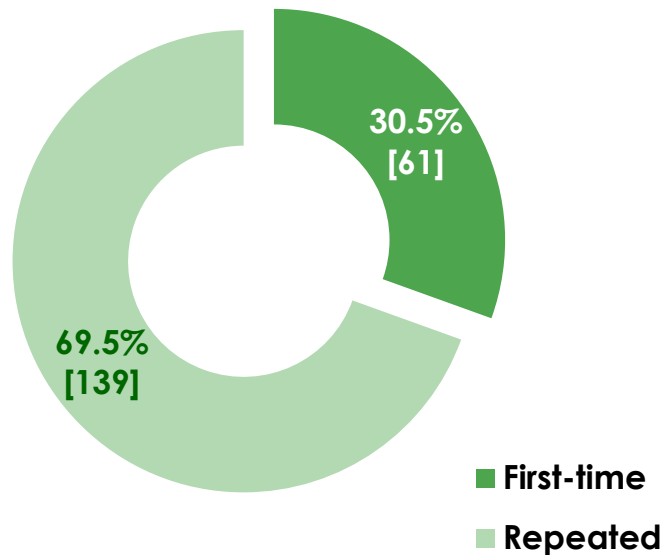
2015

Number of Respondents: 332



- The top three business nature of SZJ16 exhibitors are manufacturer/supplier, Wholesaler and exporter.
- Exhibitors may carry more than one business natures, therefore the overall percentage exceed 100%.

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



- 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 Fair is re-scheduled to April since 2015 to avoid deciding the fair dates depends on the Chinese New Year dates every year. The movement allows exhibitors to plan in advance, thus might help to retain a relatively high % of repeated exhibitors.

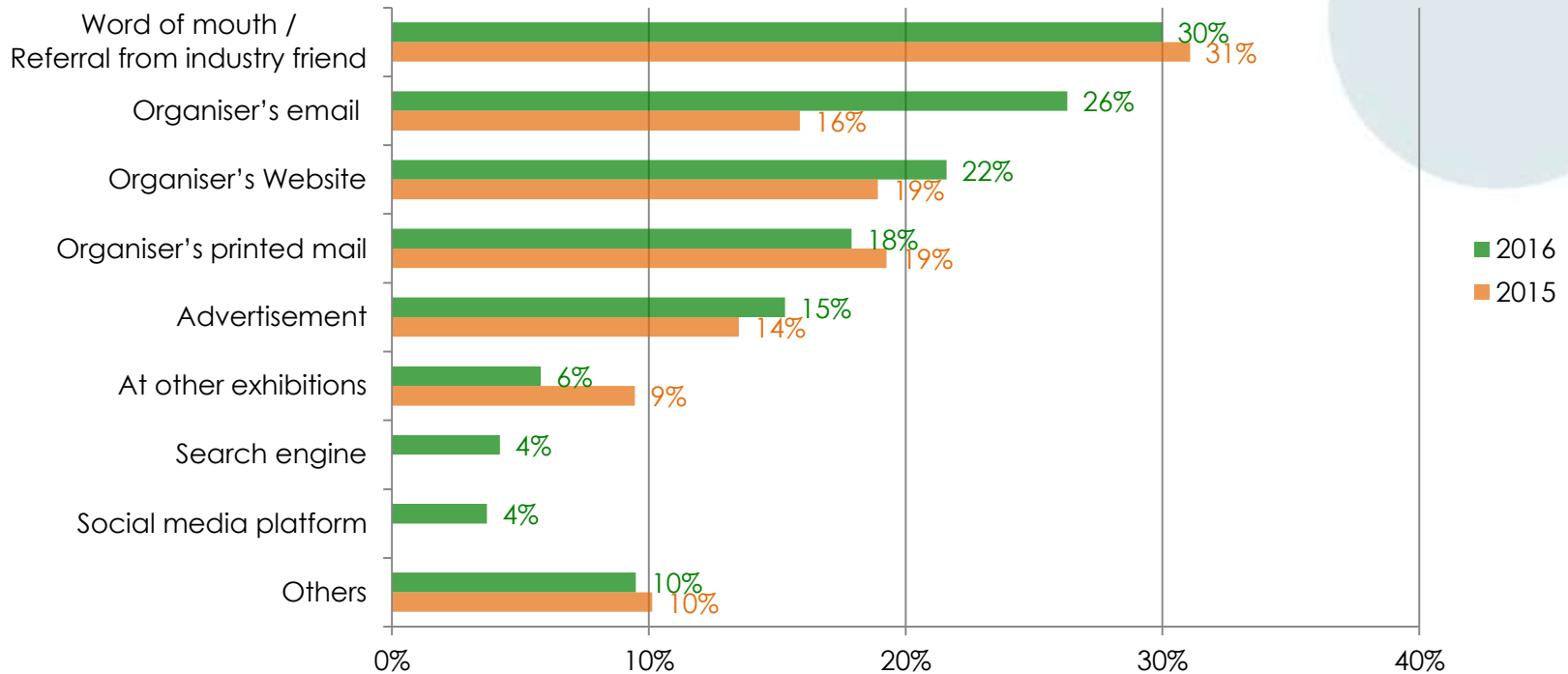
How did you learn about this exhibition?

2016

Number of Respondents: 190

2015

Number of Respondents: 296



- Options "Social media platform" and "Search engine" are newly added in 2016 surveys
- "WOM/ Referral" remained number one indicates the results of previous edition did help in spreading the goodwill.
- "Organiser's email" increased significantly as the second important channel.
- Exhibitors who learnt the Fair at other exhibitions are mainly from the fairs in Hong Kong.

How did you learn about this exhibition?

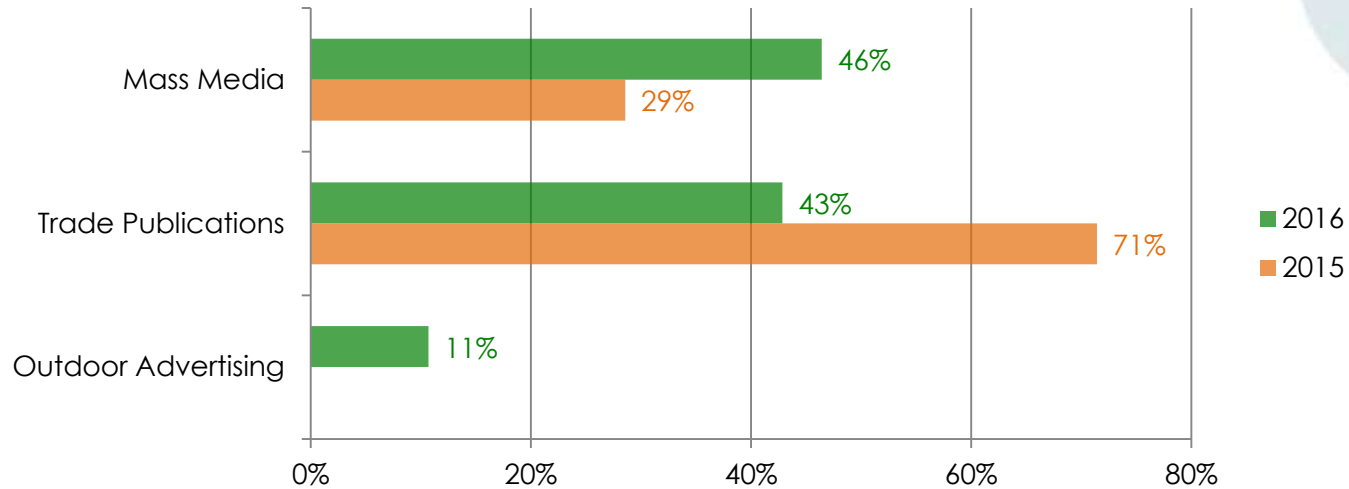
[Based on exhibitors who learnt about the fair from **advertisement**]

2016

Number of Respondents: 23

2015

Number of Respondents: 7



- “Mass Media” surpasses “Trade Publication” to rank number one this year. The result indicates that the advertising program of 2016 has contributed to the Fair's exposure.

How did you learn about this exhibition?

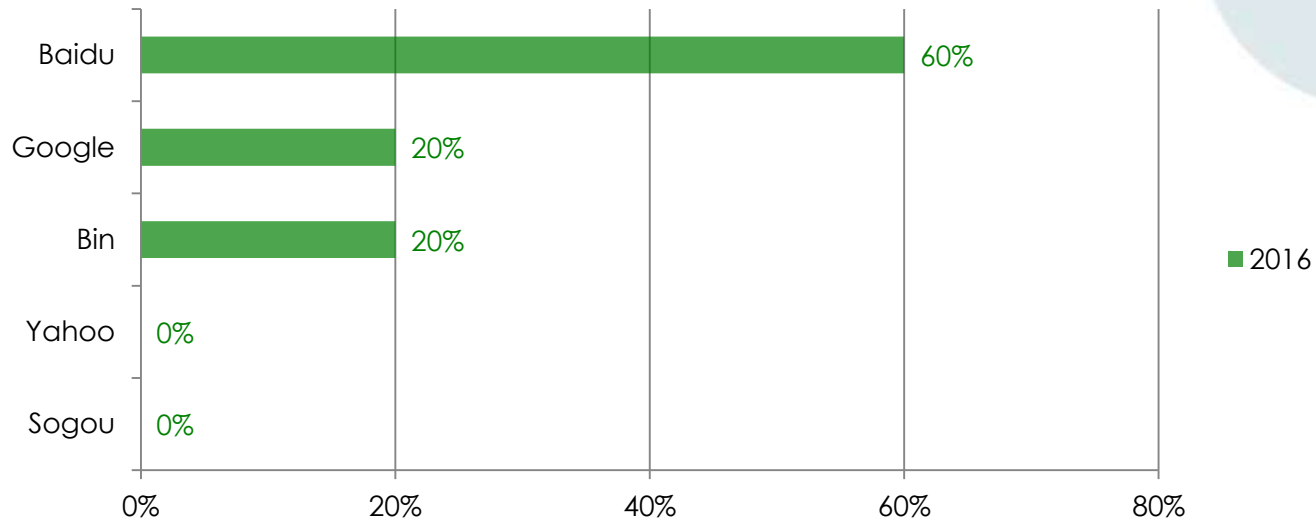
[Based on exhibitors who learnt about the fair from **search engine**]

2016

Number of Respondents: 8

2015

Number of Respondents: N/A

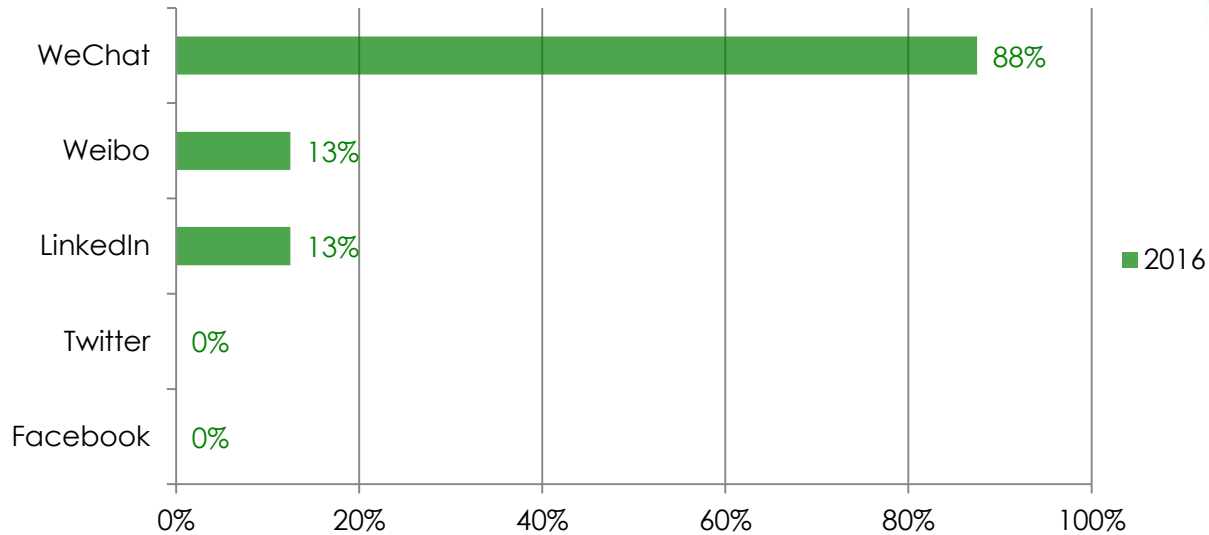


- Baidu is the dominant search engine than Google and Bin, which is reasonable for the Fair that most of the exhibitors are from the mainland.

How did you learn about this exhibition?

[Based on exhibitors who learnt about the fair from **social media platform**]

2016	Number of Respondents: 7	2015	Number of Respondents: N/A
------	--------------------------	------	----------------------------

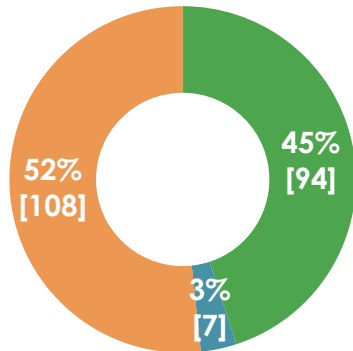


- WeChat is the dominant social media platform, which is reasonable for the Fair that most of the exhibitors are from the mainland. The result also confirms the effectiveness of the team's WeChat promotion effort.

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

2016

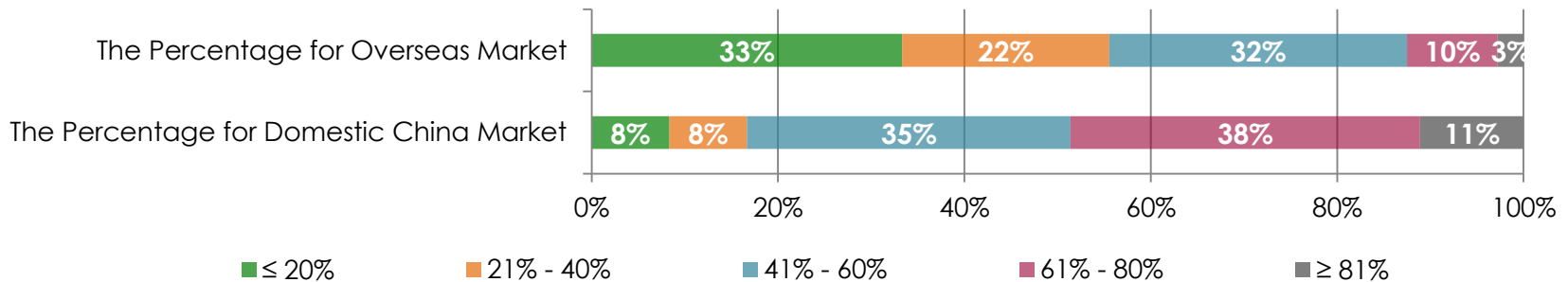
Number of Respondents: 209



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

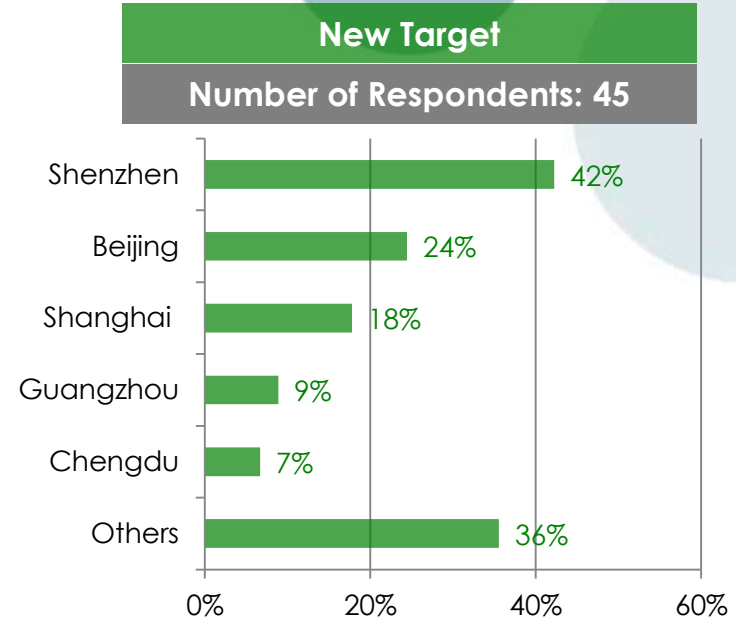
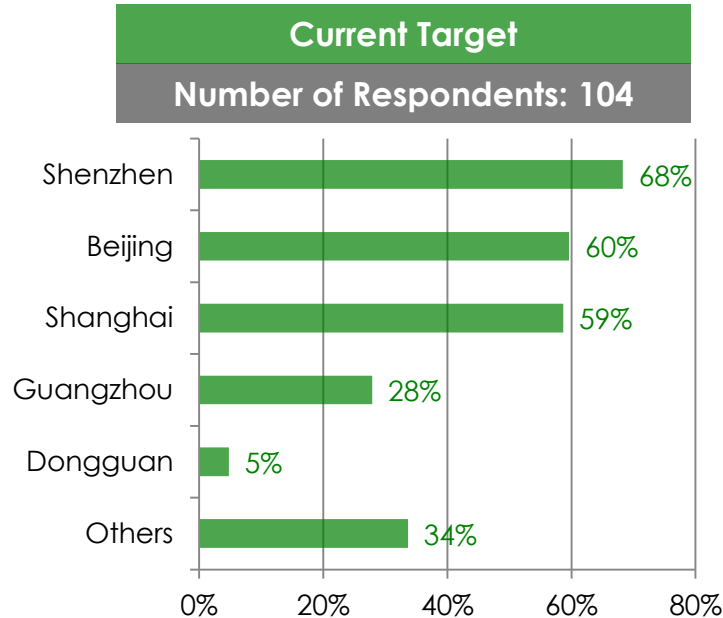
Distribution between mainland China and overseas markets

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



- Exhibitors are tend to focus on the domestic China market.

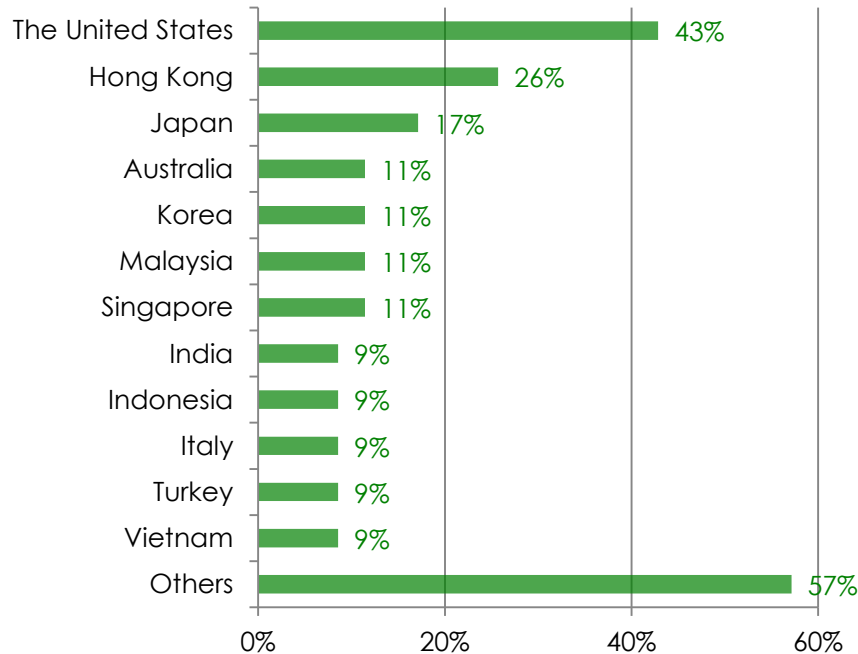
Which are your current (geographical) and new target (geographical) in Domestic China market?



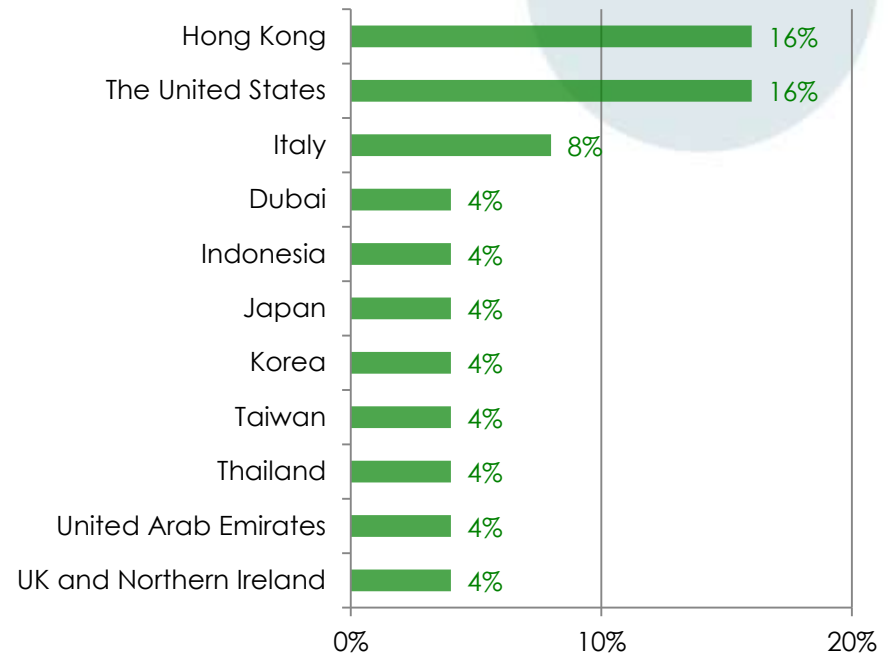
- In terms of cities, Shenzhen, Beijing and Shanghai are not only the current targets of most respondents, but also the target markets in the coming future. These three traditional jewellery markets are still active among the domestic China markets.
- **Other current targets** include:- Tianjin, Chongqing, Hangzhou, Jinhua and Wenzhou in Zhejiang; Panyu and Zhuhai in Guangdong; Chengdu in Sichuan; Shenyang and Dalian in Liaoning; Jinan and Qingdao in Shandong; Kunming in Yunnan; Wuhan in Hubei; Zhengzhou in Henan; Fuzhou in Fujian; and Harbin in Heilongjiang.
- **Other new targets** include:- Tianjin, Chongqing, Hangzhou, Wenzhou and Yiwu in Zhejiang; Shenyang in Liaoning; Qingdao in Shandong; Nanjing in Jiangsu; Changchun in Jilin; Shijiazhuang in Hebei; Panyu in Guangdong; Zhengzhou in Henan; Xian in Shaanxi; Ruili in Yunnan; and Urumqi in Xinjiang Uyghur Autonomous Region.

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

Current Target
Number of Respondents: 35



New Target
Number of Respondents: 25



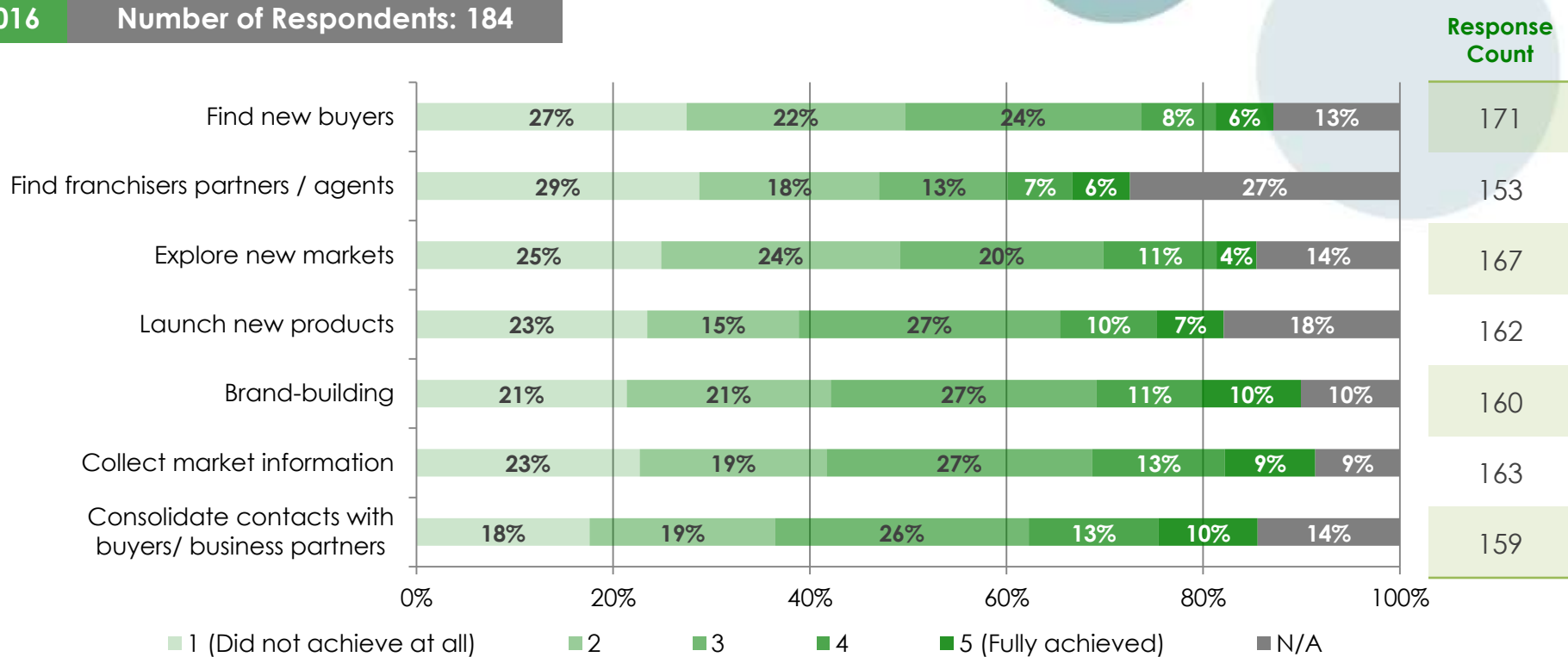
- The United States and Hong Kong ranked top two in both current and new target.
- **Other current targets** include:- Dubai, Thailand, UK and Northern Ireland, Algeria, Belgium, Brazil, Dominica, Germany, Israel, Mexico, Myanmar, Russian Federation, Saudi Arabia, Spain, Switzerland, Syrian Arab Republic and Taiwan.

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

(N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)

2016

Number of Respondents: 184



- Collect market information and Consolidate contacts with buyers/ business partners are two most important objectives for exhibiting in SZJ, followed by Brand-building and Launch new products.

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

(N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)

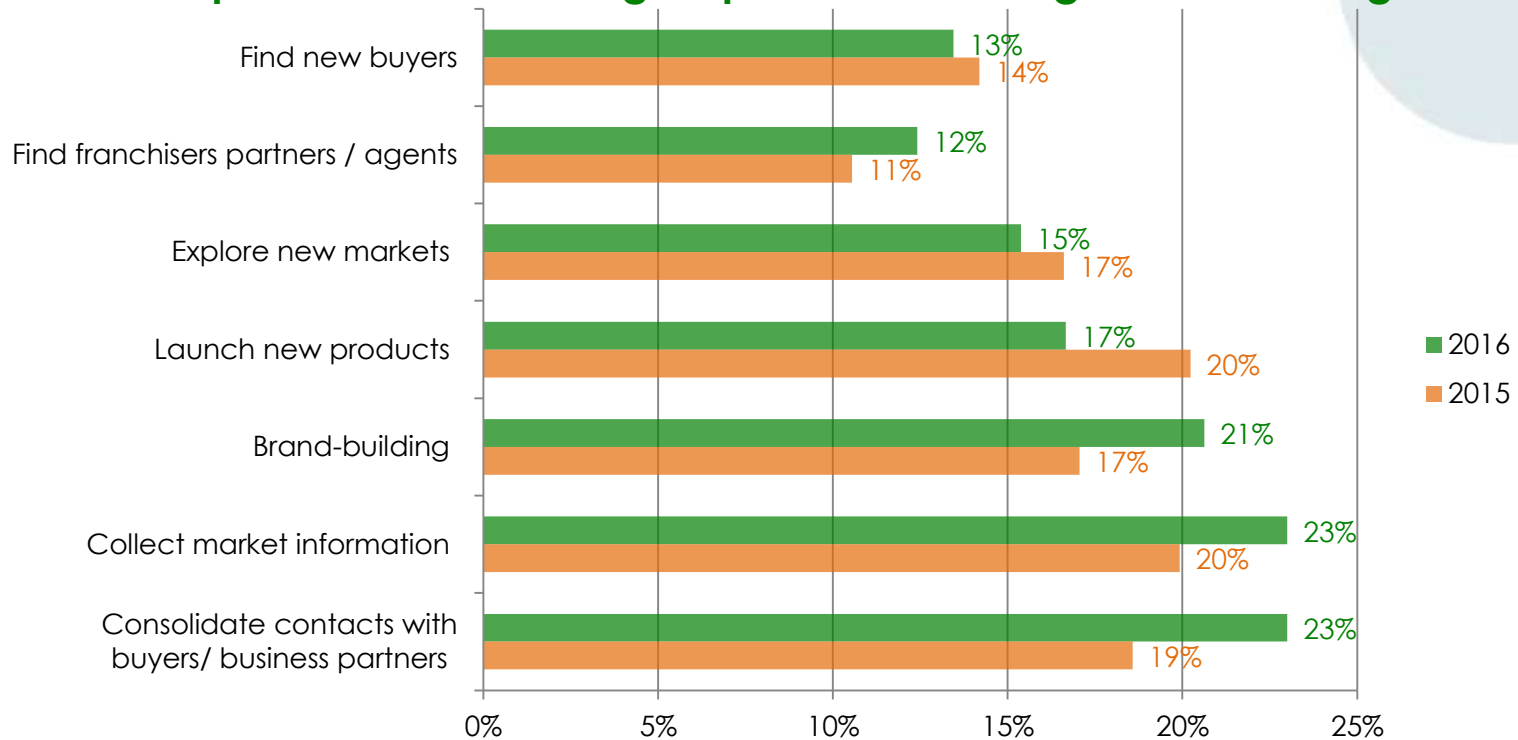
2016

Number of Respondents: 184

2015

Number of Respondents: 316

Comparison of combining responses of “Rating 4” and “Rating 5”



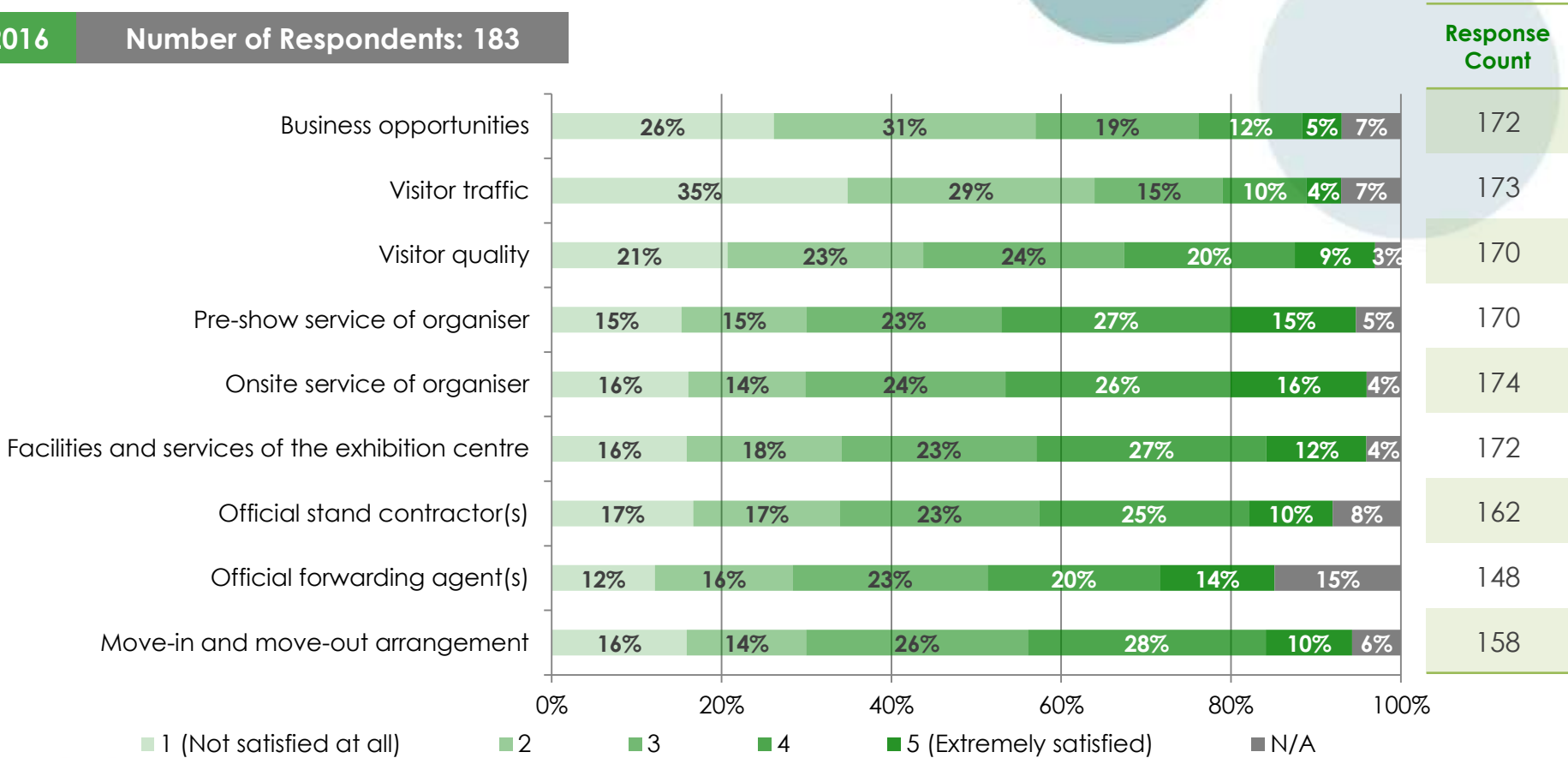
- “Collect market information”, “Consolidate contacts with buyers/ business partners” and “Brand-building” are objectives had significant increase in level of achievement.

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: 183



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

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

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

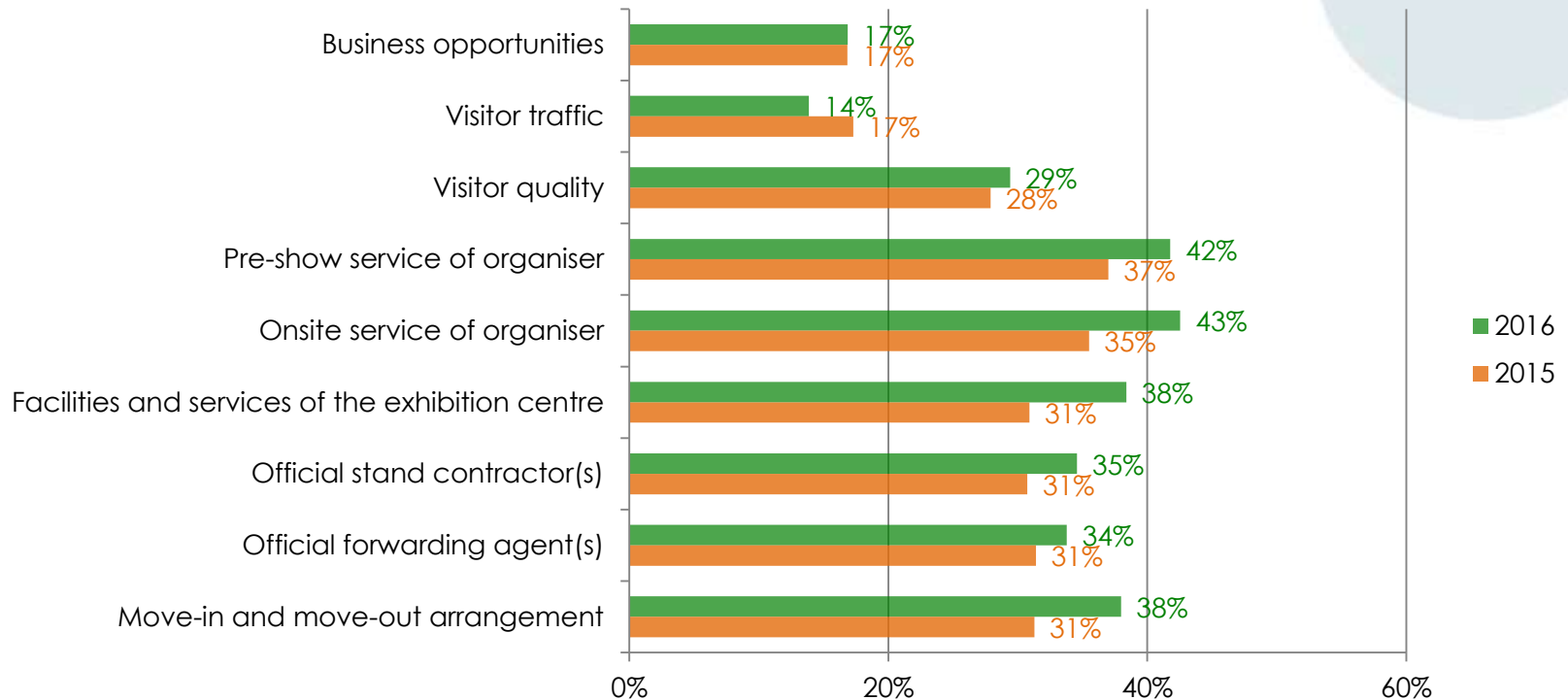
2016

Number of Respondents: 183

2015

Number of Respondents: 317

Comparison of combining responses of “Rating 4” and “Rating 5”



- The quality of Organiser's service (pre-show and onsite) is recognised among exhibitors, indicated by the high satisfactory level in both 2015 and 2016.
- The level of satisfaction has improved in areas of “Move-in and out arrangement” and “facilities and services of the exhibition centre”.

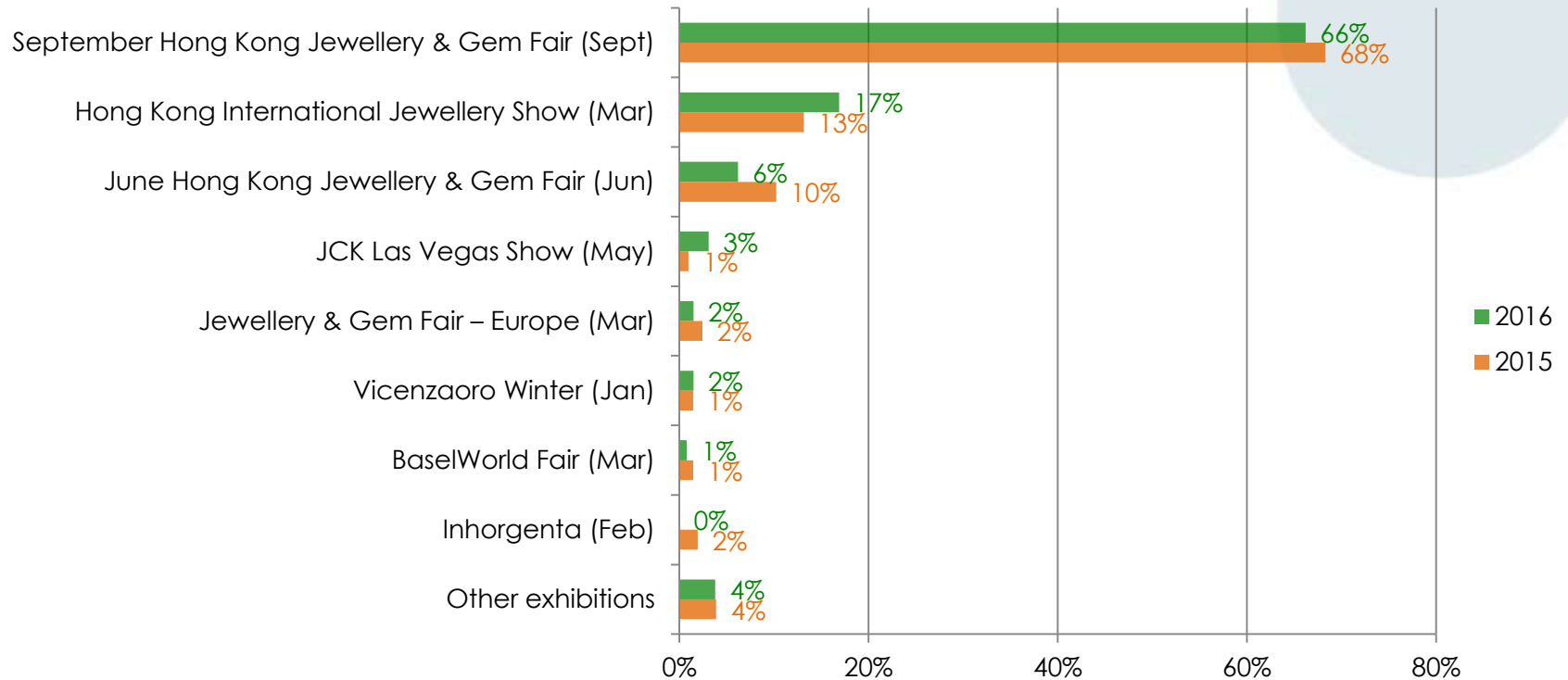
Please select the exhibition that you rate most important for your company. (Please tick only one)

2016

Number of Respondents: 130

2015

Number of Respondents: 213



- The September HK Jewellery & Gem Fair remains the most influential one among others.
- The importance of the June HK Jewellery & Gem Fair dropped from 10% to 6%. It could be an impact of the expansion of TDC's March Show, in which consumed many purchasing initiative in the beginning of the year.

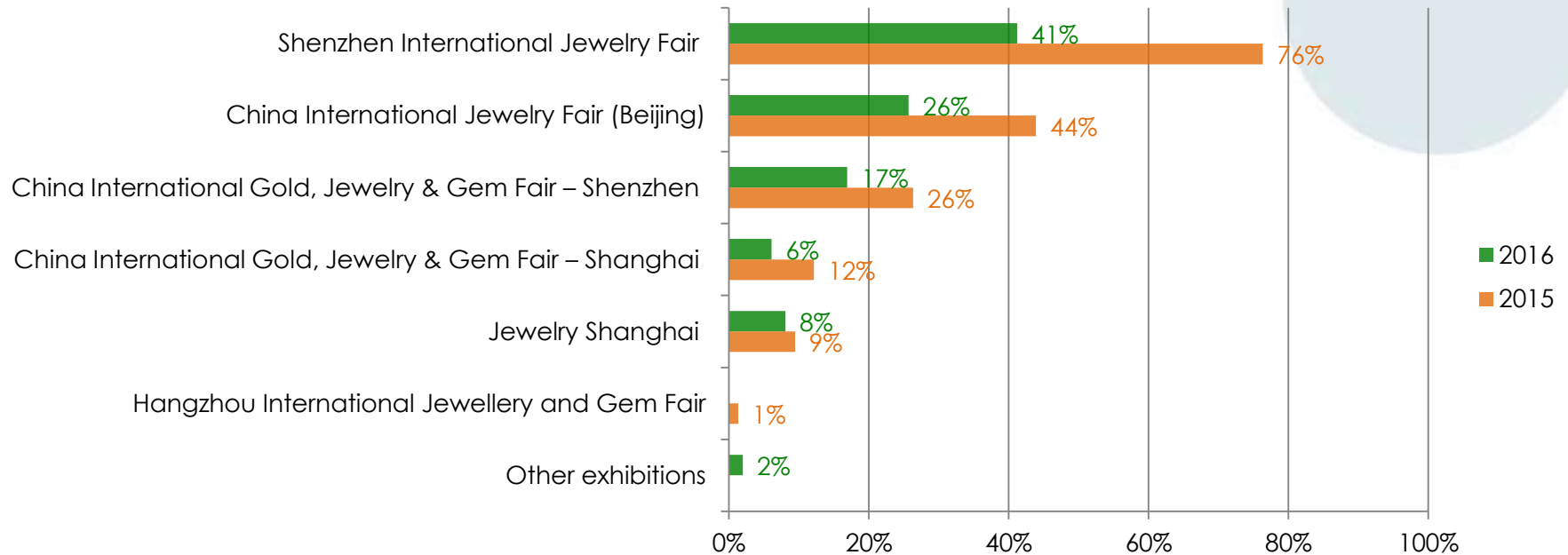
Please select the exhibition in China that you rate most important for your company. (Please tick only one)

2016

Number of Respondents: 148

2015

Number of Respondents: 251



- Shenzhen Int'l Jewelry Fair remains the most influential jewellery trade fair in the mainland, while the China Int'l Jewelry Fair in Beijing ranked the second. The SZJ remains the third for both 2015 and 2016.
- Hangzhou Int'l Jewellery and Gem Fair is suspended in 2015 until further notice.

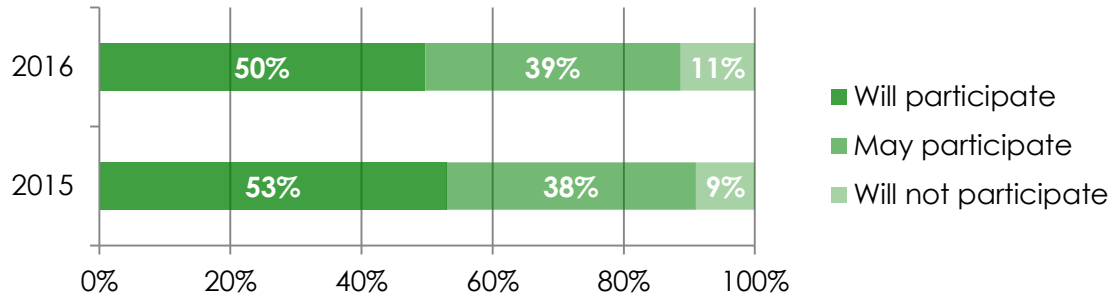
What are your plans for participating in this exhibition next year?

2016

Number of Respondents: 166

2015

Number of Respondents: 291



- Both choices of “may participate” and “will not participate” increased.
- The slowdown/ uncertainty of the mainland jewellery market is one of the important factors that affects the rebooking in next edition.
- Visitor traffic and Fair schedule are other key factors to influence the exhibiting decisions.
- There is also a decrease in buying larger booth, whereas a increase in same size booth. It indicates that exhibitors still considers the Fair in their year-round calendar, but being more conscious in spending money.

Preferences between booth sizes

[Based on exhibitors who will participate the next edition]

