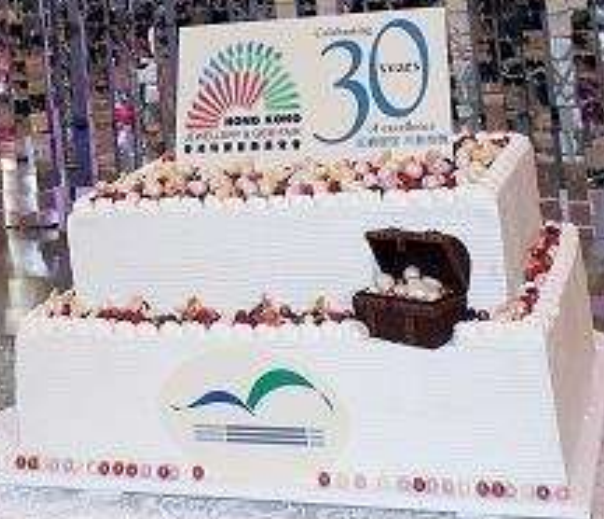




June Hong Kong  
Jewellery & Gem Fair  
六月香港珠寶首飾展

JUNE  
HONG KONG  
JEWELLERY &  
GEM FAIR



# EXHIBITOR SURVEY REPORT



UBM

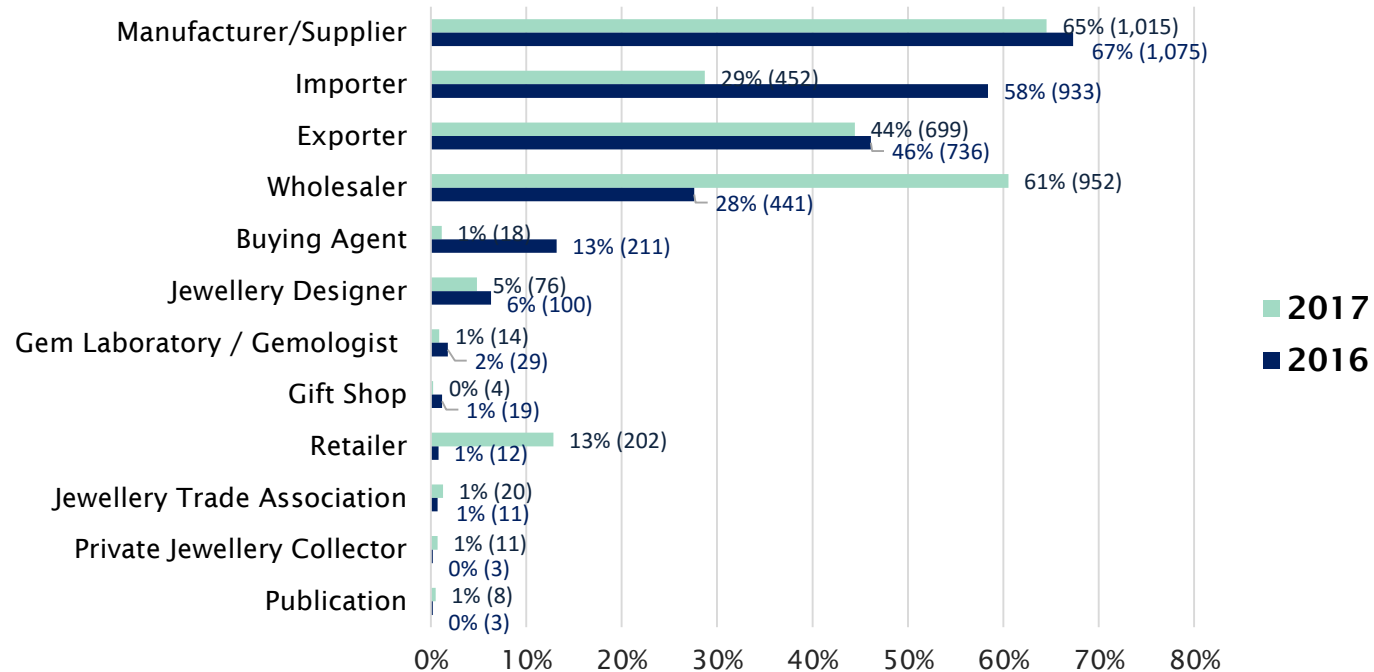
Total number of exhibitors	2,051
Total number of collected onsite survey	1,373
<b>Onsite survey response rate</b>	<b>66.94% [1,373/2,051]</b>
Total number of online survey successfully sent out	1,951
Total number of collected online survey	241
<b>Online survey response rate</b>	<b>12.35% [241/1,951]</b>
Total number of collected survey (onsite + online)	1,614
<b>Overall response rate</b>	<b>78.69% [1,614/2,051]</b>

# Exhibitor's nature of business(es)

(Exhibitors may carry more than one business natures, so the overall percentage exceed 100%)

2017 No of Respondents: 1,573 No of Skipped: 41

2016 No of Respondents: 1,597 No of Skipped: 32



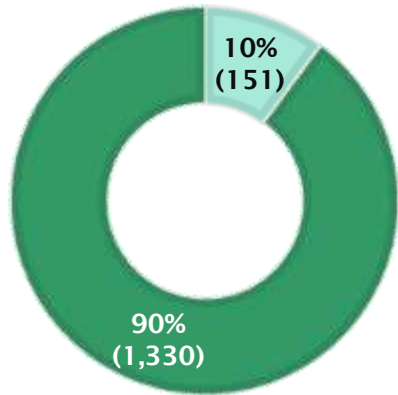
- Manufacturer/Supplier, Wholesaler and Exporter were the top three business nature among exhibitors. Compared to last year, the quantity of Wholesaler increased sharply with 33%.

# Are you a first-time participant in this exhibition?

2017 No of Respondents: 1,481 No of Skipped: 133

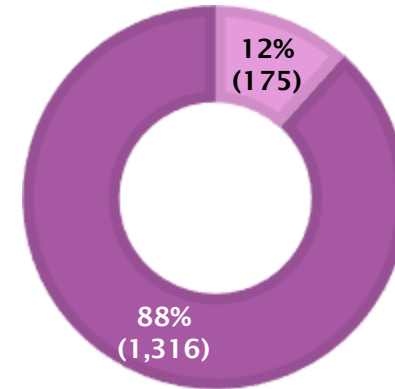
2016 No of Respondents: 1,491 No of Skipped: 138

2017



■ First-time exhibitor ■ Returning exhibitor

2016



■ First-time exhibitor ■ Returning exhibitor

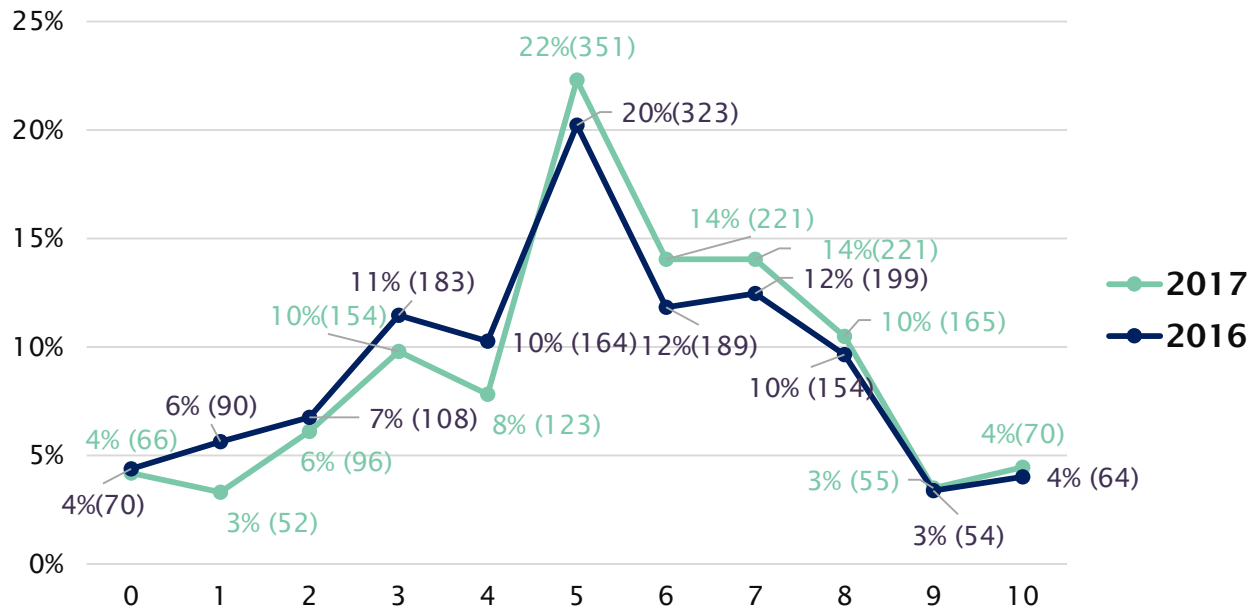
· As one of Asia's top three fine jewellery events, the June Fair was well established and have satisfactory exhibitor loyalty. This year, 90% were returning exhibitor while only 10% were first-time exhibitor. There is a need to attract more new exhibitors as the percentage of first-time exhibitor is low with a decrease compared to last year.

# Overall, how would you rate your satisfaction with your experience at the June Fair?

(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2017 No of Respondents: 1,574 No of Skipped: 40

2016 No of Respondents: 1,598 No of Skipped: 31



CSAT 2017  
5.30

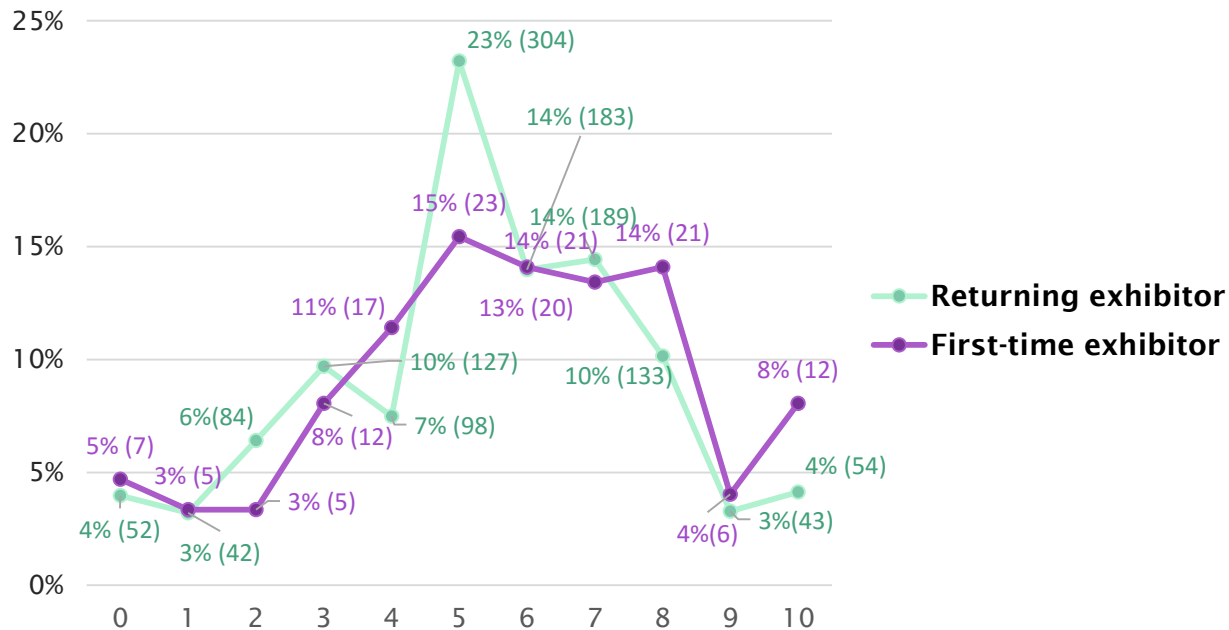
CSAT 2016  
5.01

- The satisfaction level among exhibitors was not as high as visitors. Both years are very closed, just 0.29%, a very slight increase from 2016.
- Only 45% of exhibitors gave rating 6-10 in 2017 and 41% in 2016, had a 4% rise in total.

## (Cont'd): Satisfaction rating by exhibitors - Returning exhibitor vs First-time exhibitor (0 = Extremely dissatisfied, 10 = Extremely satisfied)

**Returning exhibitor:**  
No of Respondents: 1,309 No of Skipped: 18

**First-time exhibitor:**  
No of Respondents: 149 No of Skipped: 2



**Returning exhibitor's CSAT: 5.28**

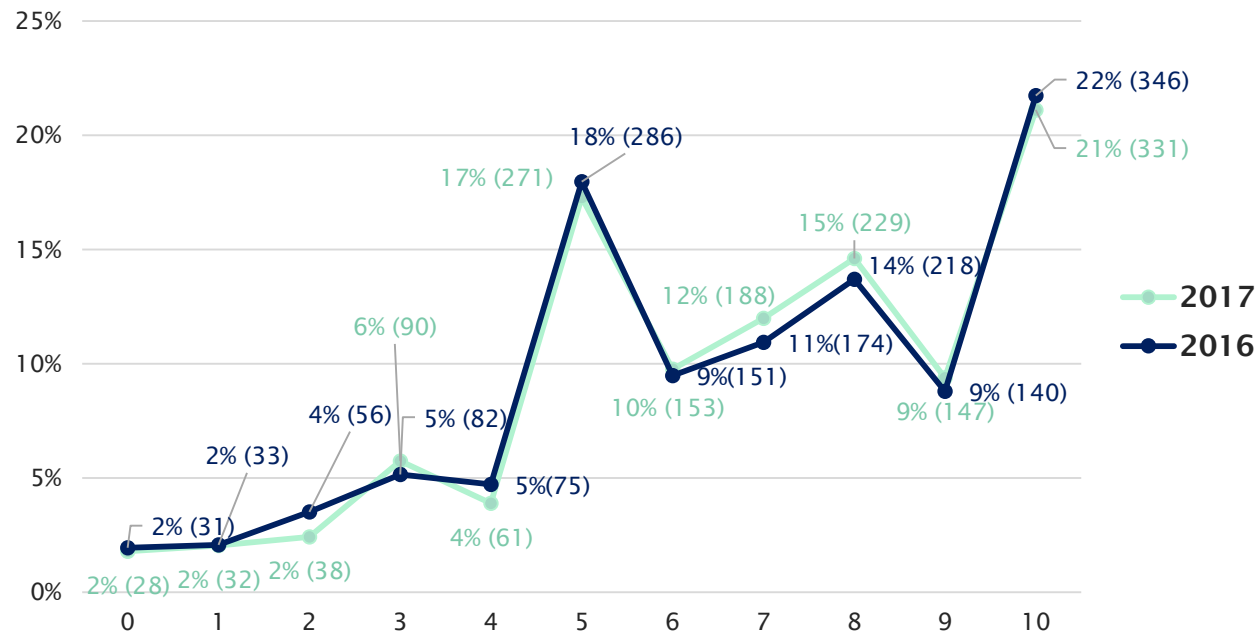
**First-time exhibitor's CSAT: 5.65**

- The customer satisfaction among first-time exhibitors was slightly higher than that of returning exhibitors. 53% of first-time visitors gave rating 6-10, while only 45% of returning visitors gave rating 6-10.

# How likely would you be to attend June Hong Kong Jewellery & Gem Fair again in the future?

2017 No of Respondents: 1,568 No of Skipped: 46

2016 No of Respondents: 1,592 No of Skipped: 37



Loyalty  
Score 2017  
6.81

Loyalty  
Score 2016  
6.73

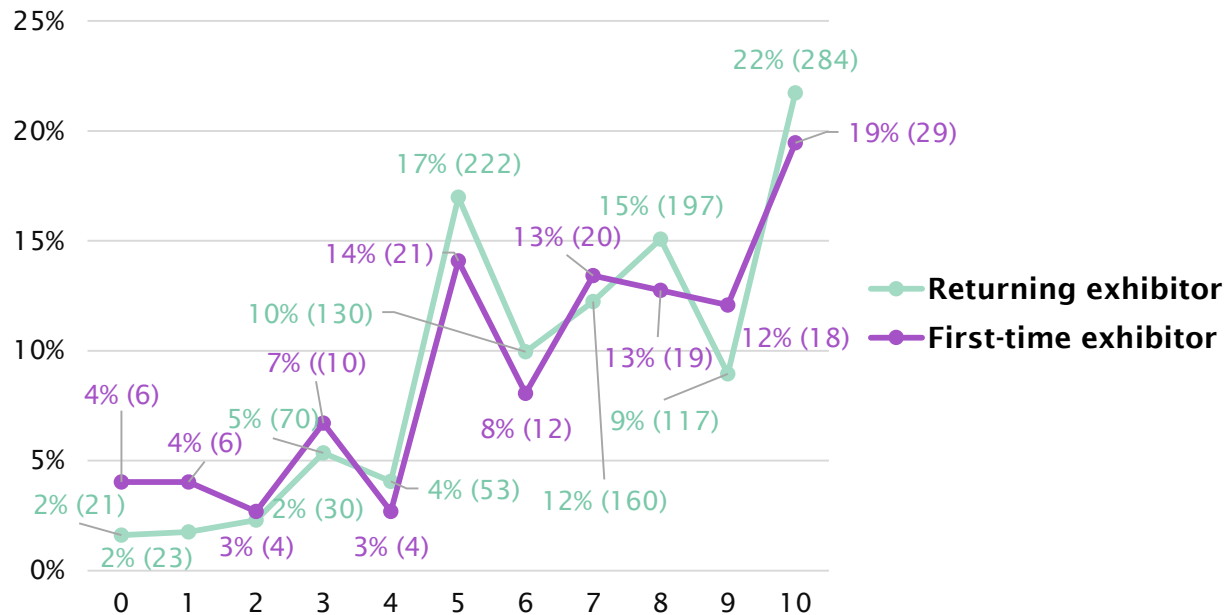
- With a very slight increase, the loyalty score among exhibitors was close to last year. It indicates that there is a particular amount of exhibitors intended to join again.
- 67% of exhibitors gave rating 6-10, 2% up compared to 65% last year.



## (Cont'd): Loyalty to exhibit again - Returning exhibitor vs First-time exhibitor (0 = Not likely at all , 10 = Extremely likely)

**Returning exhibitor:**  
No of Respondents: 1307 No of Skipped: 20

**First-time exhibitor:**  
No of Respondents: 149 No of Skipped: 2



**Returning exhibitor's Loyalty Score: 6.87**

**First-time exhibitor's Loyalty Score: 6.58**

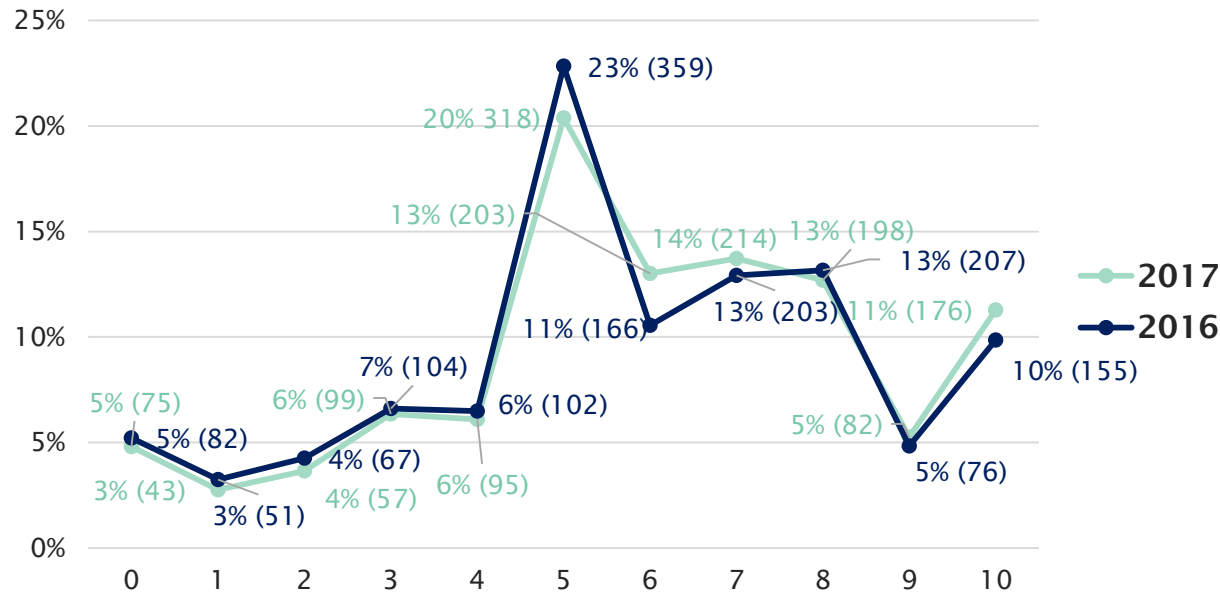
- Returning exhibitors' loyalty score was very close to that of new exhibitors.
- Most exhibitors, including both returning and new, had loyalty to the Fair, include 68% of returning exhibitors and 65% of first-time exhibitors gave rating 6-10.

# How likely are you to recommend June Hong Kong Jewellery & Gem Fair to a friend or colleague?

(0 = Not likely at all , 10 = Extremely likely)

2017 No of Respondents: 1,560 No of Skipped: 54

2016 No of Respondents: 1,572 No of Skipped: 57



NPS Average  
2017  
5.91

NPS Average  
2016  
5.73

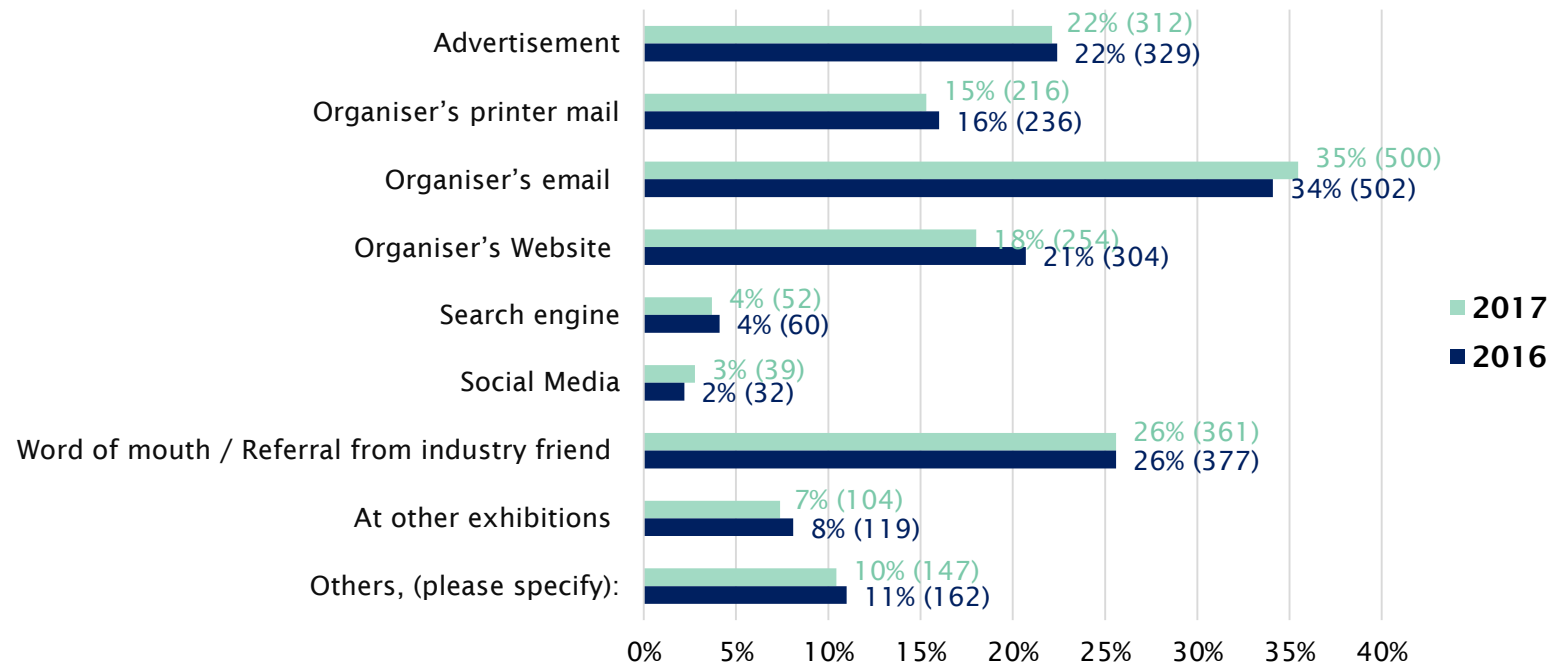
• NPS Average has a very slight rise (0.18) from last year. 56% of exhibitors gave rating 6-10, with an increase of 4% from 2016.

# How did you learn about this exhibition?

(Exhibitors may take more than one options, so the overall percentage exceed 100%)

2017 No of Respondents: 1,410 No of Skipped: 204

2016 No of Respondents: 1,471 No of Skipped: 158

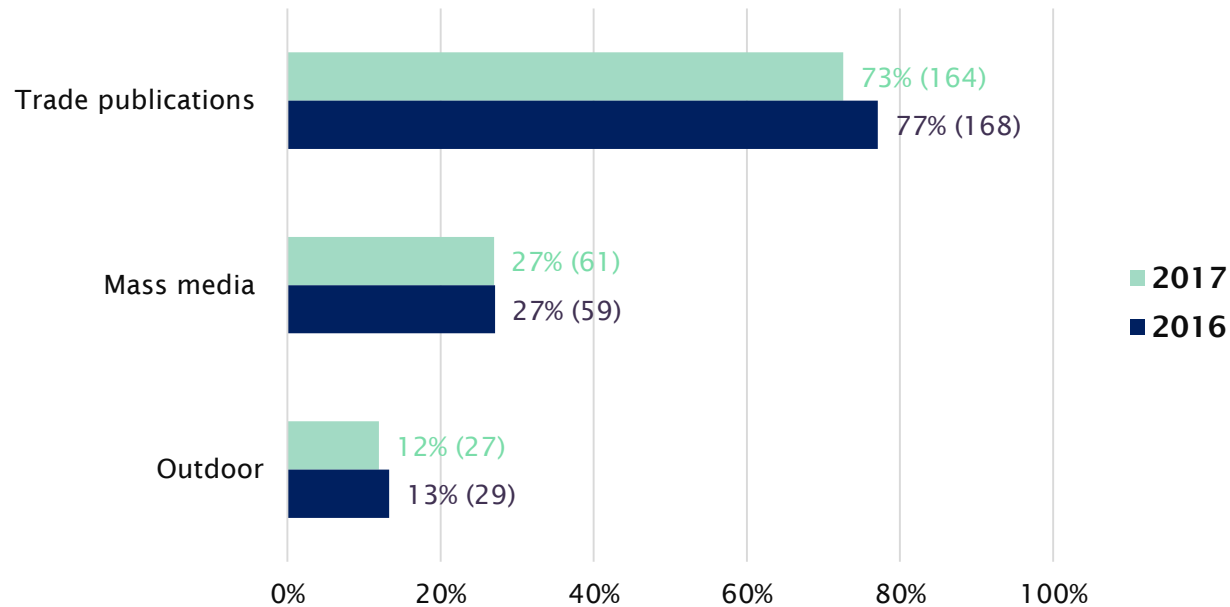


- “Organiser’s email” was still the top important channel with a 1% increase from last year. “Word of mouth / Referral from industry friend” ranked the second with the same percentage.
- Minor increase in the percentage of “Social media” but the figure (3%) was still too low. We had created the Instagram account and will also promote other UBM jewellery fairs on Instagram in order to attract more fans.

## (Cont'd): How did you learn about this exhibition? - Types of Advertisement

2017 No of Respondents: 226 No of Skipped: 1,388

2016 No of Respondents: 218 No of Skipped: 1,411

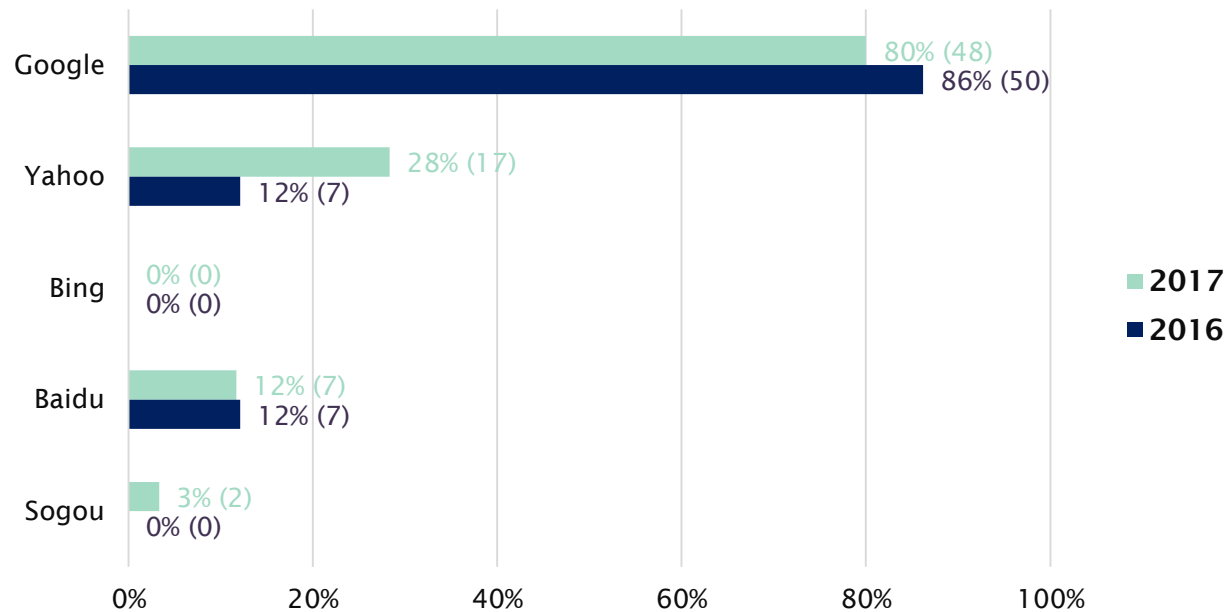


· With a 4% decrease from 2016, “Trade publications” was still the top source of advertisement this year to serve the purpose of promotion. Mass media ranked the second with the same percentage of last year.

# (Cont'd): How did you learn about this exhibition? - Search Engine

2017 No of Respondents: 60 No of Skipped: 1,554

2016 No of Respondents: 58 No of Skipped: 1,571

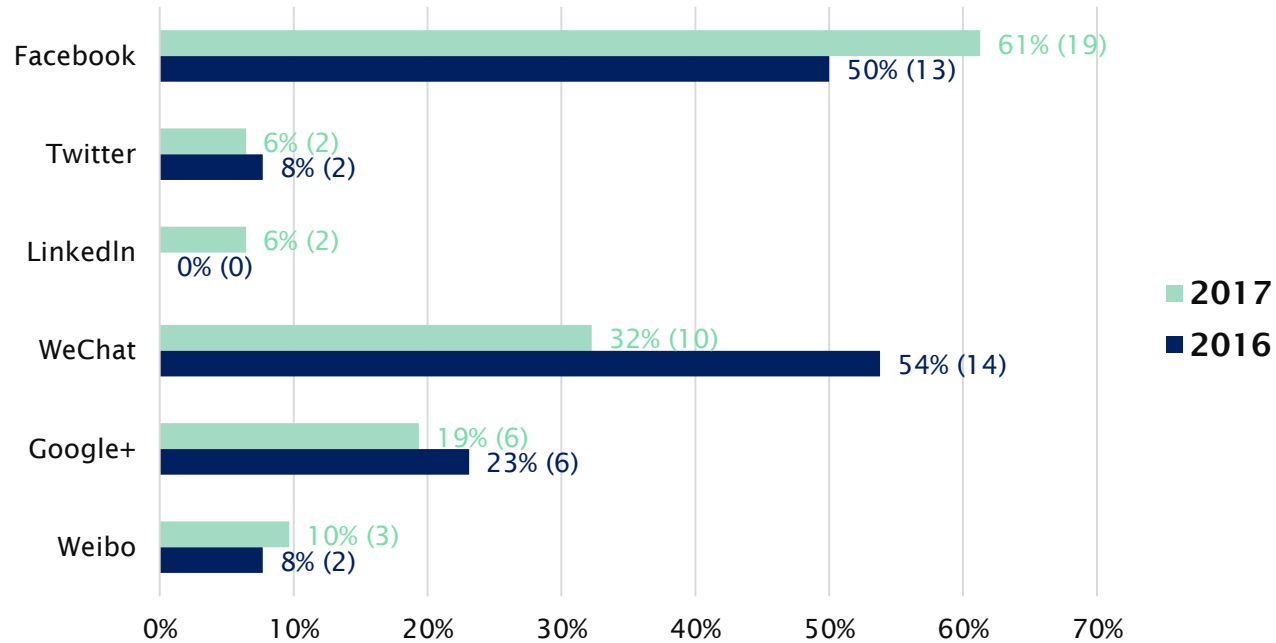


· Same as last year, Google, as the most popular local and international search engine, was still the most effective channel for people to know more about the Fair.

## (Cont'd): How did you learn about this exhibition? - Social Media

2017 No of Respondents: 31 No of Skipped: 1,583

2016 No of Respondents: 26 No of Skipped: 1,603



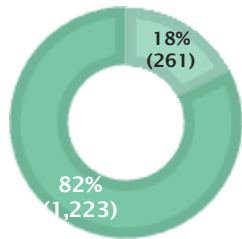
- For social media, the official Facebook Fan page of the Fair has a 11% increase from 2016 and it became the most effective channel to reach visitors.
- WeChat, though with a 22% drop, it ranked the second effective channel to reach visitors, followed by Google+.
- As mentioned in previous slide, we created the Instagram account and will expect to attract more fans very soon.

# Did you use the fairs' mobile app "Mobile Buyer Guide"?

2017 No of Respondents: 1,484 No of Skipped: 130

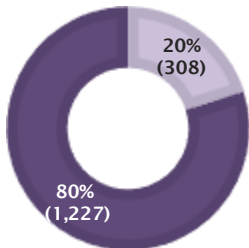
2016 No of Respondents: 1,535 No of Skipped: 94

2017



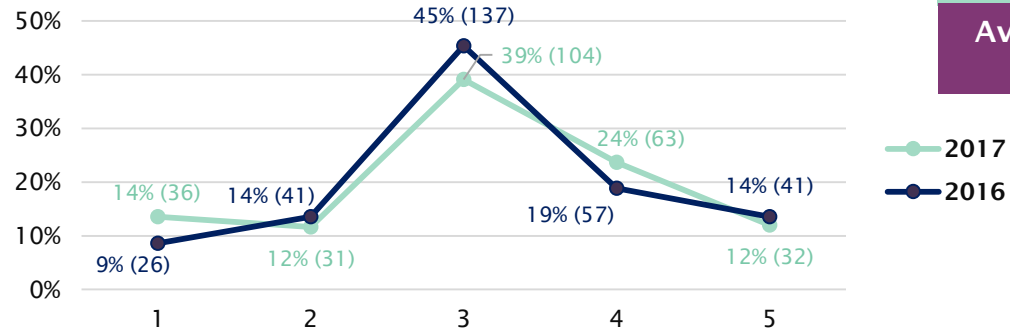
■ User  
■ Non-user

2016



■ User  
■ Non-user

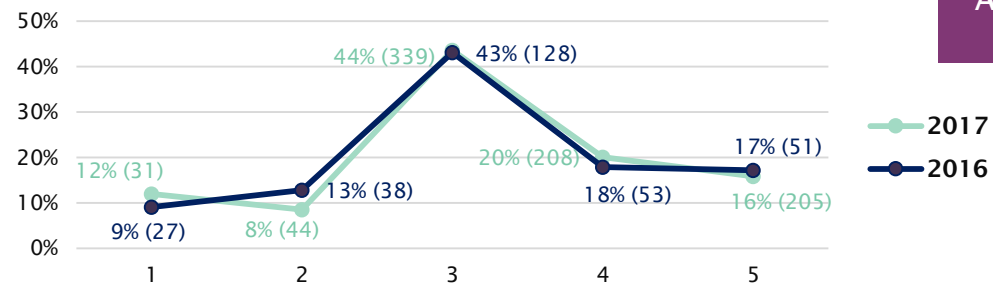
How well did the Mobile App meet your needs?  
(1 = Not at all, 5 = Very Well)



Average Rating  
2017: 3.09

Average Rating  
2016: 3.15

How likely would you be to recommend this MOBILE APP  
to other attendees of the event?  
(1 = Not at all, 5 = Very likely)



Average Rating  
2017: 3.19

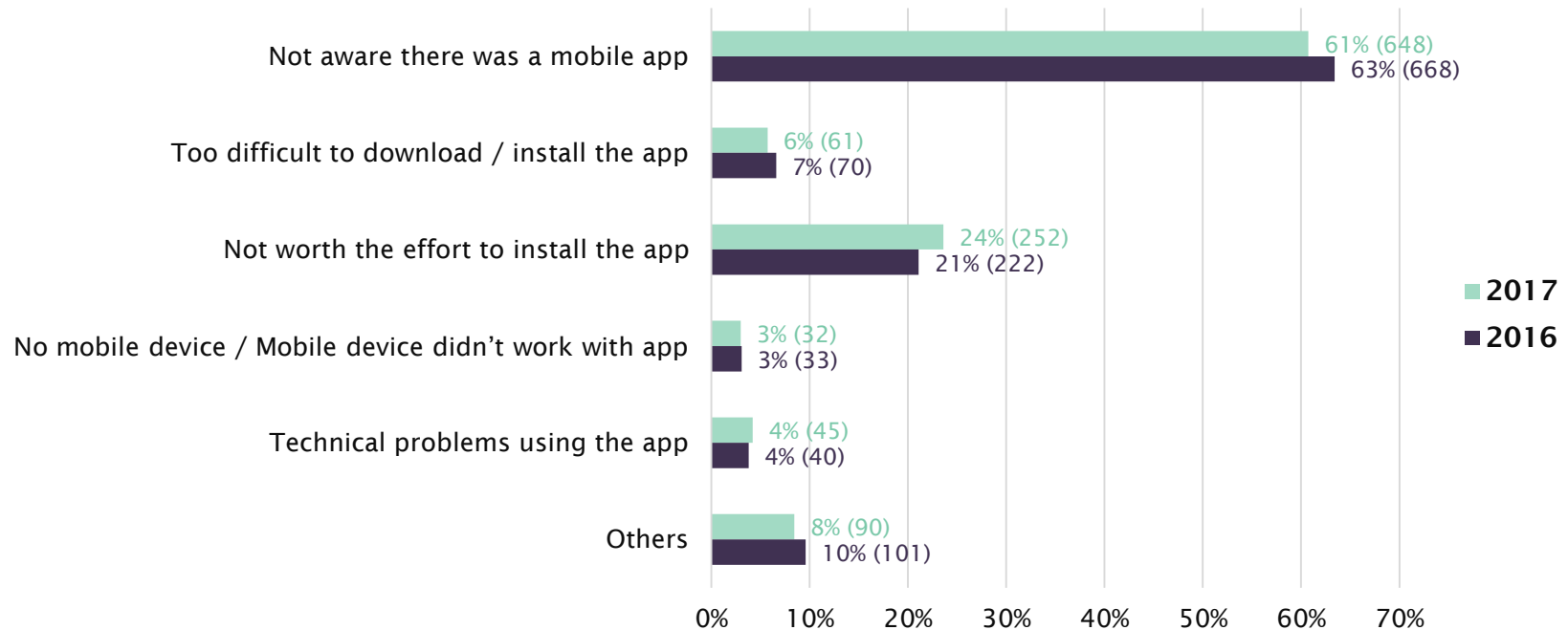
Average Rating  
2016: 3.21

• More promotion for the mobile app is required as there were only 18%, a relatively low percentage of Mobile Buyer Guide user among the exhibitors of the June Fair. Will inform Fiona to conduct more promotion.

# (Cont'd): Why the exhibitors did not download the Mobile App?

2017 No of Respondents: 1,067 No of Skipped: 547

2016 No of Respondents: 1,053 No of Skipped: 576



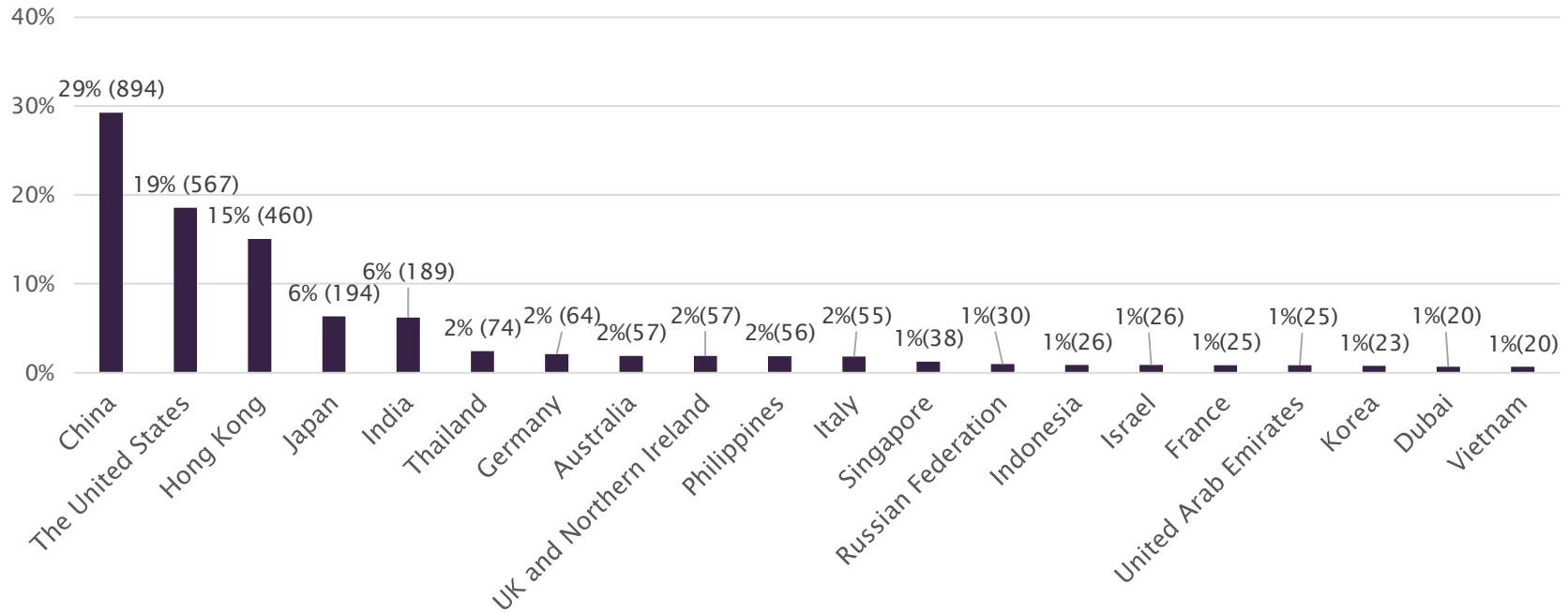
· More promotion for the mobile app is required as over 60% of the Q6 respondents even not aware there was a mobile app. Will inform Fiona to promote the mobile app more frequently.



# My top 3 markets (countries) currently are:

2017 No of Respondents: 1,348 No of Skipped: 266

## Top 20 out of 54

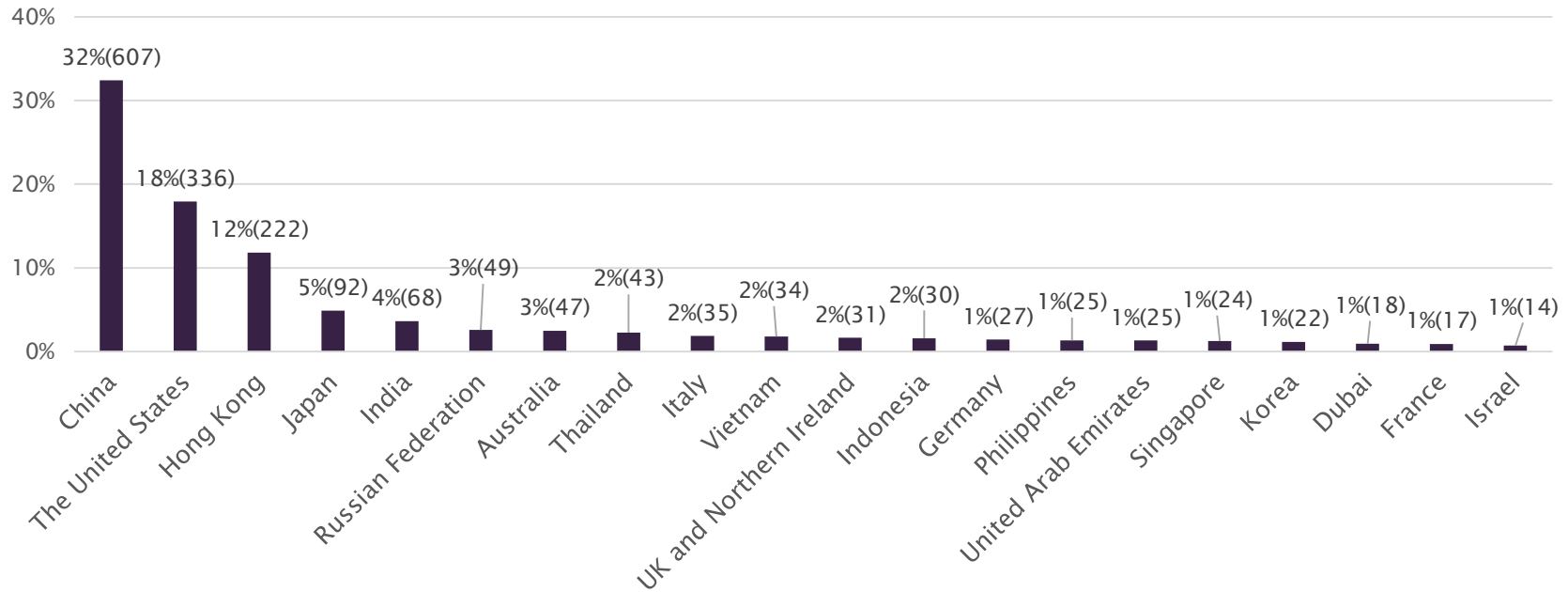


· Mainland China, the United States and Hong Kong are the top three markets of the exhibitors.

# My target markets (countries) are:

2017 No of Respondents: 1,191 No of Skipped: 423

## Top 20 out of 50

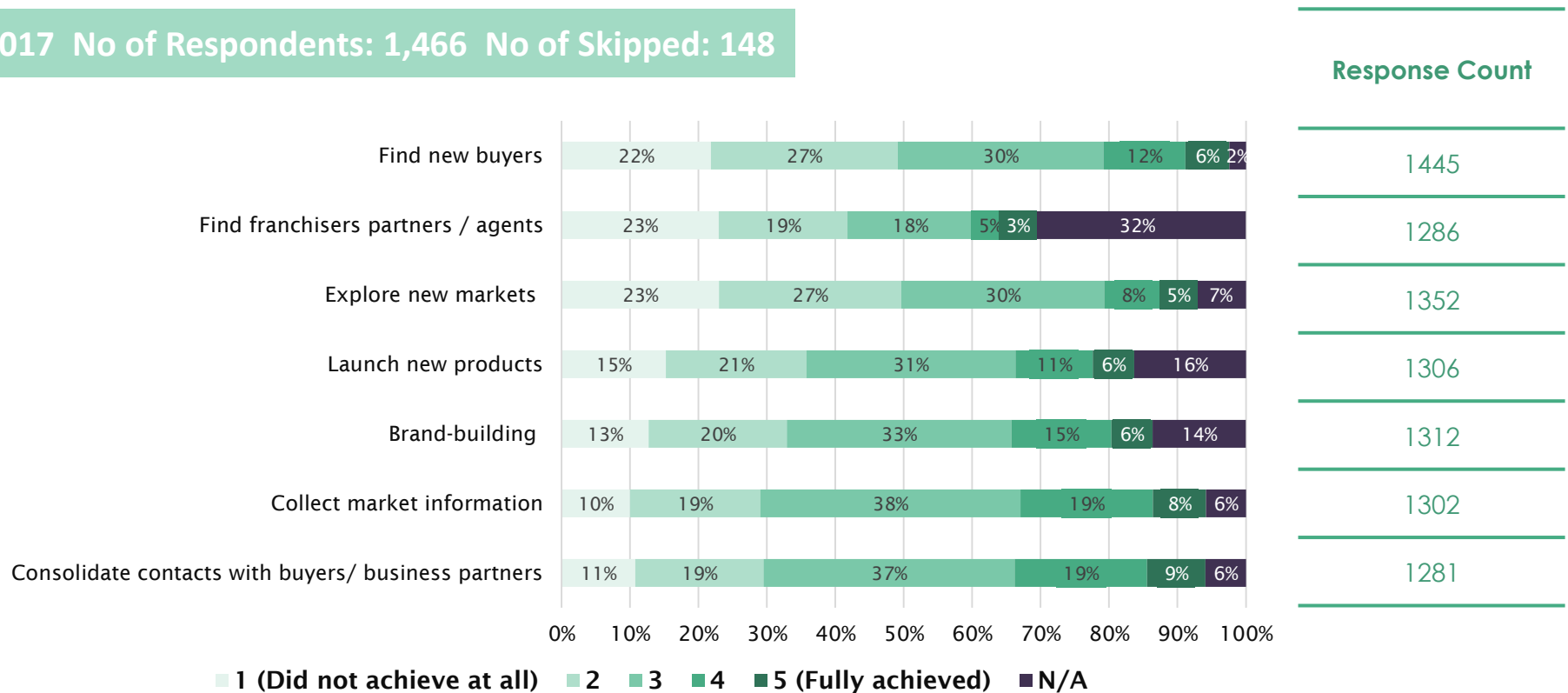


· Despite the slowdown of Chinese jewellery market in past few years, the country remains as the targeting market of most of the exhibitors.

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

(1 = Did not achieve at all, 5 = Fully achieved)

2017 No of Respondents: 1,466 No of Skipped: 148



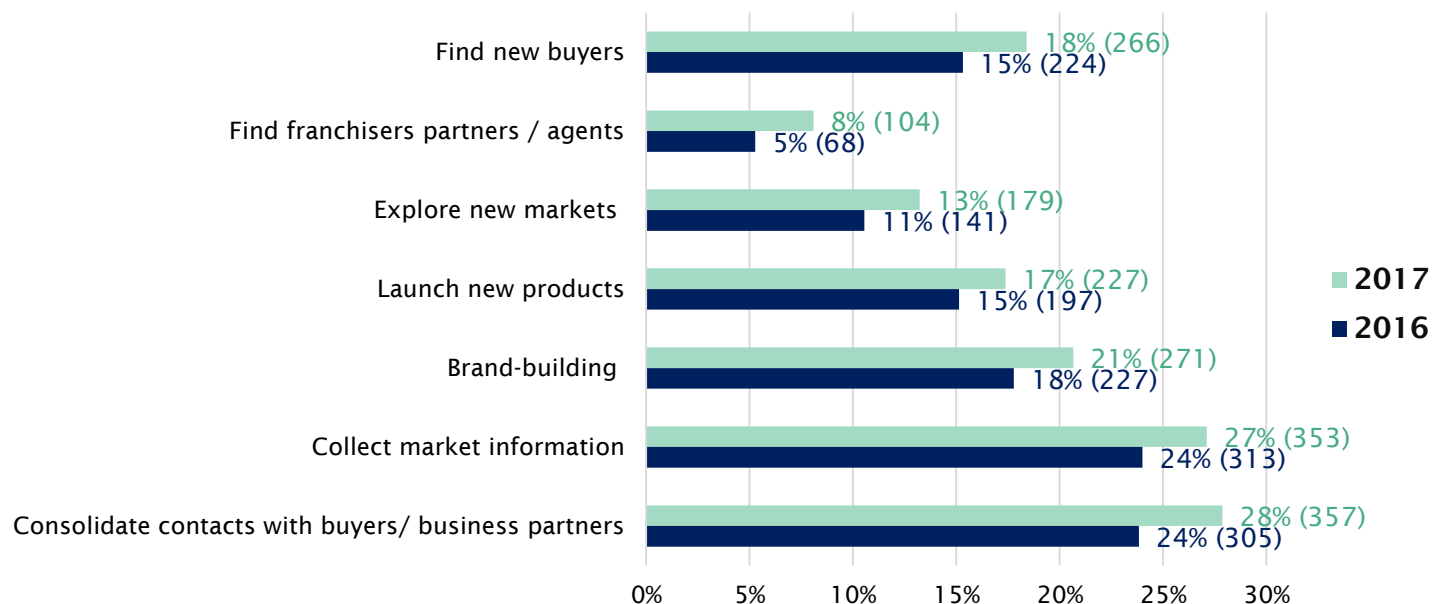
· Exhibitors found that their objectives in “Collect market information” and “Consolidate contacts with buyers/business partners” could be better achieved, followed by “Brand-building”.

# (Cont'd): Objectives' achievement level - Comparison of combining Ratings 4 & 5

(1 = Did not achieve at all, 5 = Fully achieved)

2017 No of Respondents: 1,466 No of Skipped: 148

2016 No of Respondents: 1,478 No of Skipped: 151

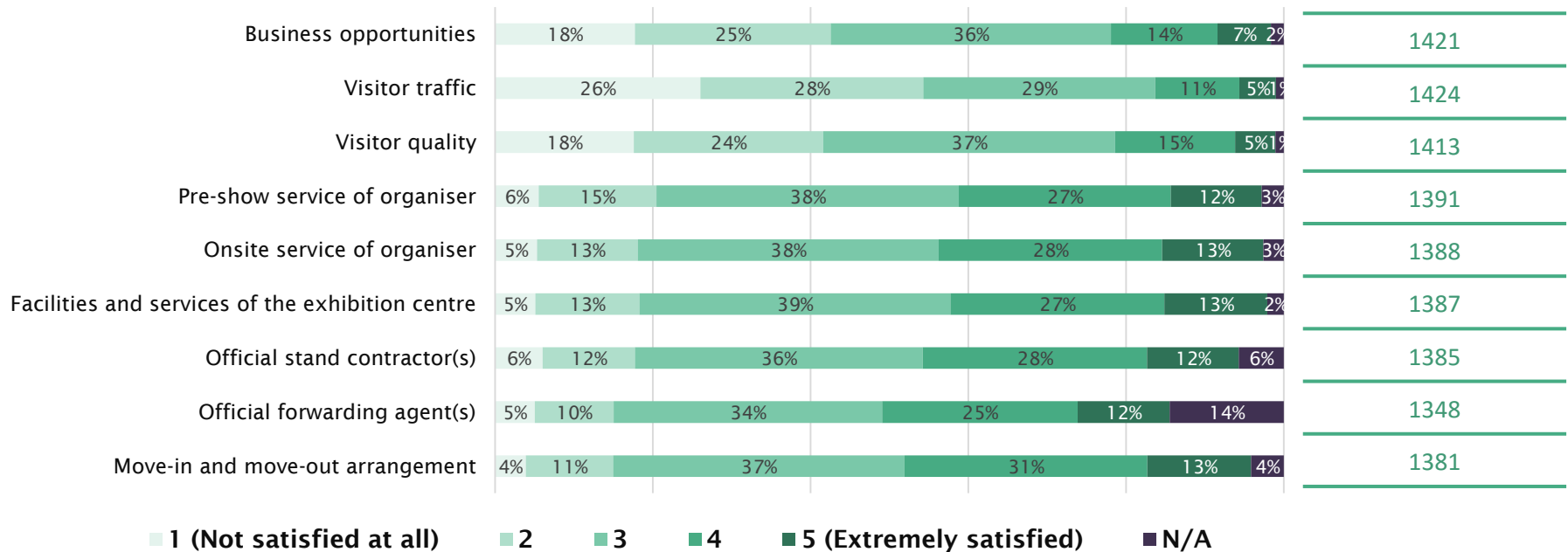


· Exhibitors' objective of "Consolidate contacts with buyers/business partners" had the highest achievement level this year, followed by "Collect market information". The achievement level of "Brand-building" was also satisfactory.

# To what extent are you satisfied with the fair in the following aspect?

(1 = Not satisfied at all, 5 = Extremely satisfied)

2017 No of Respondents: 1,459 No of Skipped: 155

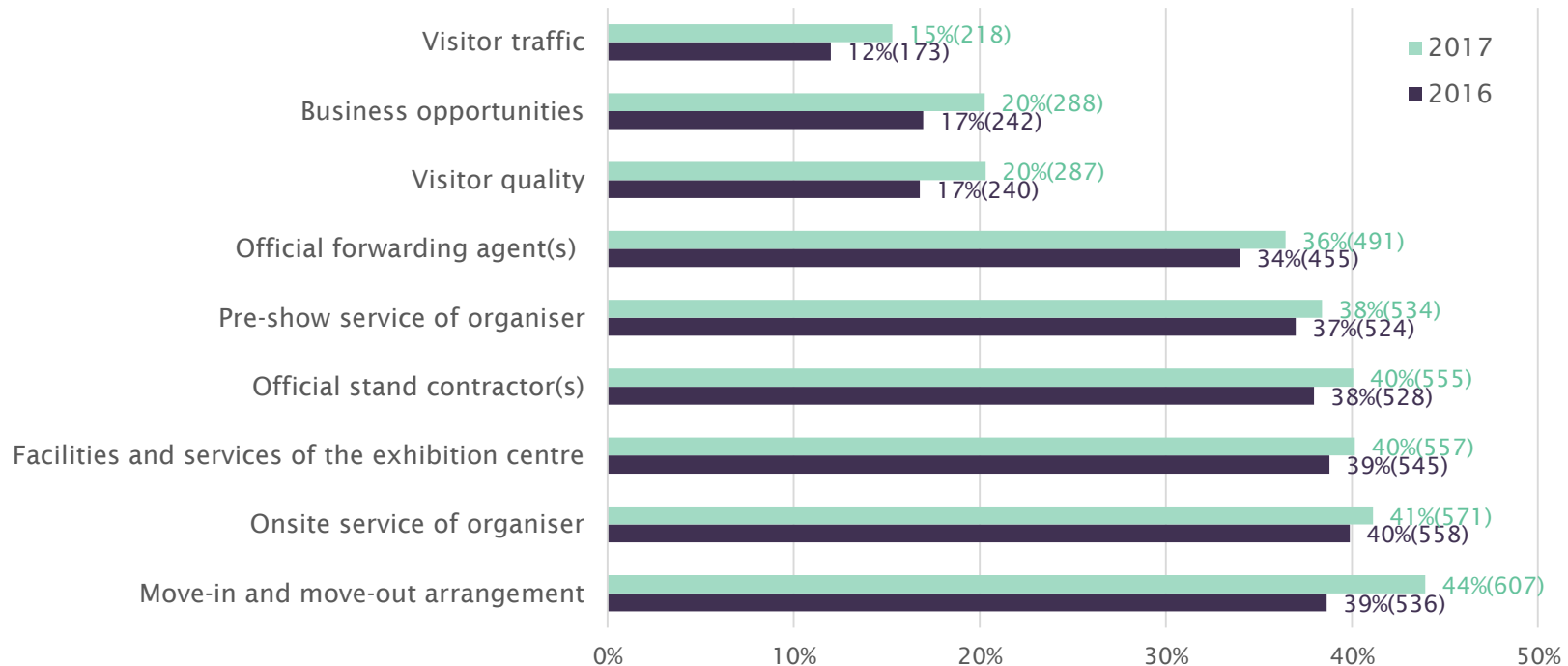


· Compared to other aspects, exhibitors are still very satisfied with the “Business opportunity”, led by “visitor traffic” and “visitor quality”.

## (Cont'd): Fair aspects' satisfaction level - Comparison of combining Ratings 4 & 5 (1 = Not satisfied at all, 5 = Extremely satisfied)

2017 No of Respondents: 1,459 No of Skipped: 155

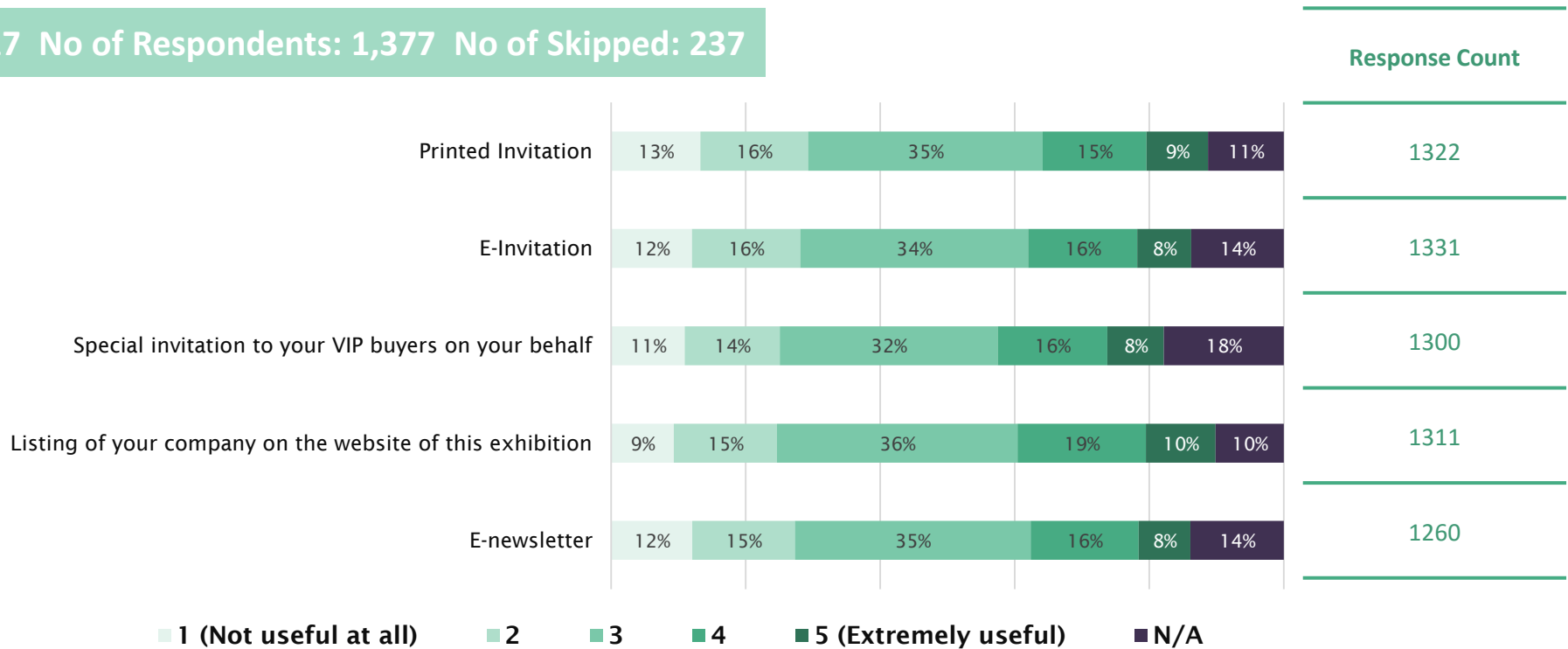
2016 No of Respondents: 1,481 No of Skipped: 148



· Compared to 2016 findings, the satisfaction level of “Move-in and move-out arrangement” increased the most, from 39% to 44%.

# How useful are the following free marketing materials / channels provided by the organiser in promoting your presence at the exhibition? (1 = Not useful at all, 5 = Extremely useful)

2017 No of Respondents: 1,377 No of Skipped: 237

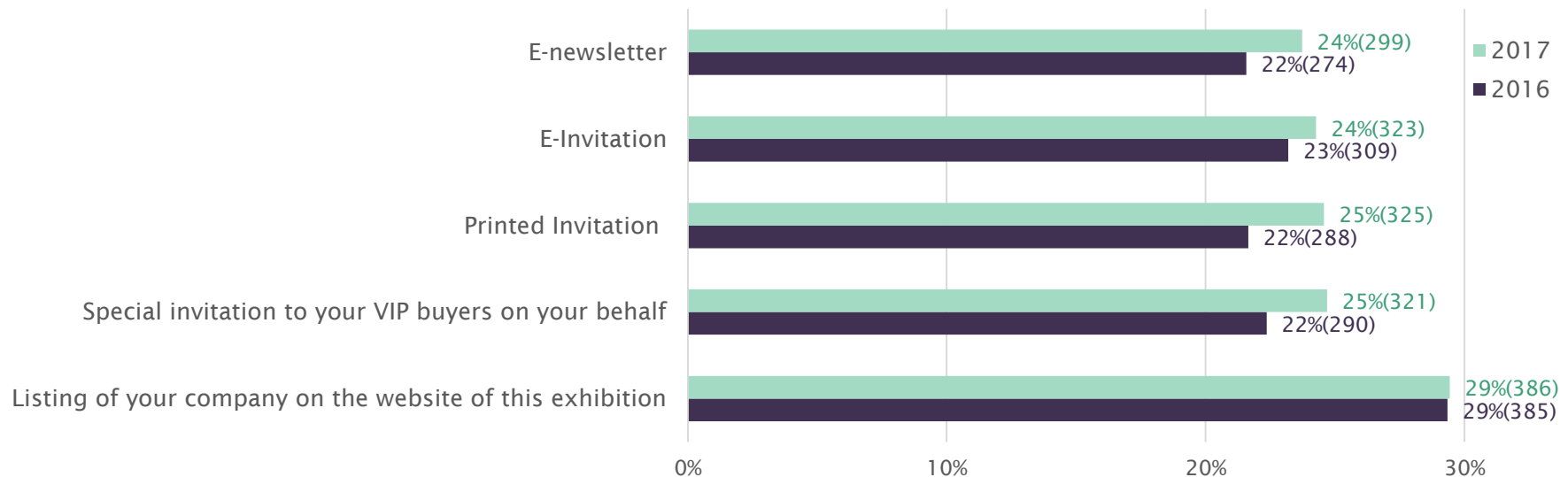


· "Printed Invitation" gets the relative rating from exhibitors in term the usefulness of promotion.

## (Cont'd): Usefulness of free marketing materials/ channels: - Comparison of combining Ratings 4 & 5 (1 = Not useful at all, 5 = Extremely useful)

2017 No of Respondents: 1,377 No of Skipped: 237

2016 No of Respondents: 1,376 No of Skipped: 253



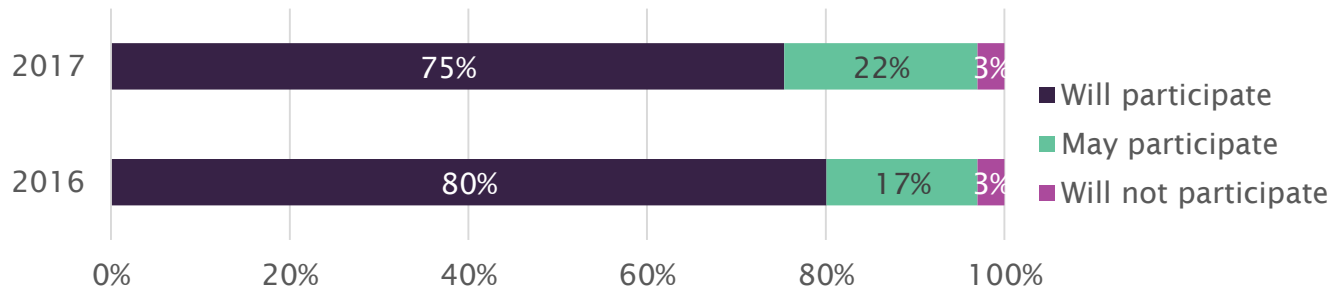
- “Listing of company on the website of this exhibition” remains the most useful marketing tools in promoting exhibitors’ presence at the Fair.
- Compared to 2016, more exhibitors feedback that “Printed Invitation” is useful (from 25% to 22%) in promoting their presence at the exhibition. It could be a challenge of having balance between printed promotional materials and eco-friendly approach.



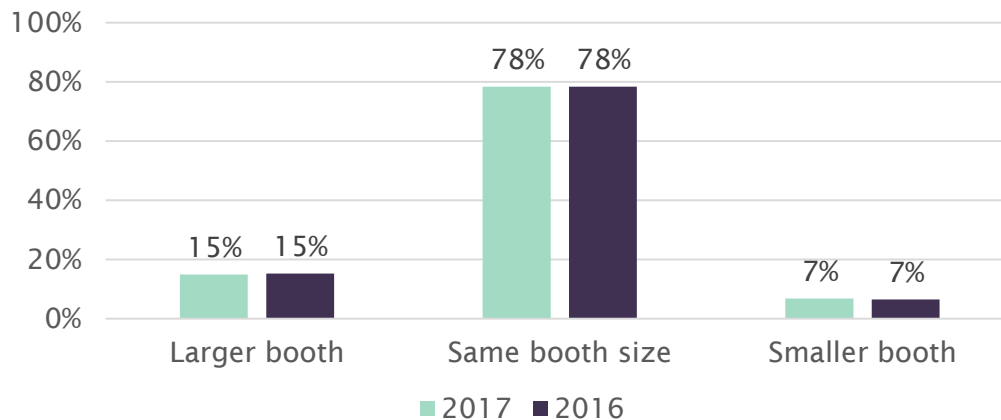
# What are your plans for participating in this exhibition next year?

2017 No of Respondents: 1,368 No of Skipped: 246

2016 No of Respondents: 1,422 No of Skipped: 207



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



- There is a decrease in exhibitors who want to participate in next edition, but still reached 75%.
- Same as 2016, 78% of respondents are looking for a booth with same size as 2016. It reflects that they think their presence at the June Fair is important though most of them are in “wait-and-see” attitude towards the Fair.