

Asia's
Fashion Jewellery
& Accessories Fair
亞洲時尚首飾及配飾展

1 - 4 March 2017
2017年3月1至4日

ASIA'S FASHION JEWELLERY + ACCESSORIES FAIR - MARCH 2017



UBM

EXHIBITOR SURVEY REPORT



UBM



1 - 4 March 2017
2017年3月1至4日



UBM

| | |
|--|--------------|
| Total number of exhibitors | 325 |
| Total number of collected onsite survey | 213 |
| Overall onsite survey response rate | 65.5% |

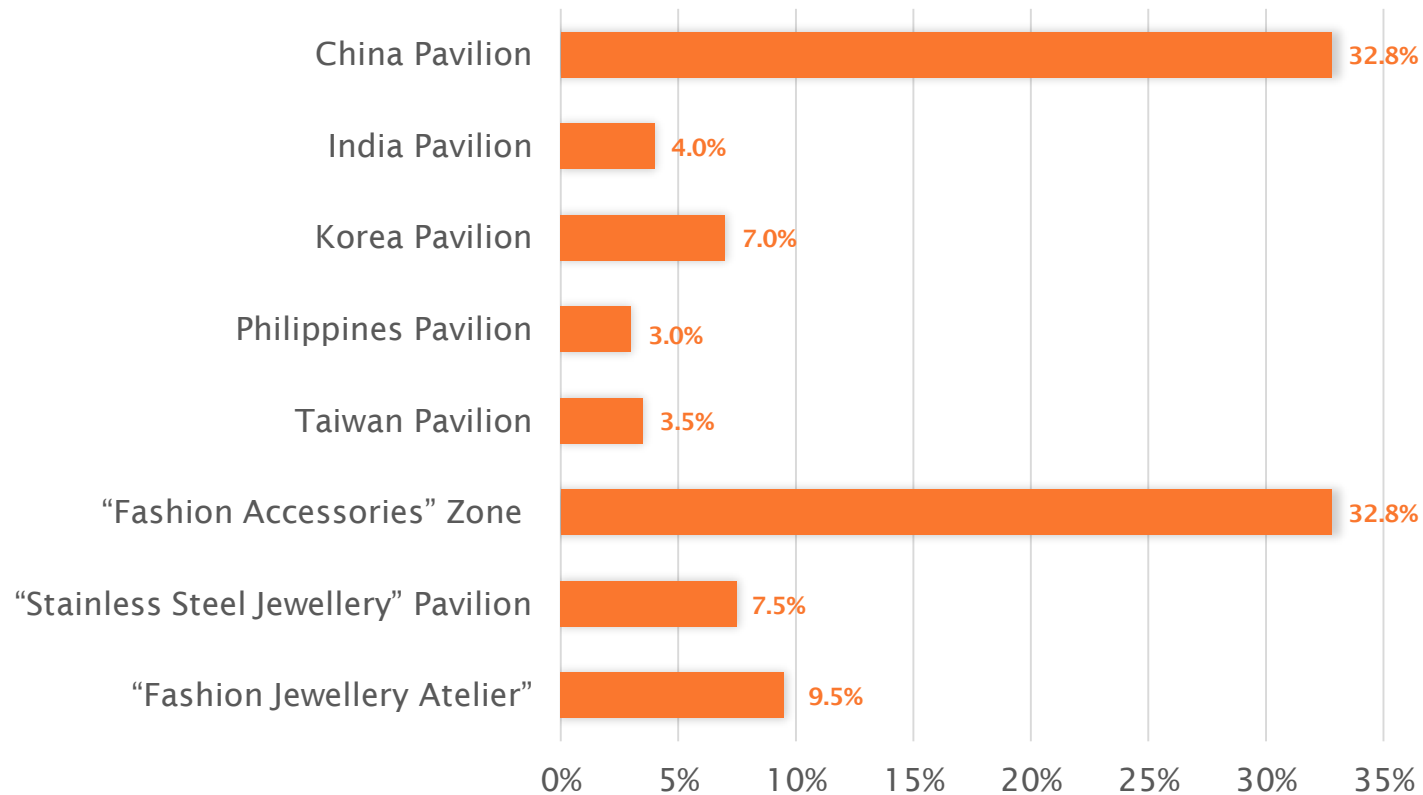
| | |
|---|-------------|
| Total number of online survey successfully sent out | 322 |
| Total number of collected online survey | 18 |
| Overall online survey response rate | 5.6% |

| | |
|----------------------------------|--------------|
| Total number of collected survey | 231 |
| Total response rate | 71.1% |

Schedule:

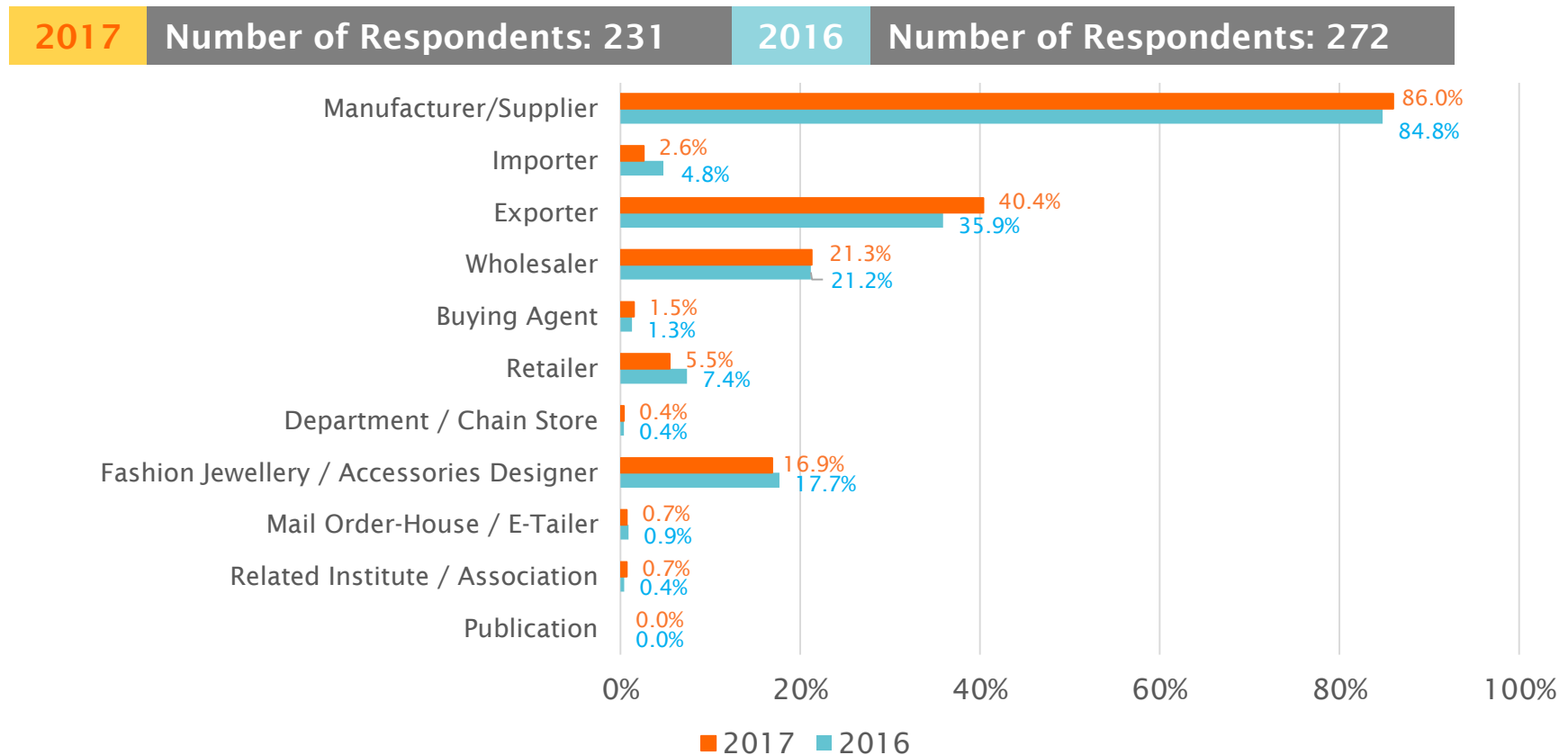
| | |
|--|---------------|
| The date the online survey started | 7 March 2017 |
| The date of the closing of the online survey | 28 March 2017 |
| The date of the submission of the report | 27 April 2017 |

GROUP PAVILIONS



- The results showed the approximate size of group pavilions. China Pavilion and “Fashion Accessories Zone” shares the highest response rate.

Nature of Business(es)



- The majority of exhibitors are Manufacturer / Supplier, then followed by Exporter.

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



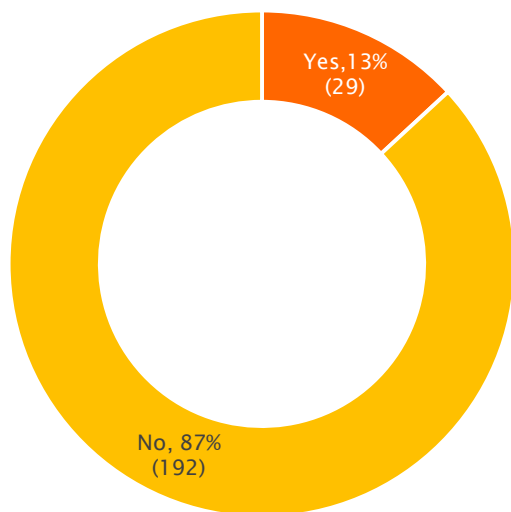
2017

Number of Respondents: 221

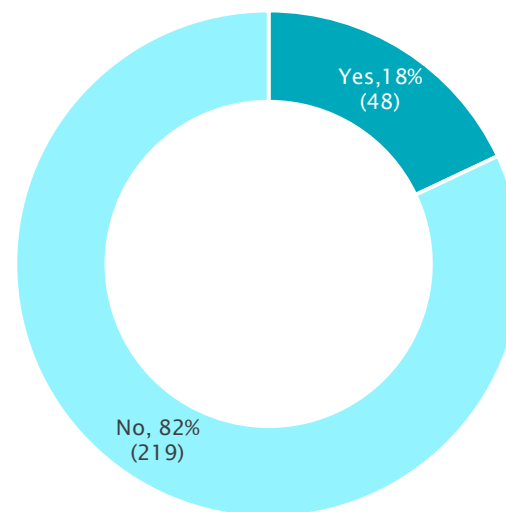
2016

Number of Respondents: 267

2017



2016



- The percentage of “first time exhibitor” has dropped. This indicates more exhibitors have taken part in 3FJ before.

2. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March?

(0 = Extremely dissatisfied ; 10 = Extremely satisfied)



2017

Number of Respondents: 227

No. of respondents answered: 227
No. of respondents skipped: 5

2016

Number of Respondents: 267

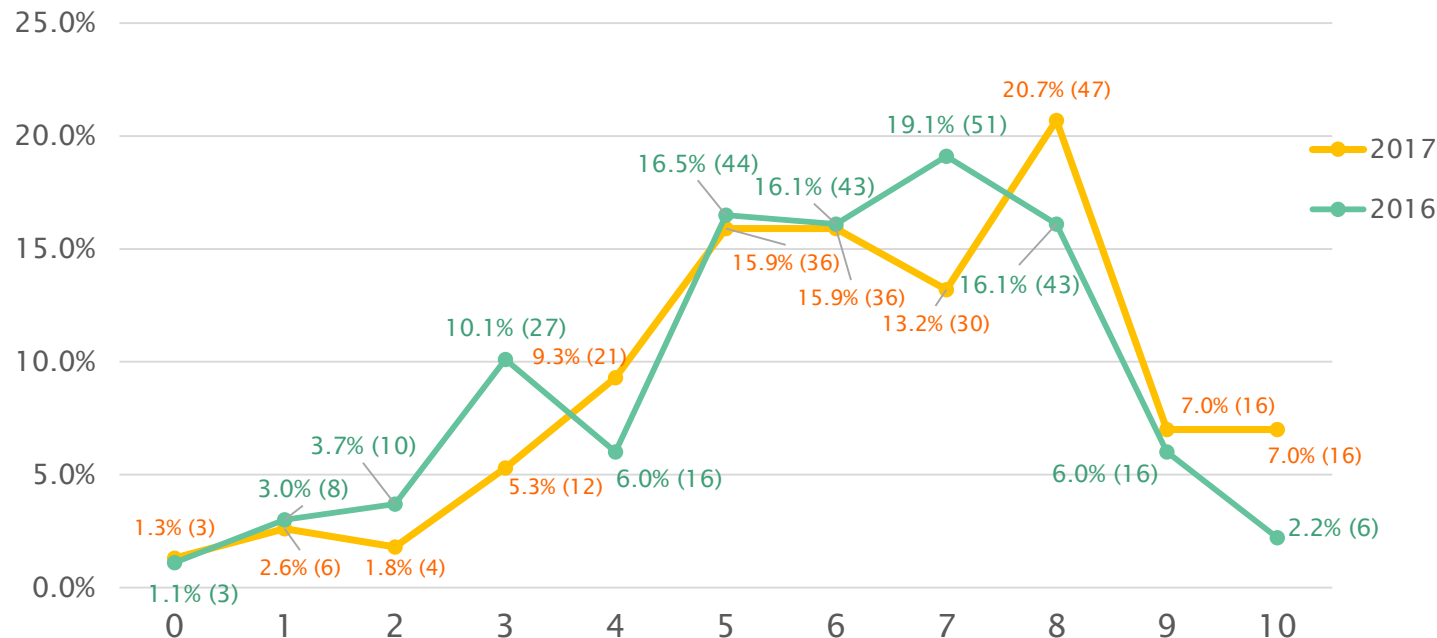
No. of respondents answered: 267
No. of respondents skipped: 7

CSAT 2017

6.26

CSAT2016

5.83



- Customer satisfaction has increased slightly compared to 2016.
- In 2017, 63.9% exhibitors gave the rating 6 - 10. In 2016, 59.5% exhibitors gave the rating 6 - 10.

2.1 Breakdown of CSAT average rating by Group Pavilions and Themed Zones

| Group Pavilion/Zone | Total no. of exhibitors In group pavilions/ Zone | No. of Exhibitors answered | Percentage | CSAT Average Rating 2017 | CSAT Average Rating 2016 |
|------------------------------------|--|----------------------------|------------|--------------------------|--------------------------|
| China Pavilion | 66 | 63 | 95.5% | 6.8 | 5.8 |
| India Pavilion | 8 | 8 | 100% | 6.3 | 5.5 |
| Korea Pavilion | 14 | 13 | 92.8% | 5.7 | 5.8 |
| Philippines Pavilion | 6 | 6 | 100% | 5.3 | 5.8 |
| Taiwan Pavilion | 7 | 7 | 100% | 6.0 | 4 |
| Fashion Accessories Zone | 67 | 66 | 98.5% | 6.4 | 5.5 |
| Stainless Steel Jewellery Pavilion | 16 | 14 | 87.5% | 6.4 | 8 |
| Fashion Jewellery Atelier | 20 | 18 | 90.0% | 6.4 | 7.4 |

- Many exhibitors carry more than one kind of business nature.
- The average score of “China Pavilion” is the highest. Following is “Fashion Accessories Zone”, “Stainless Steel Jewellery Pavilion” and “Fashion Jewellery Atelier”.
- However, “Stainless Steel Jewellery Pavilion” and “Fashion Jewellery Atelier” has a lower CSAT comparing to 2016.

2.2 Breakdown of response by nature of business(es)

| Nature of Business | No. of people answered | CSAT Average Rating 2017 | CSAT Average Rating 2016 |
|--|------------------------|--------------------------|--------------------------|
| Manufacturer / Supplier | 190 | 6.4 | 5.8 |
| Importer | 52 | 5.2 | 4.7 |
| Exporter | 82 | 6.2 | 5.6 |
| Wholesaler | 49 | 6.1 | 6.1 |
| Buying Agent | 3 | 4.3 | 6.0 |
| Retailer | 17 | 7.0 | 6.9 |
| Department / Chain Store | 1 | 5 | 4.0 |
| Fashion Jewellery / Accessories Designer | 41 | 6.2 | 6.6 |
| Mail Order House / E-tailor | 2 | 6.5 | 8.5 |
| Related Institute / Association | 1 | 8.0 | 5.5 |
| Publication | N/A | N/A | N/A |

- The Nature of Business with the most respondents were “Manufacturer / Supplier”, “Exporter” and “Importer”. All 3 of the CSAT average rating are also higher than 2016.

2.3 Breakdown of response by continent / region



| Country/Region | Total no. Of exhibitors | No. of People answered | Response Percentage | CSAT Average Rating 2017 | CSAT Average Rating 2016 |
|--------------------------|-------------------------|------------------------|---------------------|--------------------------|--------------------------|
| Mainland China | 123 | 121 | 98.4% | 6.6 | 6.0 |
| Hong Kong | 38 | 37 | 97.4% | 6.2 | 6.1 |
| India | 25 | 25 | 100% | 5.6 | 5.5 |
| Indonesia | 1 | 1 | 100% | 6.0 | 4.0 |
| Italy | 3 | 3 | 100% | 2.3 | 4.8 |
| Korea | 17 | 14 | 82.4% | 7.0 | 5.6 |
| The Philippines | 19 | 19 | 100% | 5.7 | 6.3 |
| Taiwan region | 9 | 9 | 100% | 5.7 | 5.7 |
| Thailand | 2 | 1 | 50% | 8 | 5.5 |
| Turkey | 1 | 3 | 100% | 3 | 1 |
| United States of America | 1 | 1 | 100% | 4 | N/A |

- The 3 countries which has the most respondents with a higher CSAT average rating comparing to 2016 are the Mainland China, Hong Kong and India.
- According to the surveys conducted, many of the respondent from these 3 countries stated they have met their target buyers at the fair.

3. 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)



2017

Number of Respondents: 226

No. of respondents answered: 226
No. of respondents skipped: 6

2016

Number of Respondents: 268

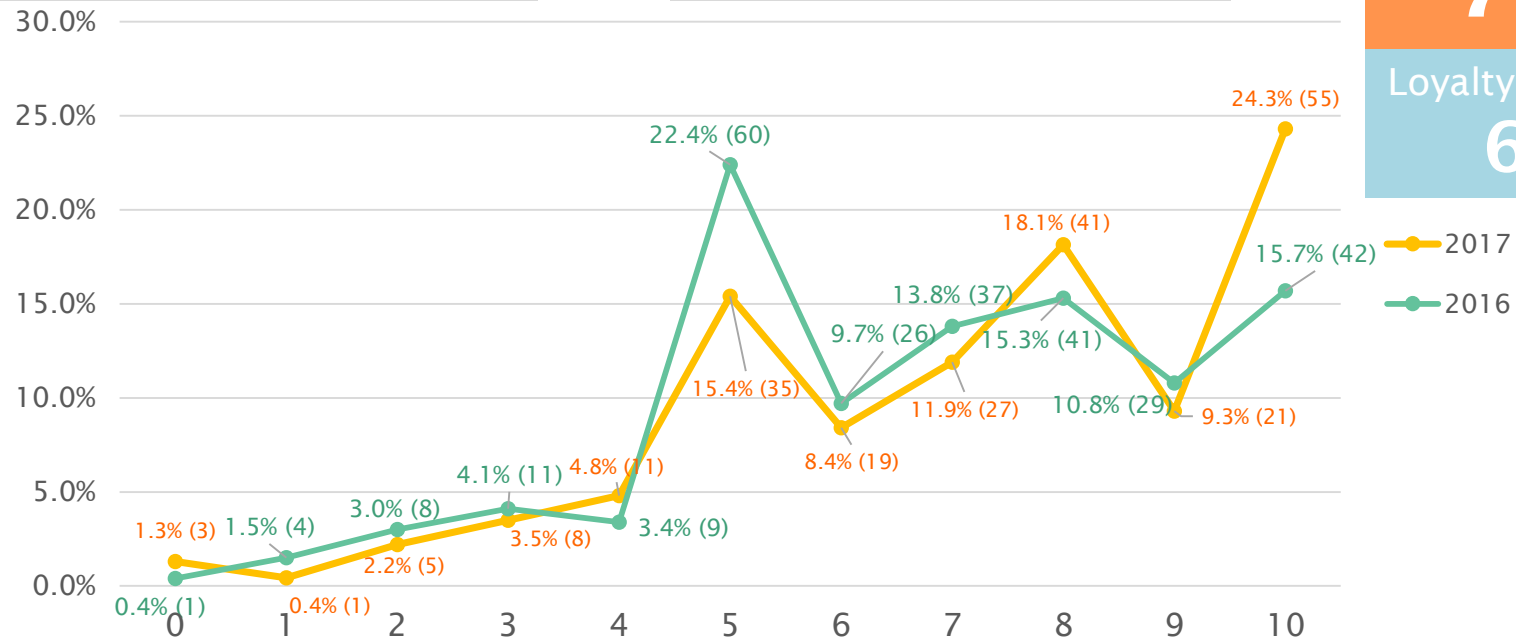
No. of respondents answered: 268
No. of respondents skipped: 6

Loyalty score 2017

7.19

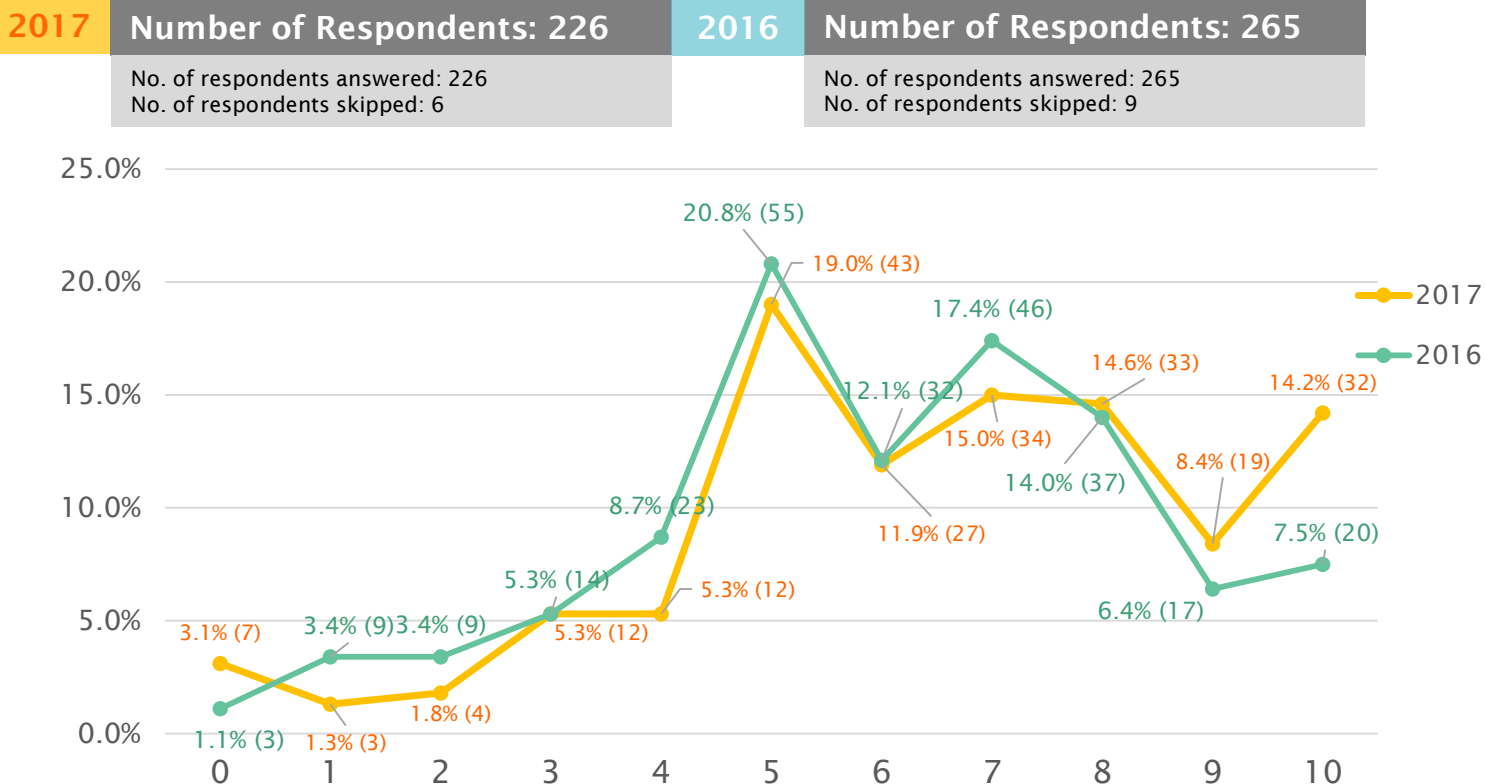
Loyalty score 2016

6.76



- Loyalty score has increased slightly compared to last year, but they followed a similar pattern. The number of respondents rated 10 has increased by 8.6%.

4. 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)

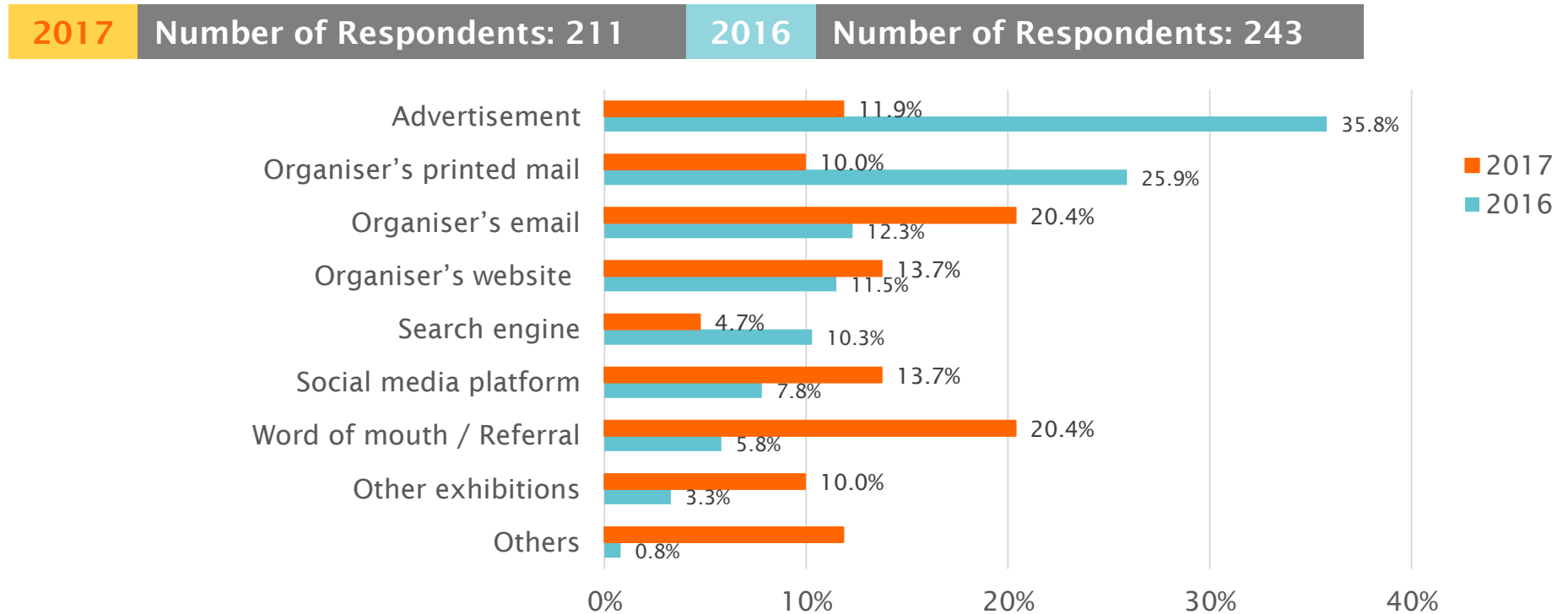


Average rating
2017
6.48

Average rating
2016
6.03

- The average rating has increased slightly higher compared to last year. The increase may be contributed by significant increase of exhibitors giving a score 10.

5. How did you learn about this exhibition?



- The main channels respondents learn about this fair are from Word of mouth / Referral and Organiser's email. These two channels are still higher than Organiser's website and Advertisement.

5.1 How did you learn about this exhibition?



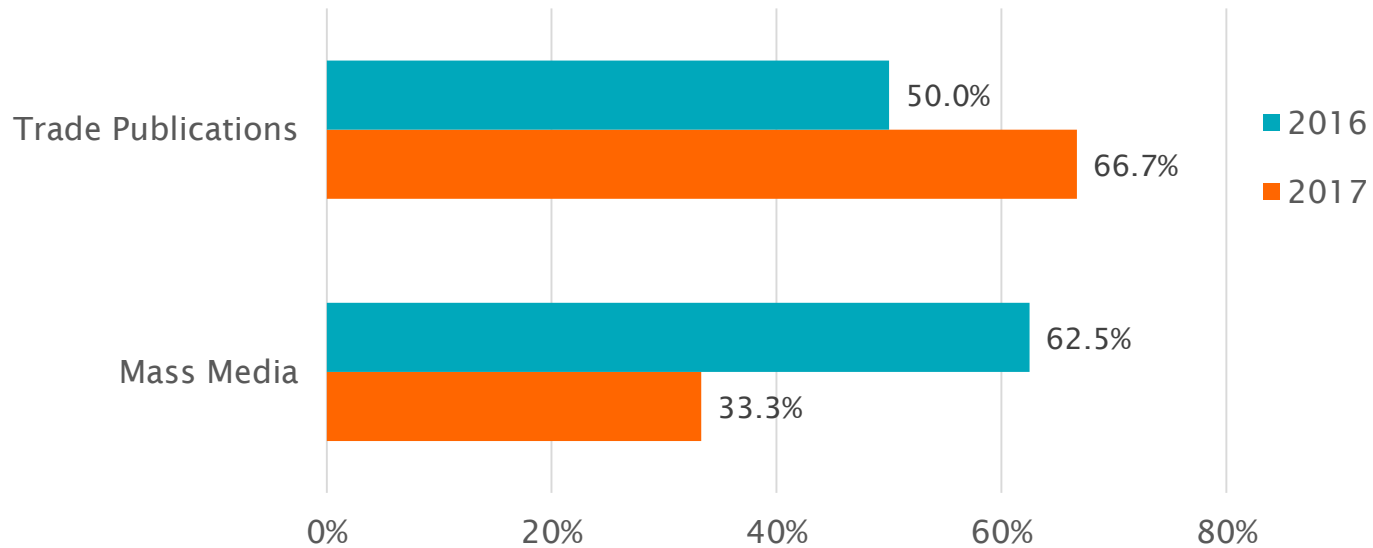
2017

Number of Respondents: 6

2016

Number of Respondents: 9

Advertisement



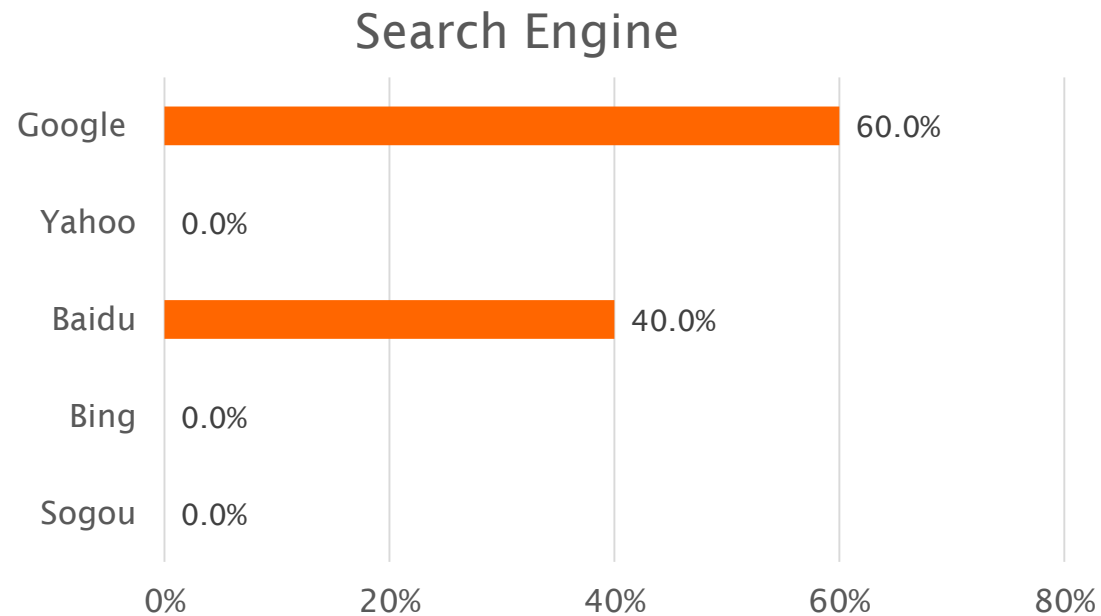
- Some respondents selected both “Mass media” and “Trade publications”.

5.2 How did you learn about this exhibition?



2017

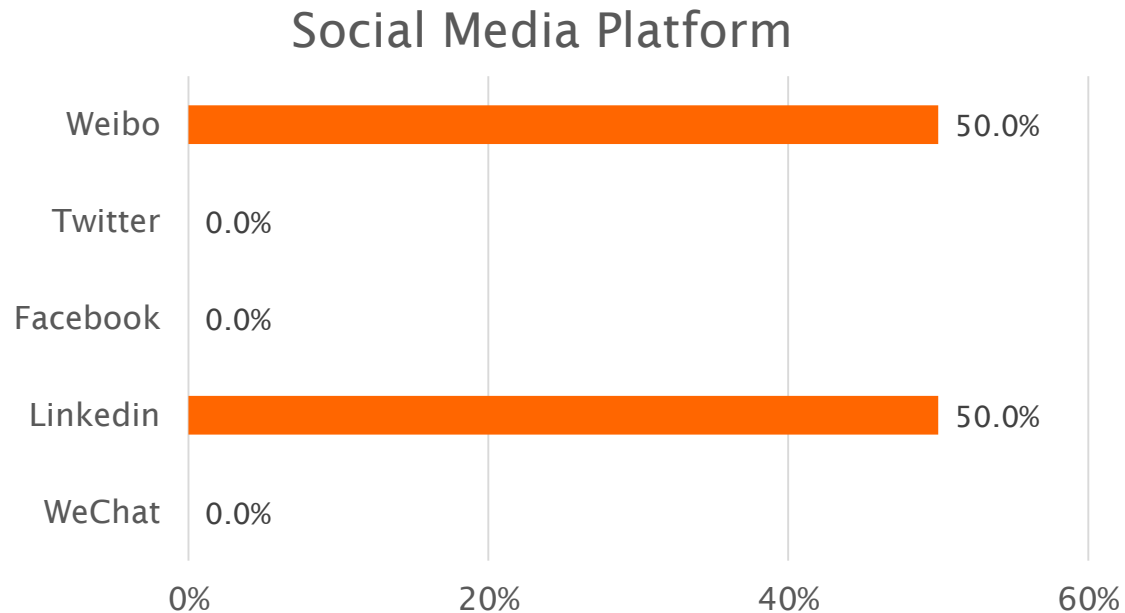
Number of Respondents: 5



- Google remains a more dominant search engine than Baidu in 2017.

5.3 How did you learn about this exhibition?

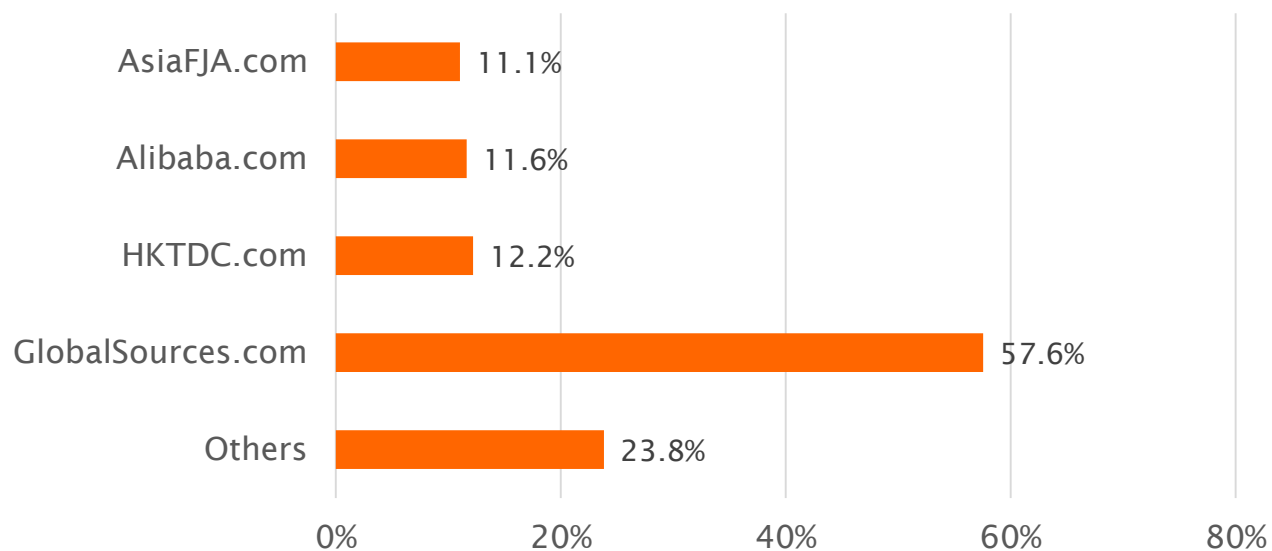
2017 Number of Respondents: 2



- LinkedIn and Weibo take equal share with respect to social media platform.

5.2 Which online platform do you usually use to source your products?

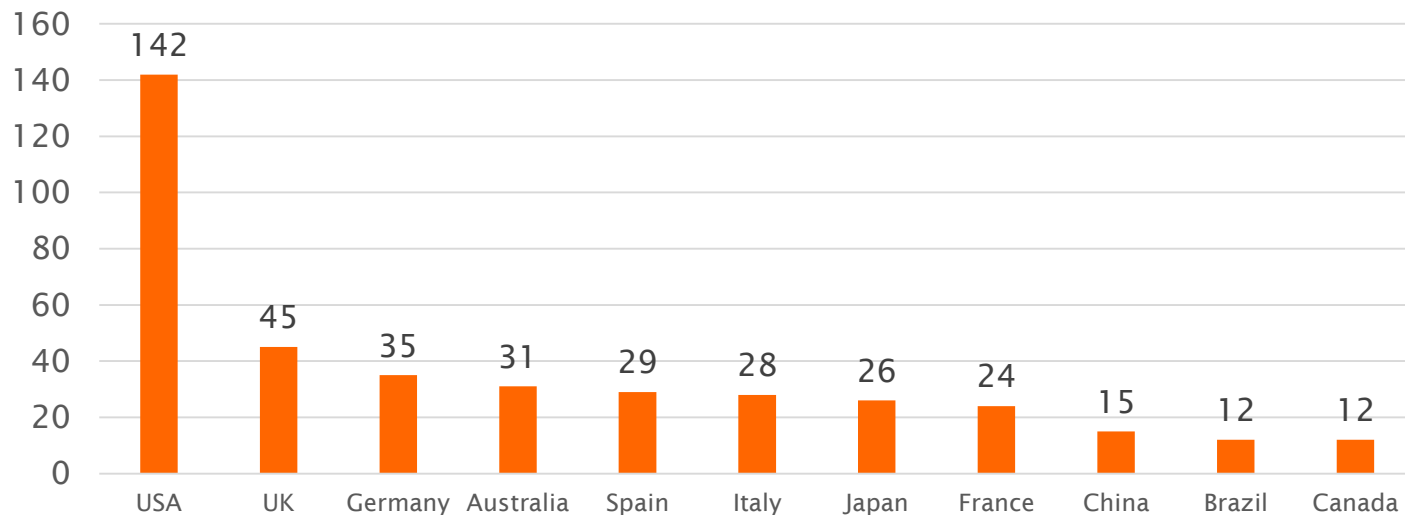
2017 Number of Respondents: 172



- GlobalSources.com is the main platform the exhibitor uses to source their products.

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

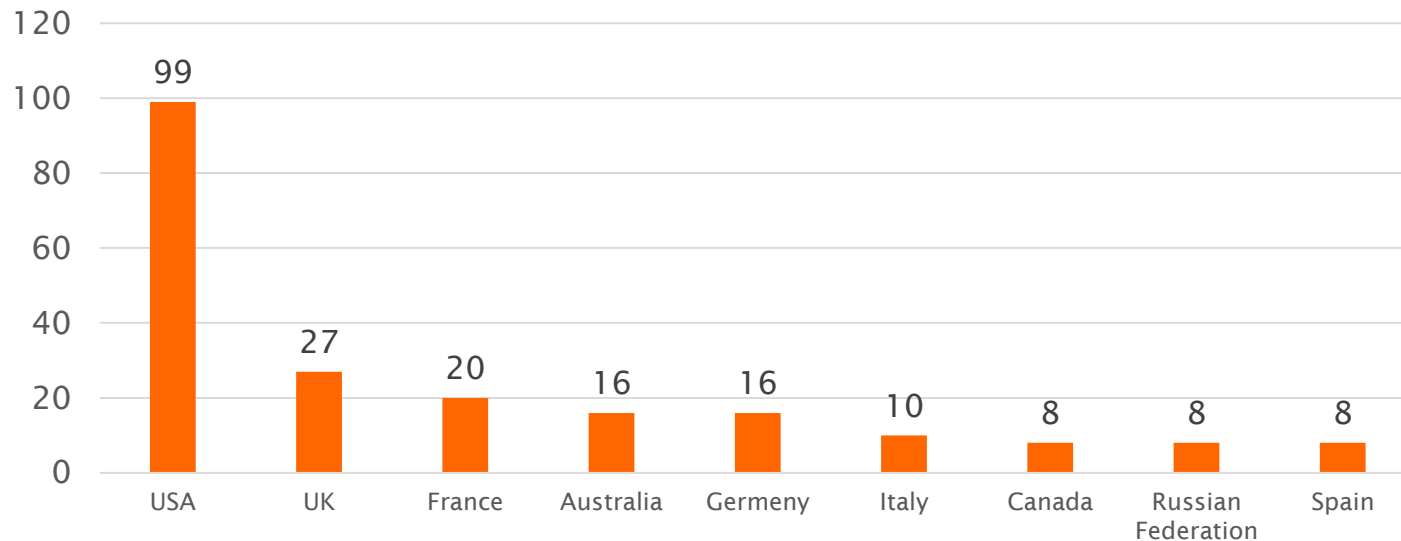
2017 Number of Respondents: 196



- The above chart only shows the top 10 markets of the respondents. USA takes the lead as the leading market currently for exhibitors, followed by the United Kingdom and Germany. Brazil and Canada shares the 10th place.
- Other countries include: Armenia, Austria, Belgium, Columbia, Denmark, Dubai, Greece, Hong Kong, India, Indonesia, Ireland, Israel, Korea, Malaysia, Mexico, Netherlands, Poland, Portugal, Russian Federation, South Africa, Sweden, Switzerland, Taiwan, Thailand, Turkey and United Arab Emirates.

7. My target markets (countries) are:

2017 Number of Respondents: 149

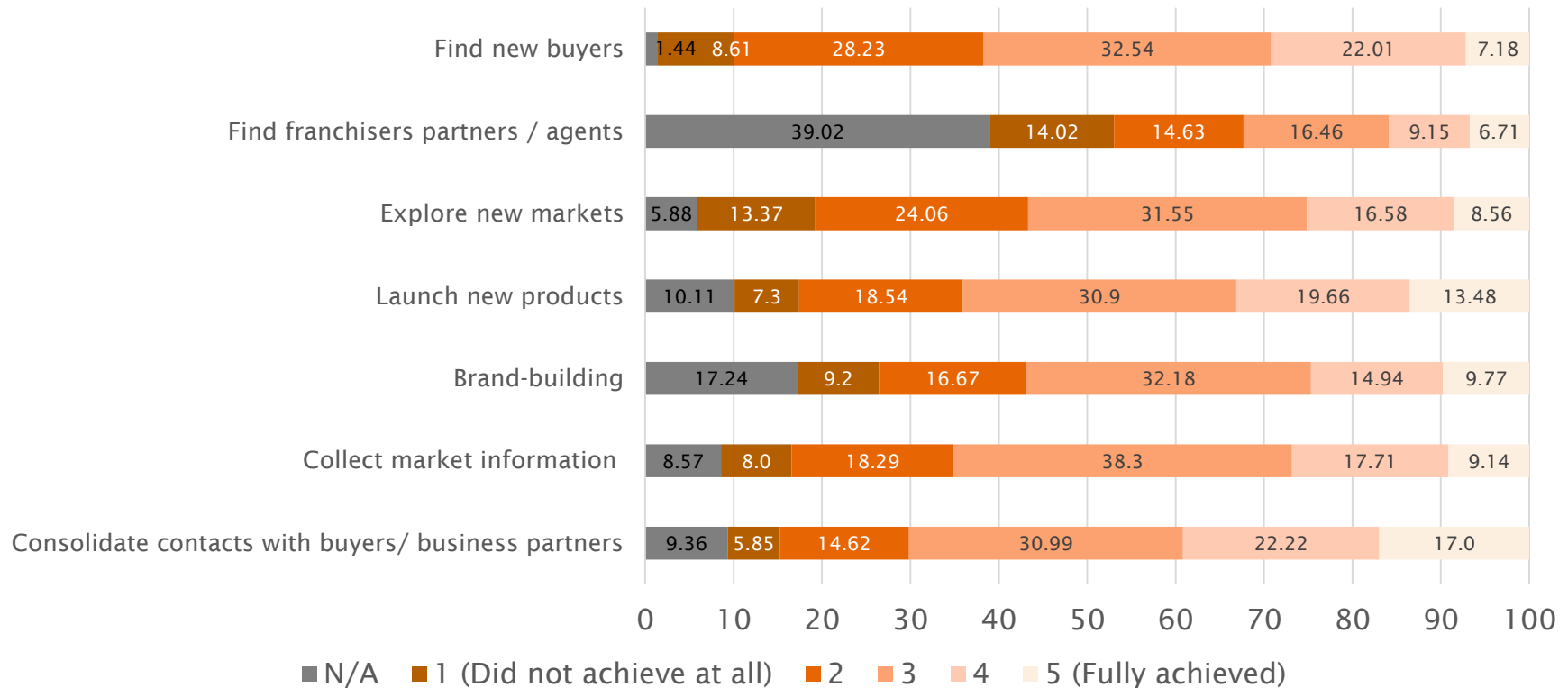


- The above chart only shows the top 10 target markets of the respondents. USA takes the lead as the leading market currently for exhibitors, followed by the United Kingdom and France.
- Other countries include: Argentina, Armenia, Austria, Belgium, Brazil, China, Denmark, Dubai, Hong Kong, India, Korea, Mexico, Netherlands, New Zealand, Norway, Samoa, Saudi Arabia, South Africa, Sweden, Switzerland and Taiwan.

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

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

2017 Number of Respondents: 210

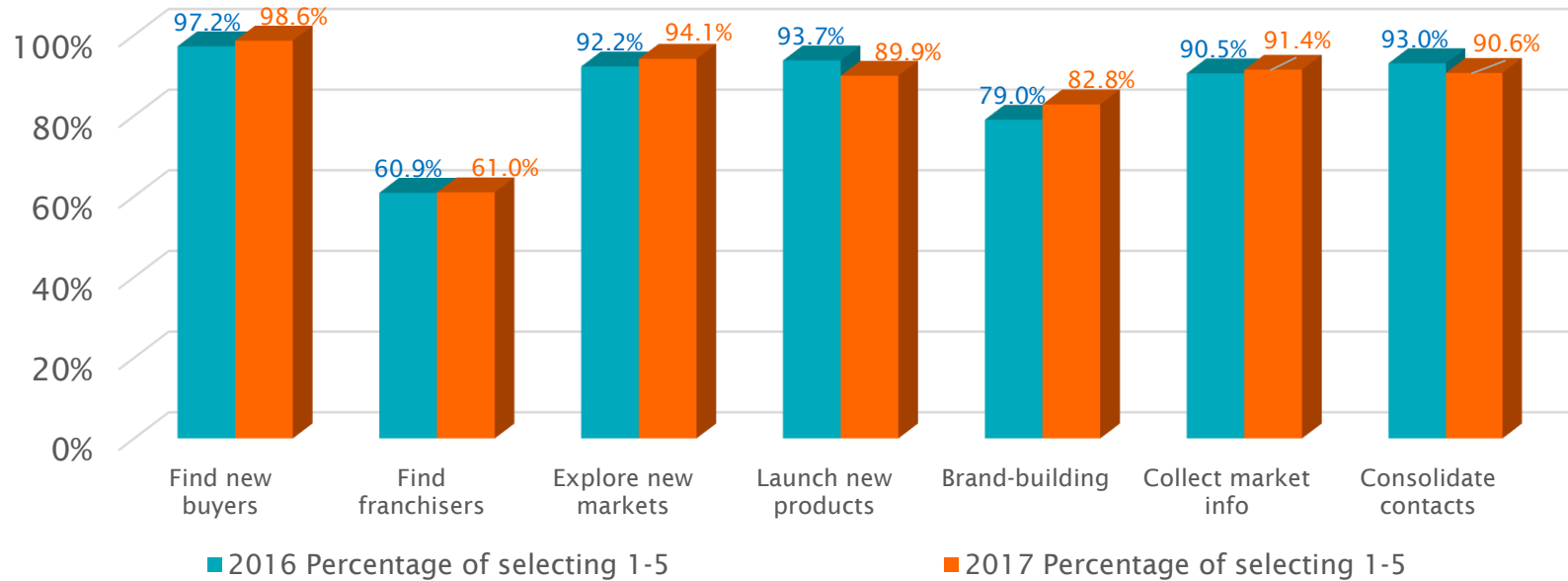


8.1 To what extent have your objectives for exhibiting in this exhibition been achieved?

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

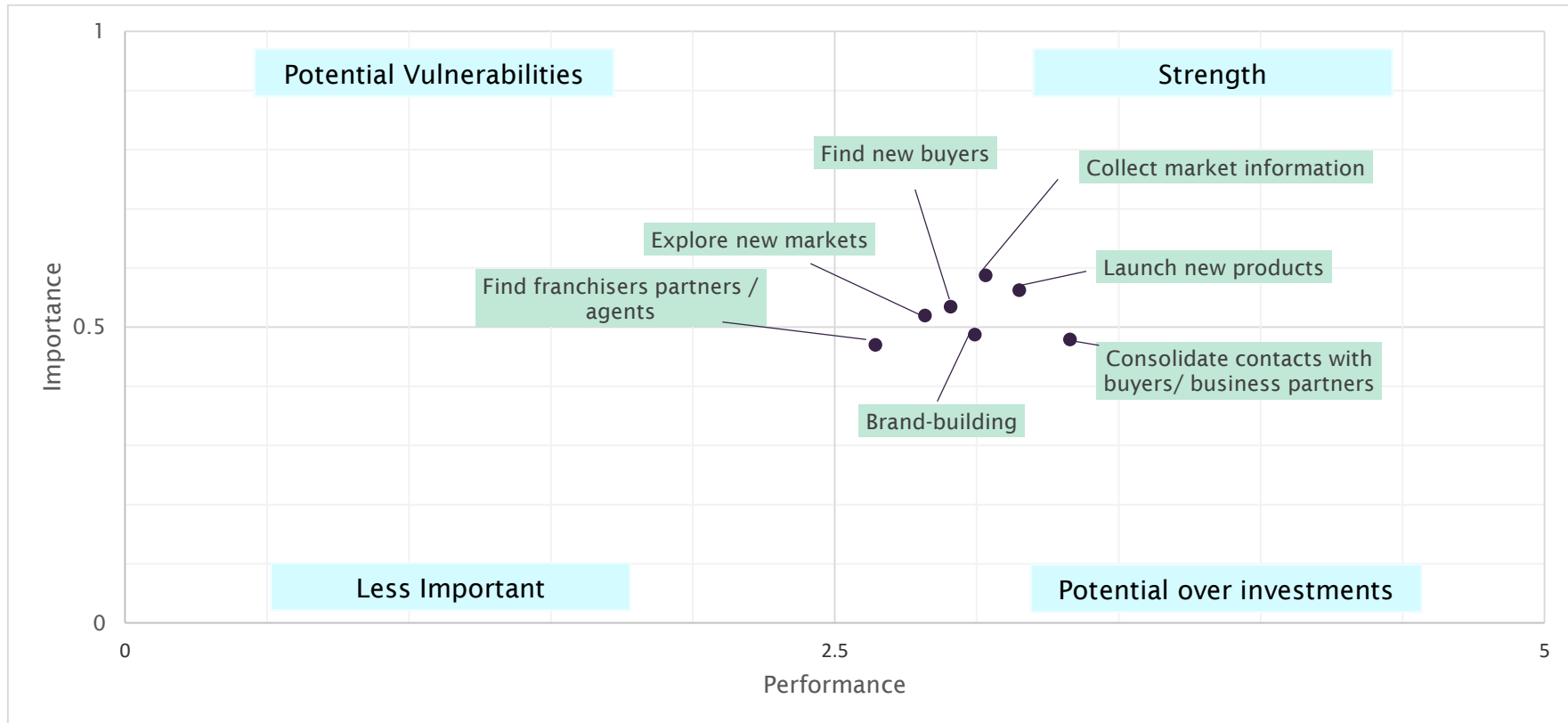
| 2017 | Number of Respondents: 210 | | | 2016 | Number of Respondents: 274 | | |
|------|----------------------------|--|--|------|----------------------------|--|--|
|------|----------------------------|--|--|------|----------------------------|--|--|

| | | | | | | | |
|-----------|-----|-----|-----|-----|-----|-----|-----|
| 2017 mean | 2.9 | 2.7 | 2.8 | 3.2 | 3.0 | 3.0 | 3.3 |
| 2016 mean | 2.6 | 2.3 | 2.5 | 2.9 | 2.7 | 2.8 | 3.0 |



- The result indicates that 2017 exhibitors has a greater extend in achieving their objectives amongst "Consolidate contacts", "Launch new products", "Brand-building" and "Collect market information" when compared to last year.
- "Consolidate contacts" became most important among the listed objectives.
- However, the mean score of key attributes such as "Find new buyers" & "Find franchisers" and "Explore new markets" remained relatively low.

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

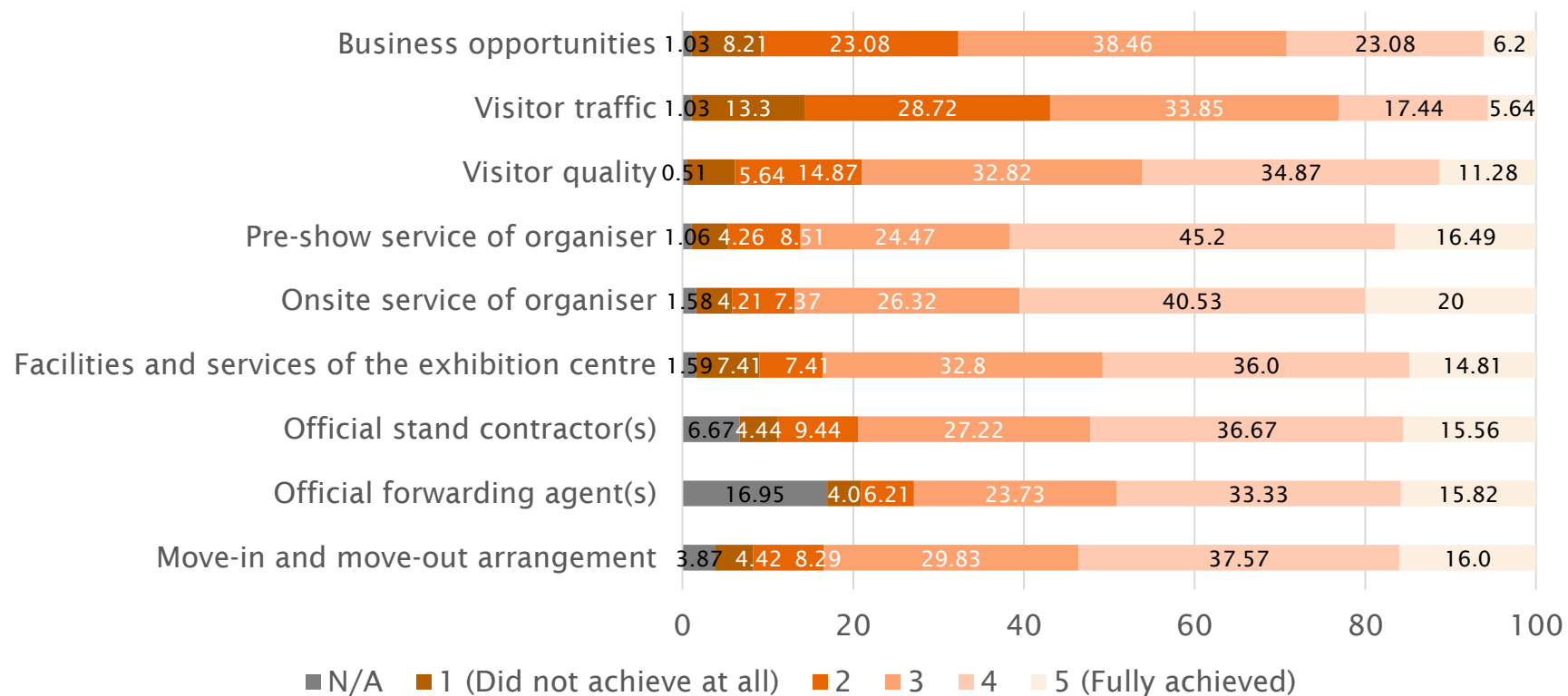


“Collect market information” and “Launch new products” performed the best out of all aspects. “Finding franchisers”, “Brand-building” and “Consolidate contacts with buyers / business partners” are potential aspects which we try on pushing in the next edition.

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

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

2017 Number of Respondents: 202



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

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

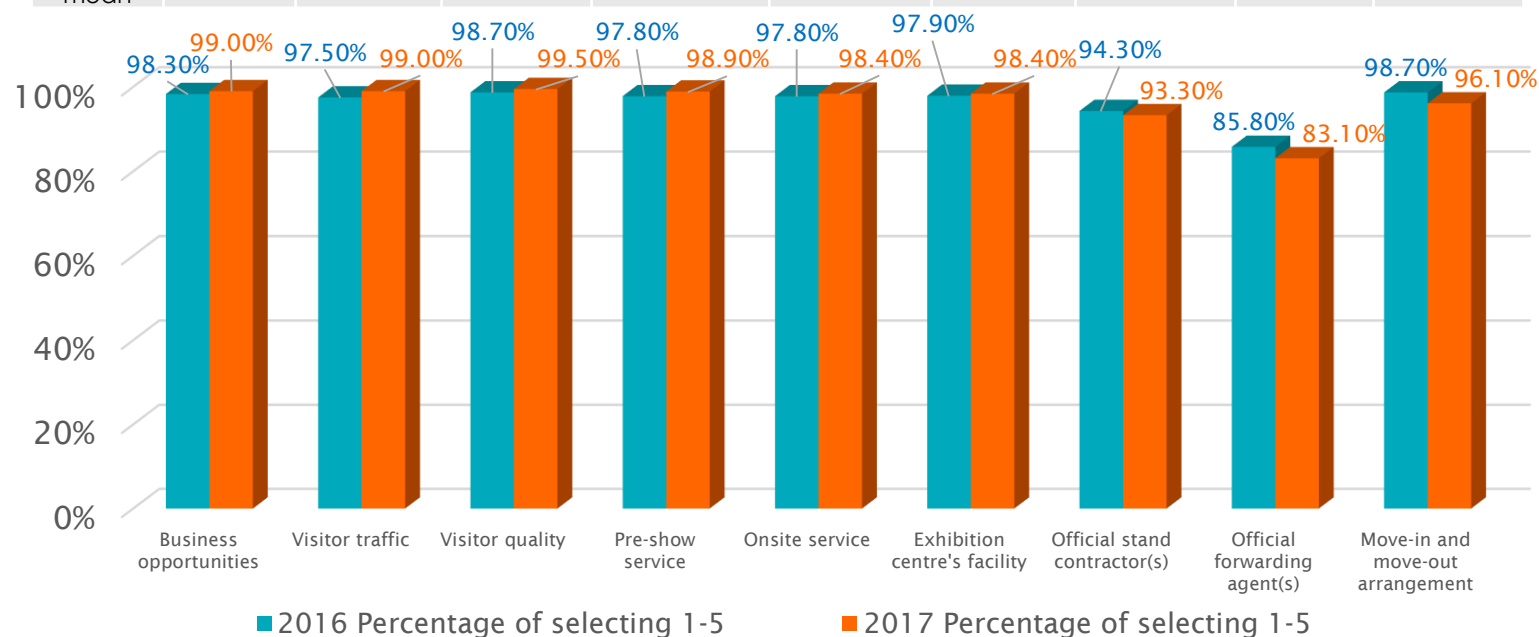
2017 mean

Number of Respondents: 202

2016 mean

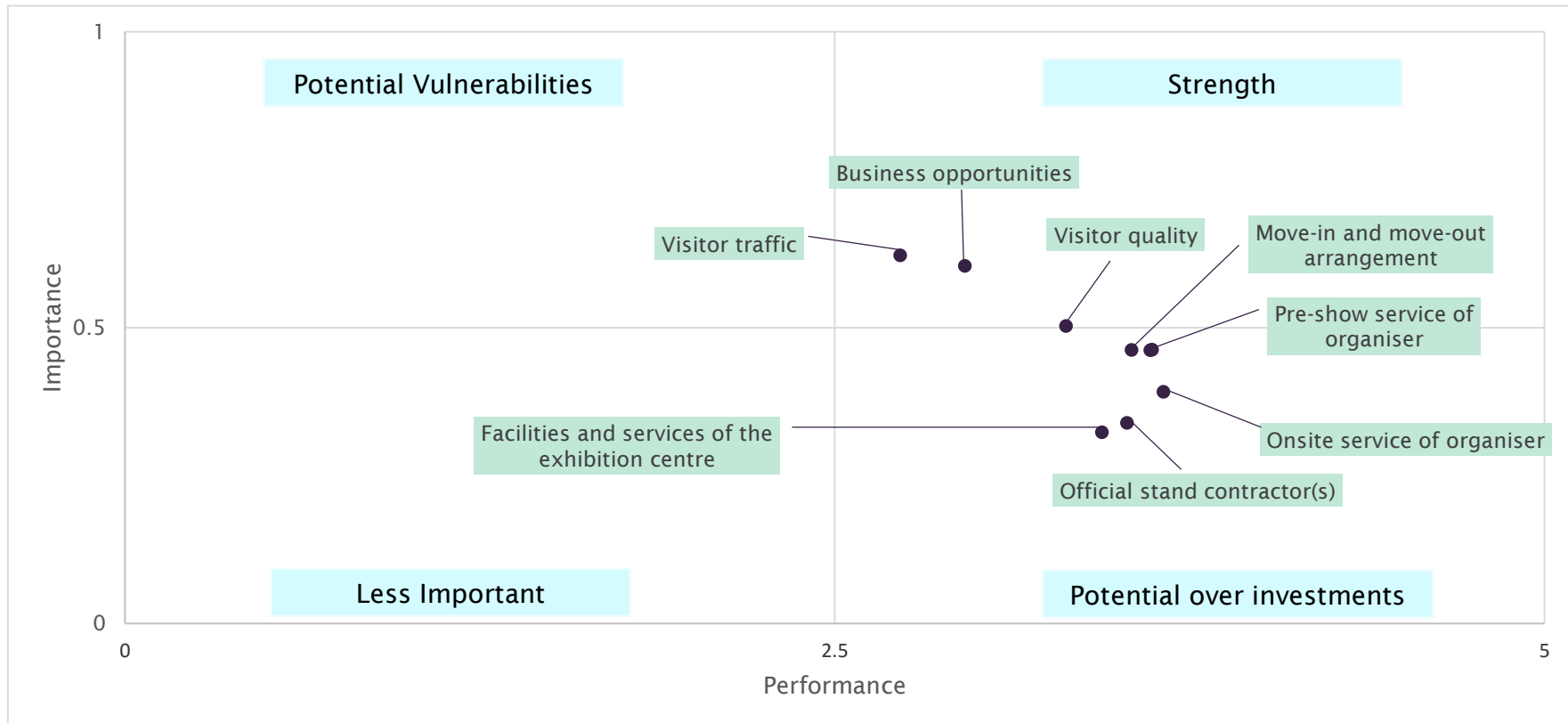
Number of Respondents: 267

| Year | Business opportunities | Visitor traffic | Visitor quality | Pre-show service | Onsite service | Exhibition centre's facility | Official stand contractor(s) | Official forwarding agent(s) | Move-in and move-out arrangement |
|-----------|------------------------|-----------------|-----------------|------------------|----------------|------------------------------|------------------------------|------------------------------|----------------------------------|
| 2017 mean | 3.0 | 2.7 | 3.3 | 3.6 | 3.7 | 3.4 | 3.5 | 3.6 | 3.5 |
| 2016 mean | 2.6 | 2.4 | 2.9 | 3.2 | 3.3 | 3.2 | 3.2 | 3.2 | 3.2 |



- The result indicates that exhibitors are more satisfied with all aspects in 2017 than 2016.
- Satisfaction level in aspects of "Onsite service" ranked top. Following are "Move-in and out arrangement", "Official forwarding agents" and "Pre-show service".
- However, the satisfaction level of "Business opportunities" and "Visitor traffic" are relatively low amongst all aspects.

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



“Visitor traffic” and “Business opportunities” are the strength of 3FJ. We can leverage on both aspects. “Facilities and services of the exhibition centre” can be addressed and push to strength.

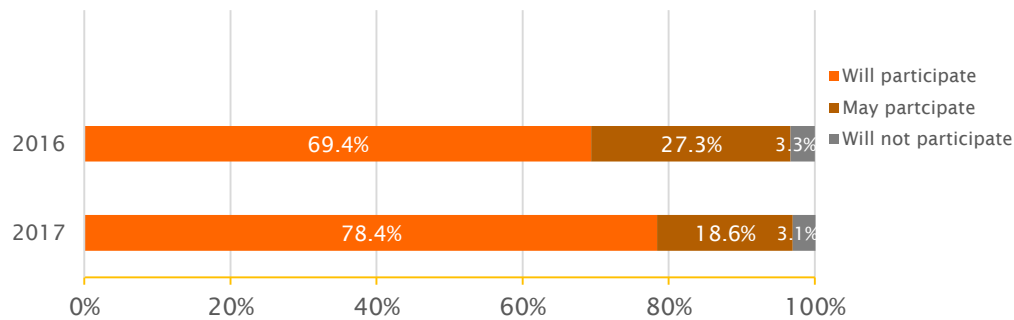
10. What are your plans for participating in this exhibition next year?

2017

Number of Respondents: 195

2016

Number of Respondents: 242



The increase in "Will participate" option may indicate that exhibitors are more certain in rebooking because of the current market economy.

There is also an increase in buying larger booth and same booth size, whereas a slight decrease in demanding smaller booth size. It shows that exhibitors are more confident with their business after this year's fair. They may allocate more money on buying booth.

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

