

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

28 Feb – 3 Mar 2018
2018年2月28至3月3日



ASIA'S FASHION JEWELLERY +
ACCESSORIES FAIR – MARCH 2018



UBM

EXHIBITOR SURVEY REPORT

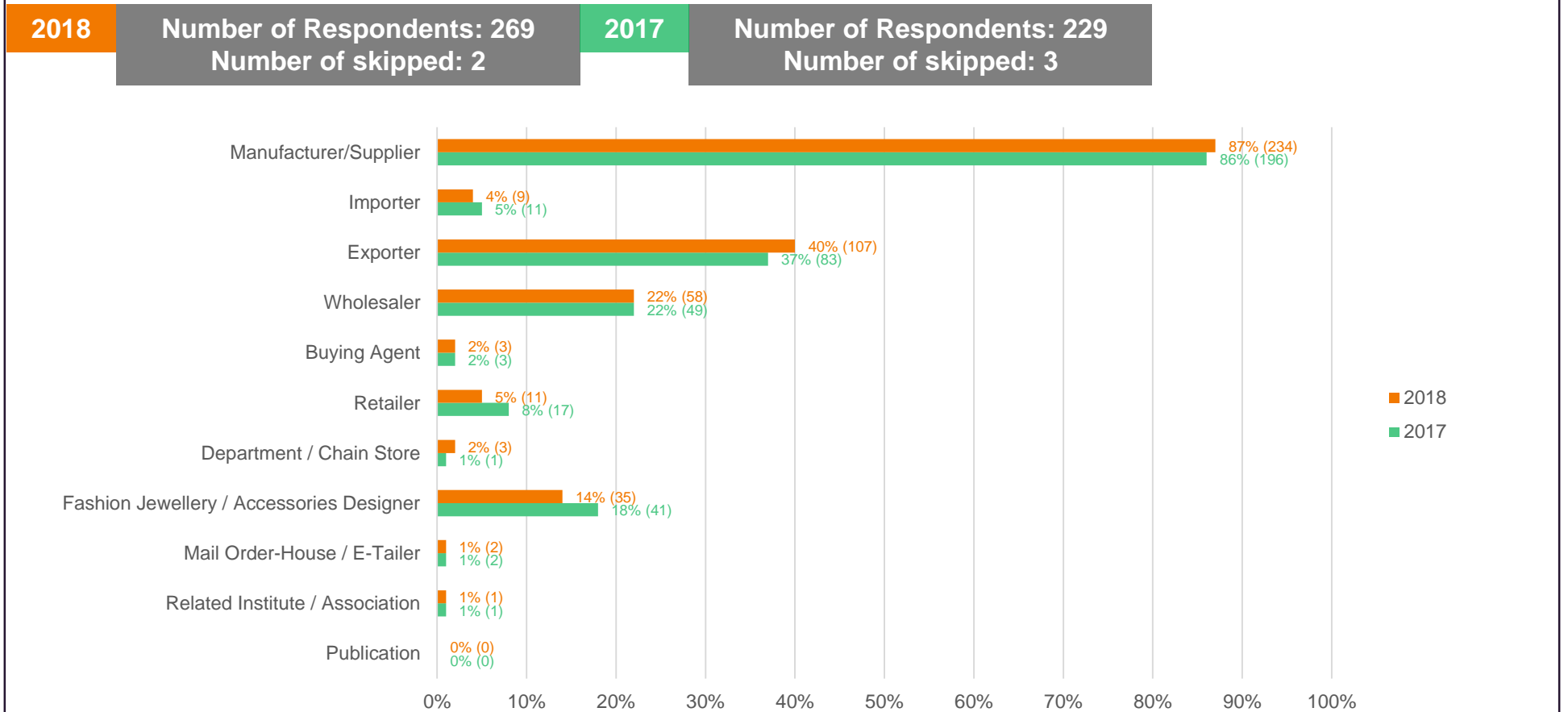


UBM

Survey data summary

Total number of exhibitors	296
Total number of collected onsite survey	267
Onsite survey response rate	90.20% [267/296]
Total number of online survey successfully sent out	293
Total number of collected online survey	24
Online survey response rate	8.19% [24/293]
Total number of collected survey (onsite + online)	271 (exclude 20 duplicated)
Overall response rate	91.55% [271/296]
Schedule:	
The date of online survey started	5 March 2018
The date of 1 st reminder sent	13 March 2018
The date of 2 nd reminder sent	19 March 2018
The date of the closing of the online survey:	26 March 2018
The date of submission of the report	13 April 2018

Nature of Business(es)



The majority of the exhibitors are manufacturers/suppliers, exporters, followed by wholesalers. There is a 6% drop on fashion jewellery/accessories designers, the rest are more or less the same as last year.

Sum of the percentage is more than 100%, as part of the respondents' company may involve more than one nature of businesses.

Q1. Is your company a first-time participant in this exhibition?

2018

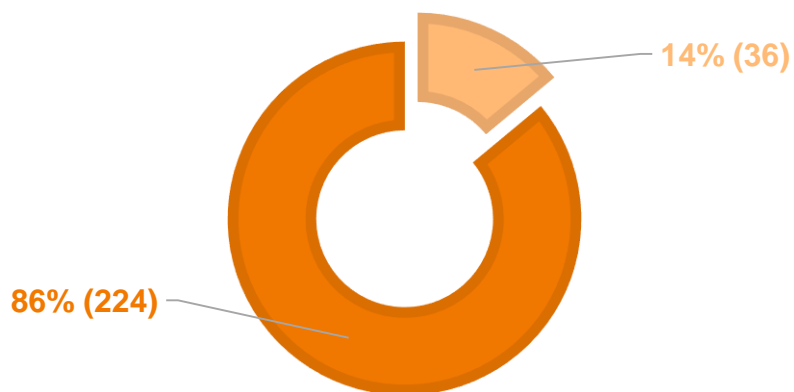
Number of Respondents: 260
Number of skipped: 11

2017

Number of Respondents: 221
Number of skipped: 11

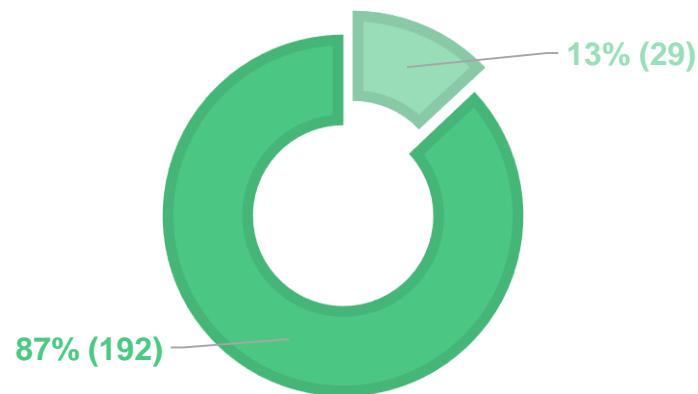
2018

■ First-time ■ Repeated



2017

■ First-time ■ Repeated



Although there is a slight decrease (1%) on repeated exhibitors, over 85% are returning exhibitors, it indicates that the fair is able to keep most of the old customers.

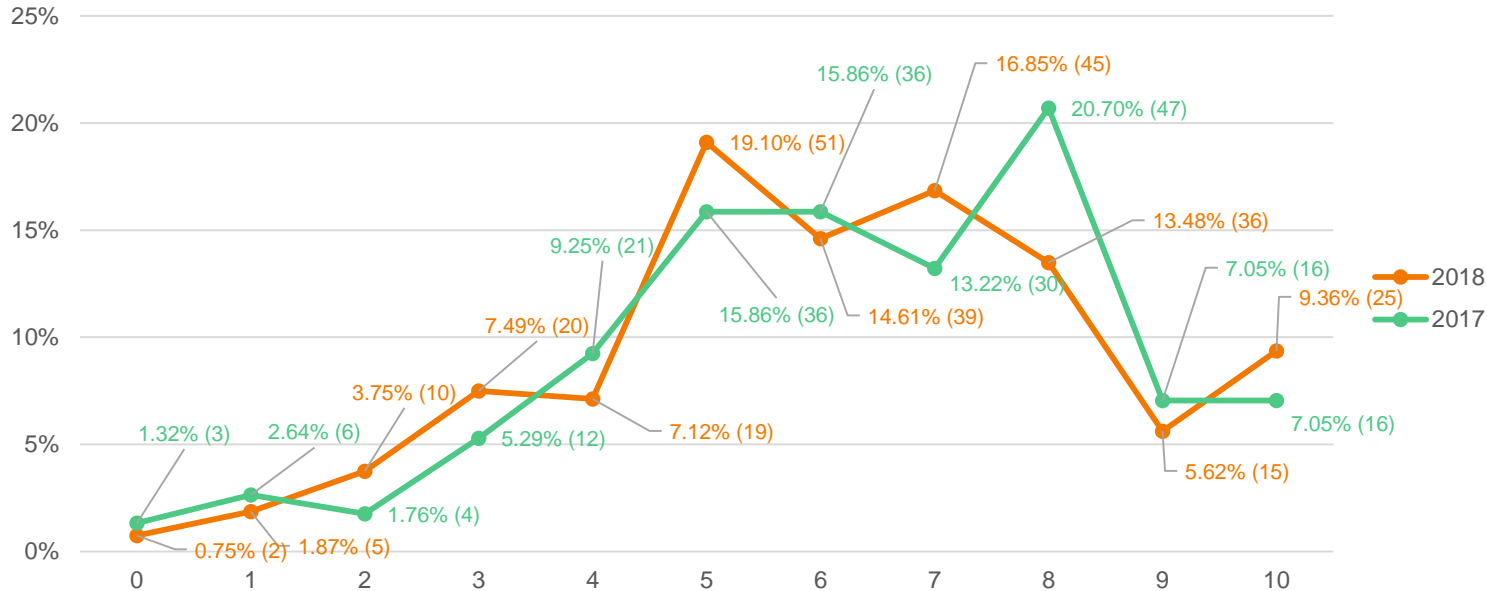
Q2. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (2018 vs 2017)

2018

Number of Respondents: 260
Number of skipped: 11

2017

Number of Respondents: 221
Number of skipped: 11



(0 = Extremely dissatisfied, 10 = Extremely satisfied)

CSAT 2018

6.13

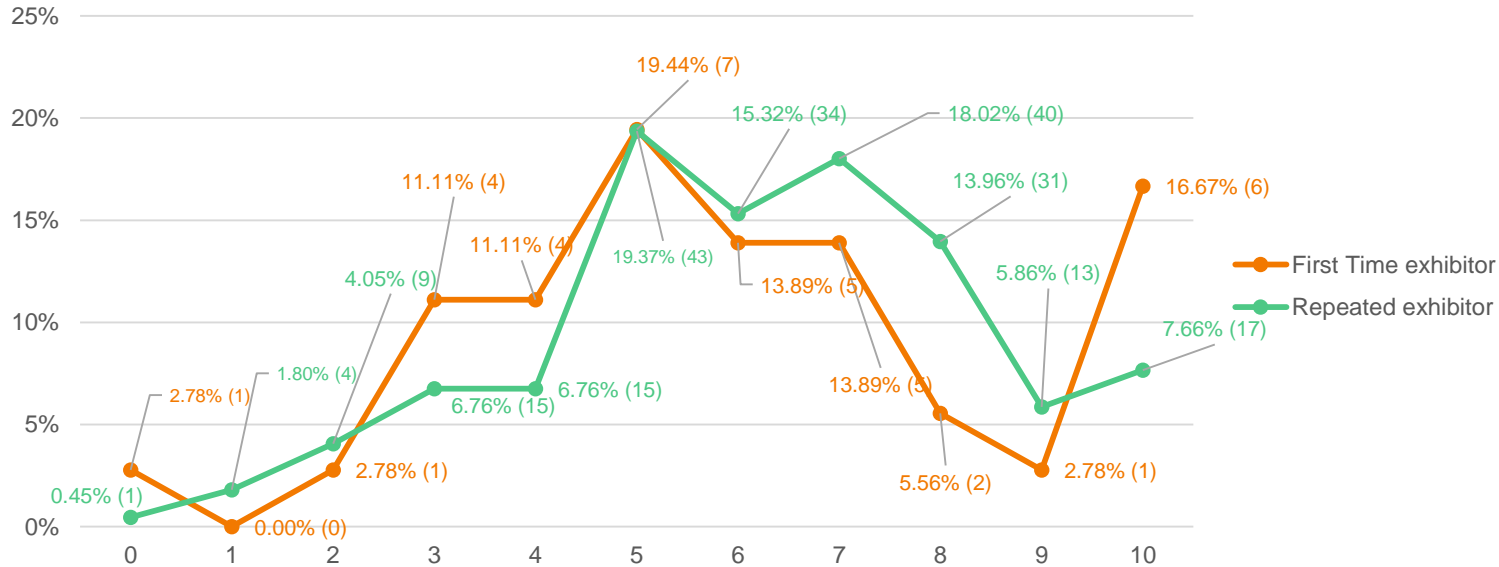
CSAT 2017

6.26

Compare to last year, CSAT dropped 0.13. As more respondents gave rating 5 & 7, but there is a 7.22% decrease on rating 8. Thus, the overall satisfaction level is slightly lower than 2017.

Q2. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (First-time exhibitors vs Repeated exhibitors)

First-time exhibitors	Repeated exhibitors
Number of Respondents: 36	Number of Respondents: 222



(0 = Extremely dissatisfied, 10 = Extremely satisfied)

CSAT of first-time exhibitors

5.97

CSAT of repeated exhibitors

6.13

Overall, the satisfaction level of repeated exhibitors are higher than first-time exhibitors. More repeated exhibitors gave rating 5 – 9, and with less rating 0 – 4, the average is higher. However, it is also important to note 16.67% first-time exhibitors gave rating 10 on their satisfaction, which is 9.01% more than repeated exhibitors.

Q2. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (By business nature)

Nature of Business	No. of people answered	CSAT 2018	CSAT 2018 vs CSAT 2017	CSAT 2017
Manufacturer / Supplier	230	6.15	(0.14)	6.29
Importer	9	6.11	0.93	5.18
Exporter	106	5.88	(0.26)	6.14
Wholesaler	58	6.34	0.2	6.14
Buying Agent	3	7.33	3	4.33
Retailer	11	6.45	0.33	6.12
Department / Chain Store	3	5.67	0.67	5
Fashion Jewellery / Accessories Designer	35	5.89	(0.33)	6.22
Mail Order House / E-tailor	2	4.5	(2)	6.5
Related Institute / Association	1	9	1	8

Compare with 2017, the CSAT of buying agent has a big increase (69.28%), while the CSAT of most of the businesses slightly higher. However, the CSAT of mail order houses/E-tailors dropped a lot (30.76%), while there are slight decreases (0.14, 0.26, 0.33) on CSAT of manufacturers/suppliers, exporters, and fashion jewellery/accessories designers.

Q2. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (By Country)

Country/Region	No. of people answered	CSAT 2018	CSAT 2018 vs CSAT 2017	CSAT 2017
Canada	1	4	/	/
China	141	6.38	(0.24)	6.62
Hong Kong	33	5.67	(0.55)	6.22
India	39	6	0.36	5.64
Indonesia	1	5	(1)	6
Italy	1	8	5.67	2.33
Korea	24	6.54	0.3	6.24
Philippines	10	4.9	(0.83)	5.73
Russian Federation	1	7	/	/
Taiwan	9	4.89	(0.78)	5.67
Thailand	2	5.5	(2.5)	8

In 2018, exhibitors from Italy, Russian Federation, followed by Korea have the highest CSAT, while exhibitors from Canada, Taiwan, and Philippines have the lowest CSAT among the countries. There are obvious decreases on CSAT from Thailand and Indonesia exhibitors.

Q2. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (By Pavilion)

Pavilion	No. of people answered	CSAT 2018	CSAT 2018 vs CSAT 2017	CSAT 2017
China Pavilion	56	6.54	(0.04)	6.58
India Pavilion	13	4.31	0.31	4
Korea Pavilion	21	5.90	2.4	3.5
Philippines Pavilion	5	4.2	(0.55)	4.75
Taiwan Pavilion	6	3.5	(2)	5.5
Designer Atelier (formerly know as Fashion Jewellery Atelier)	13	6.3	2.63	3.67
Fashion Accessories Zone	22	5.64	0.08	5.56
Stainless Steel Jewellery Pavilion	40	6.4	2.4	4

In this year, exhibitors from China Pavilion, Stainless Steel Jewellery Pavilion, and Designer Atelier have the highest CSAT, while exhibitors from Taiwan Pavilion, Philippines Pavilion and India Pavilion have the lowest CSAT. There are significant increases (71.66%, 68.57%, 60%) on CSAT of Designer Atelier, Korea Pavilion, and Stainless Steel Jewellery Pavilion. However, there are also obvious drops (36.36%, 11.58%, 6.08%) on CSAT of Taiwan Pavilion, Philippines Pavilion, and China Pavilion.

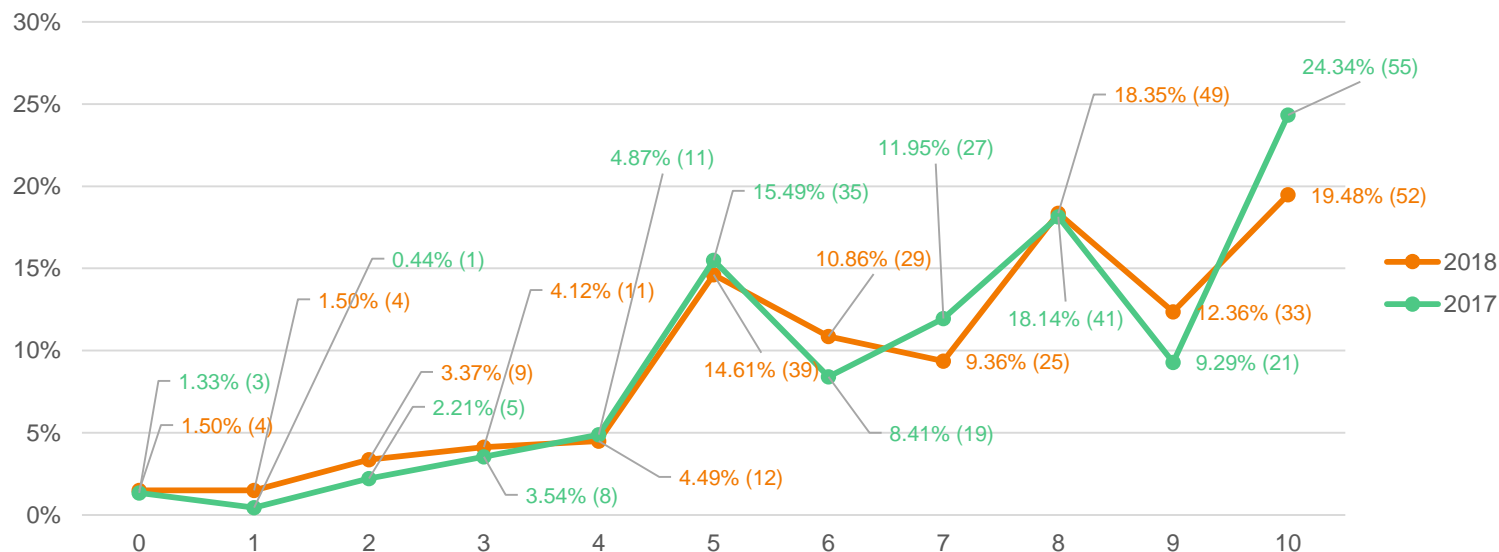
Q3. How likely would you be to attend Asia's Fashion Jewellery & Accessories Fair – March again in the future? (2018 vs 2017)

2018

Number of Respondents: 267
Number of skipped: 4

2017

Number of Respondents: 226
Number of skipped: 6



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

Loyalty Score
2018

6.95

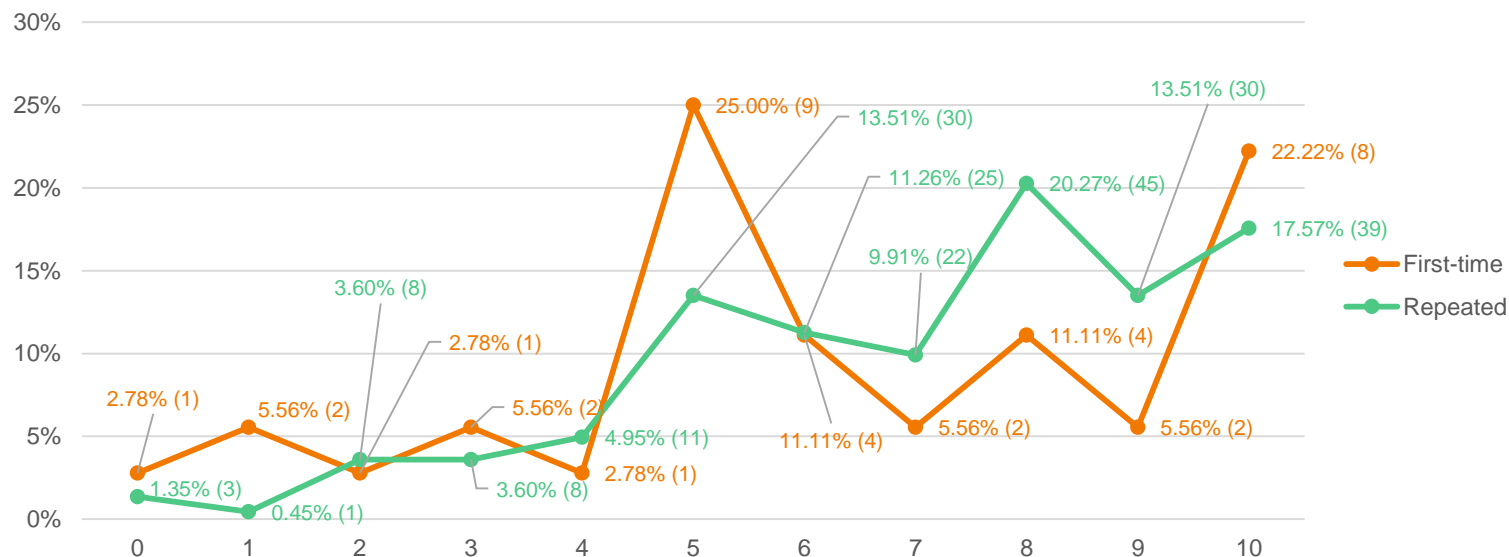
Loyalty Score
2017

7.19

Loyalty score of 2018 is 0.24 slightly less than last year, the distribution of the rating is very similar to last year.

Q3. How likely would you be to attend Asia's Fashion Jewellery & Accessories Fair – March again in the future? (First-time exhibitors vs Repeated exhibitors)

First-time exhibitors	Repeated exhibitors
Number of Respondents: 36	Number of Respondents: 222



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

Loyalty Score of
first-time exhibitors

6.31

Loyalty Score of
repeated exhibitors

7.02

Repeated exhibitors are more likely to return in next edition than the first-time exhibitors, the loyalty score of repeated exhibitors is 0.71 higher. Over 50% repeated exhibitors gave rating 8 – 10, which means that they are very likely to exhibit again next year. For first-time exhibitors, over 35% of them were not quite certain and gave rating 5 – 6, as first-time exhibitors may need more time to figure out whether it is profitable to exhibit. But it is also important to note that 22.22% first-time exhibitors gave rating 10, which indicates their confidence on the fair.

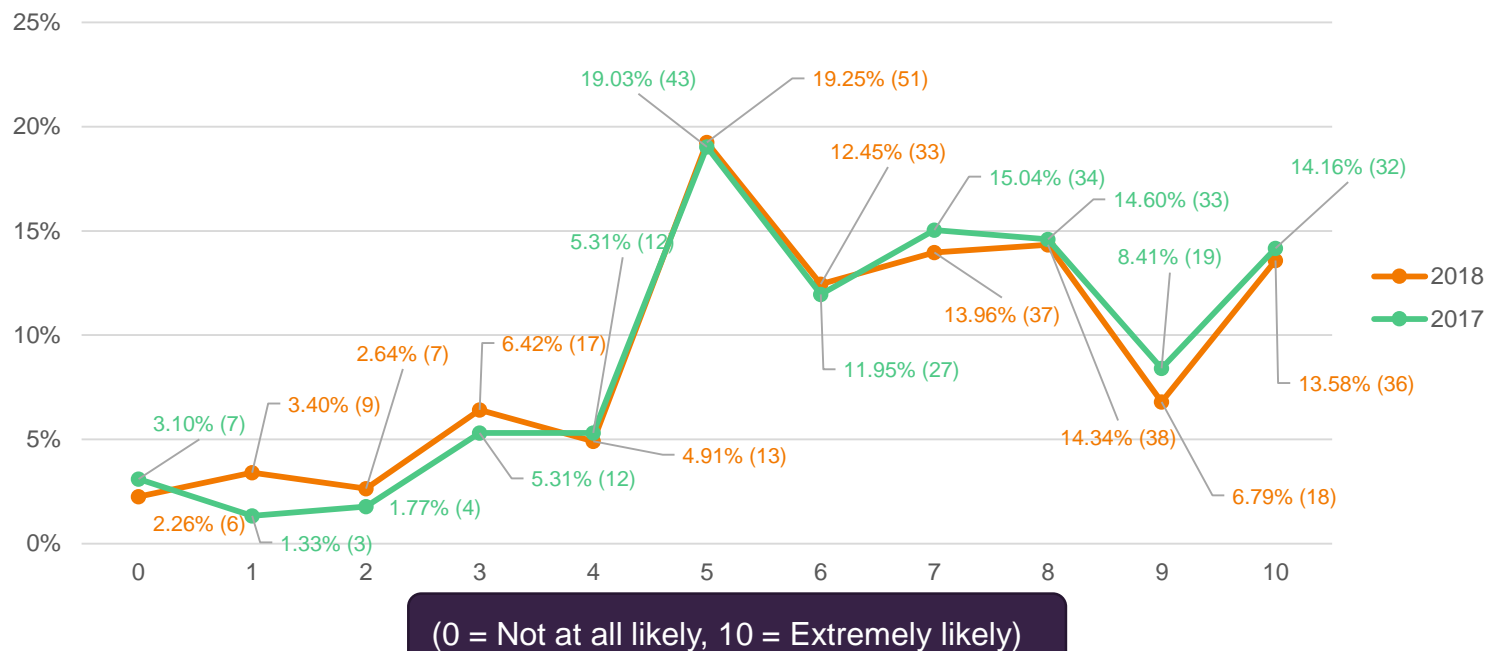
Q4. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – March to a friend or colleague? (2018 vs 2017)

2018

Number of Respondents: 265
Number of skipped: 6

2017

Number of Respondents: 226
Number of skipped: 6



NPS Average 2018

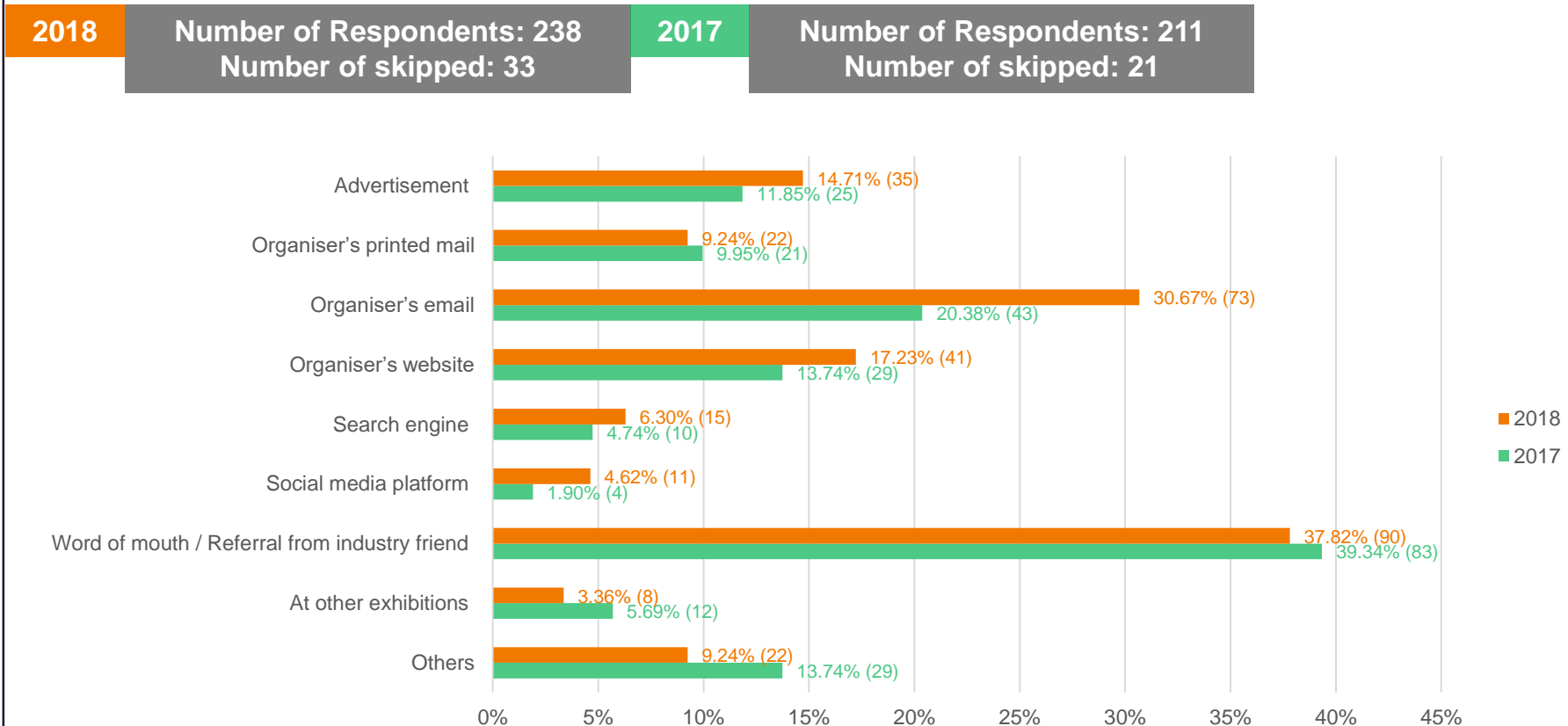
6.28

NPS Average 2017

6.48

The NPS average in 2018 has decreased 0.2, but basically the distribution is very similar to last year.

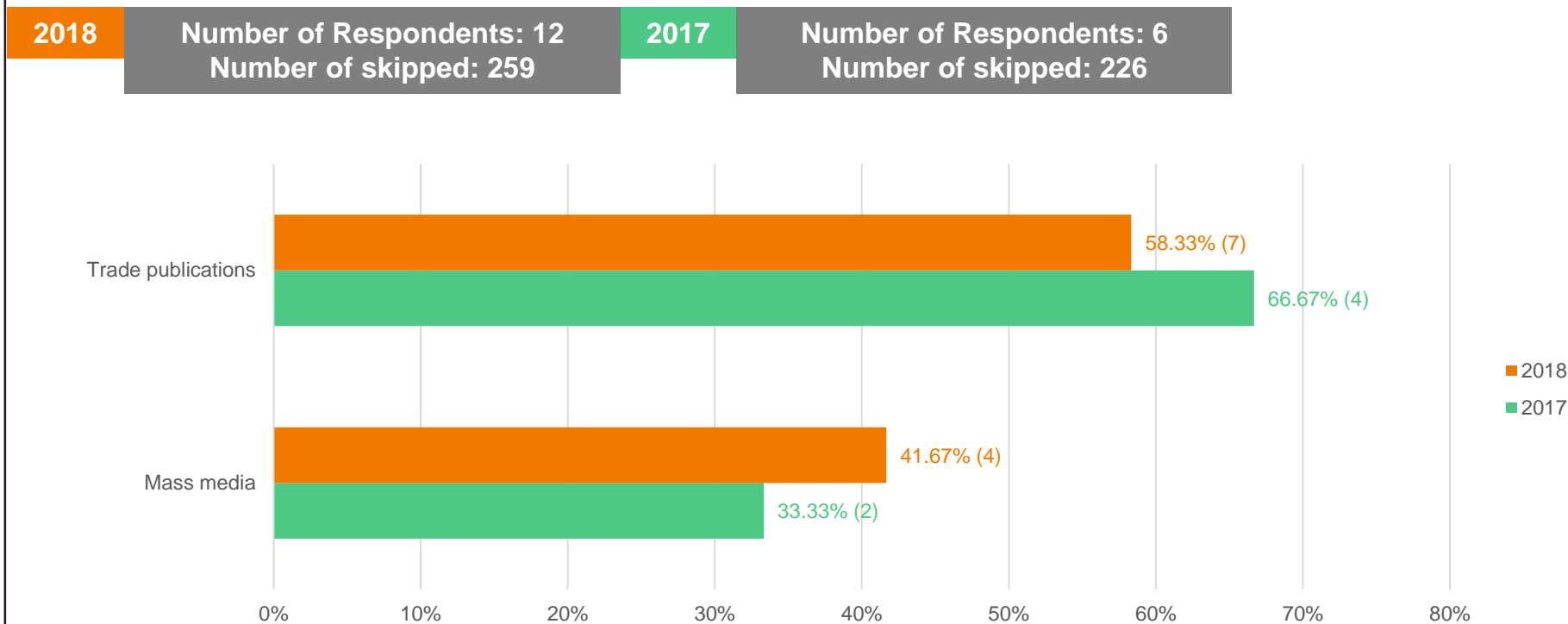
Q5a. How did you learn about this exhibition?



Most of the respondents know the fair from word of mouth/referral from industry friend, organiser's email, and organiser's website. There is a significant increase (10.29%) in organiser's email, which indicates that it becomes more effective than last year.

Sum of the percentage is more than 100%, as part of the respondents may learn the exhibition from more than one channel.

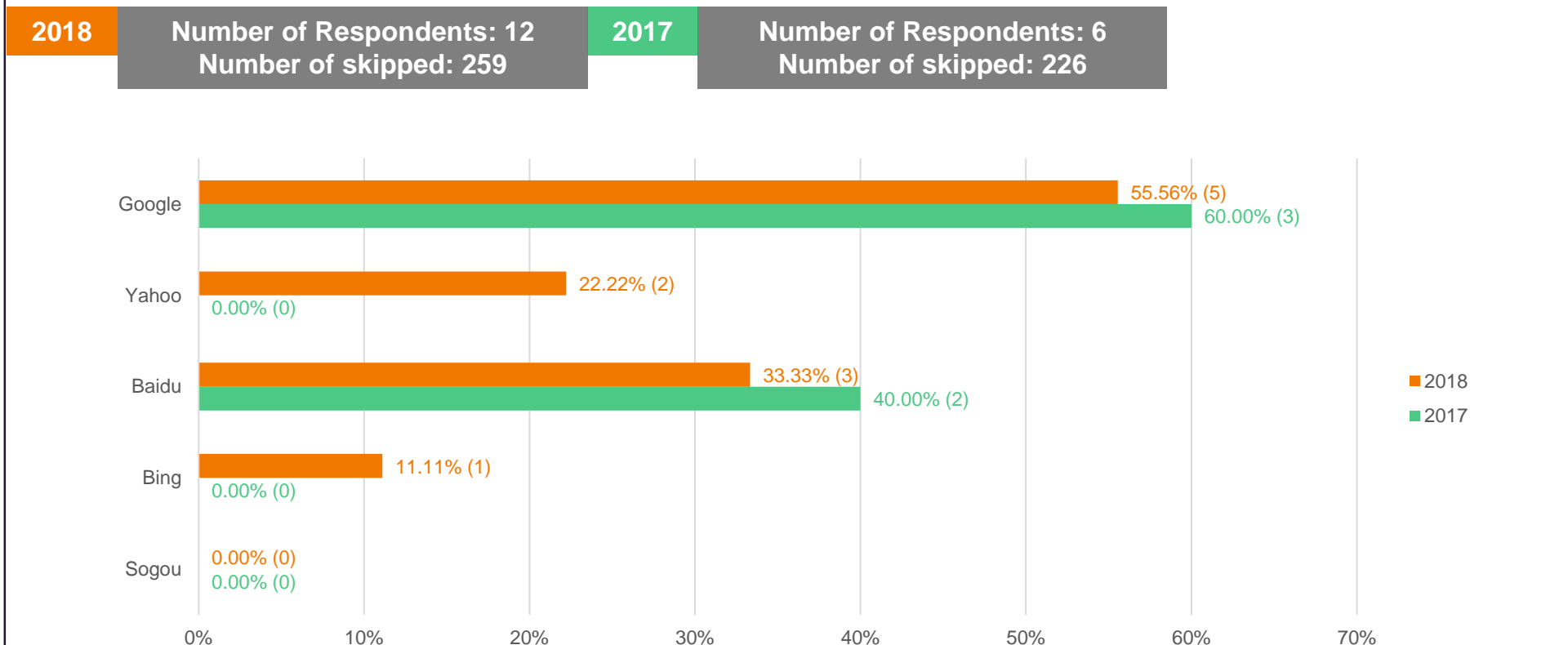
Q5a. How did you learn about this exhibition? (Based on exhibitors who learnt about the fair from **advertisement**)



Although the percentage of respondents who learn the fair from trade publications is still higher than mass media, it is important to note that there are increase (8.34%) in the percentage of mass media while decrease (8.34%) in trade publications when it compares to 2017.

Sum of the percentage is more than 100%, as part of the respondents may learn the exhibition from more than one channel.

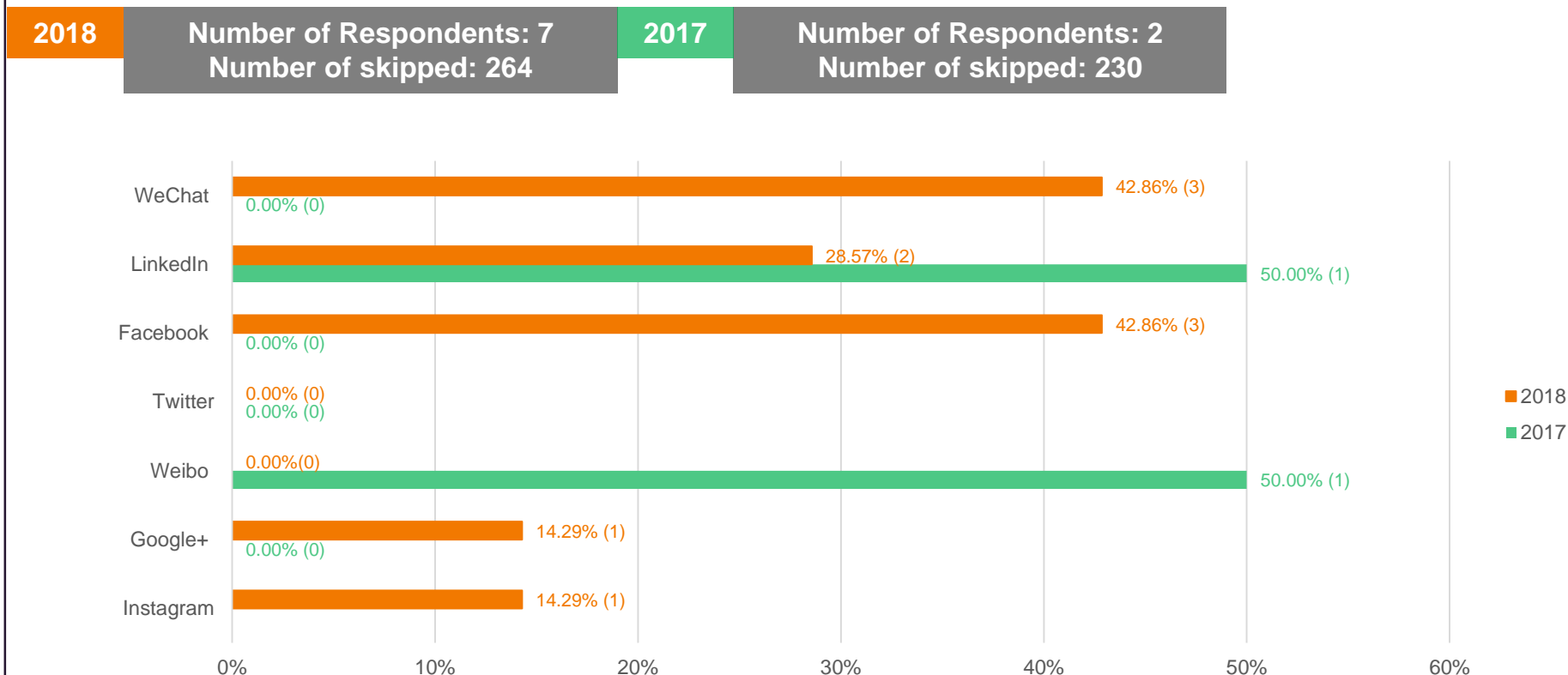
Q5a. How did you learn about this exhibition? (Based on exhibitors who learnt about the fair from **search engine**)



Over 50% respondents learnt the fair through Google. For Bing and Yahoo, it increased from 0% in 2017 to 11.11% and 22.22% in 2018.

Sum of the percentage is more than 100%, as part of the respondents may learn the exhibition from more than one channel.

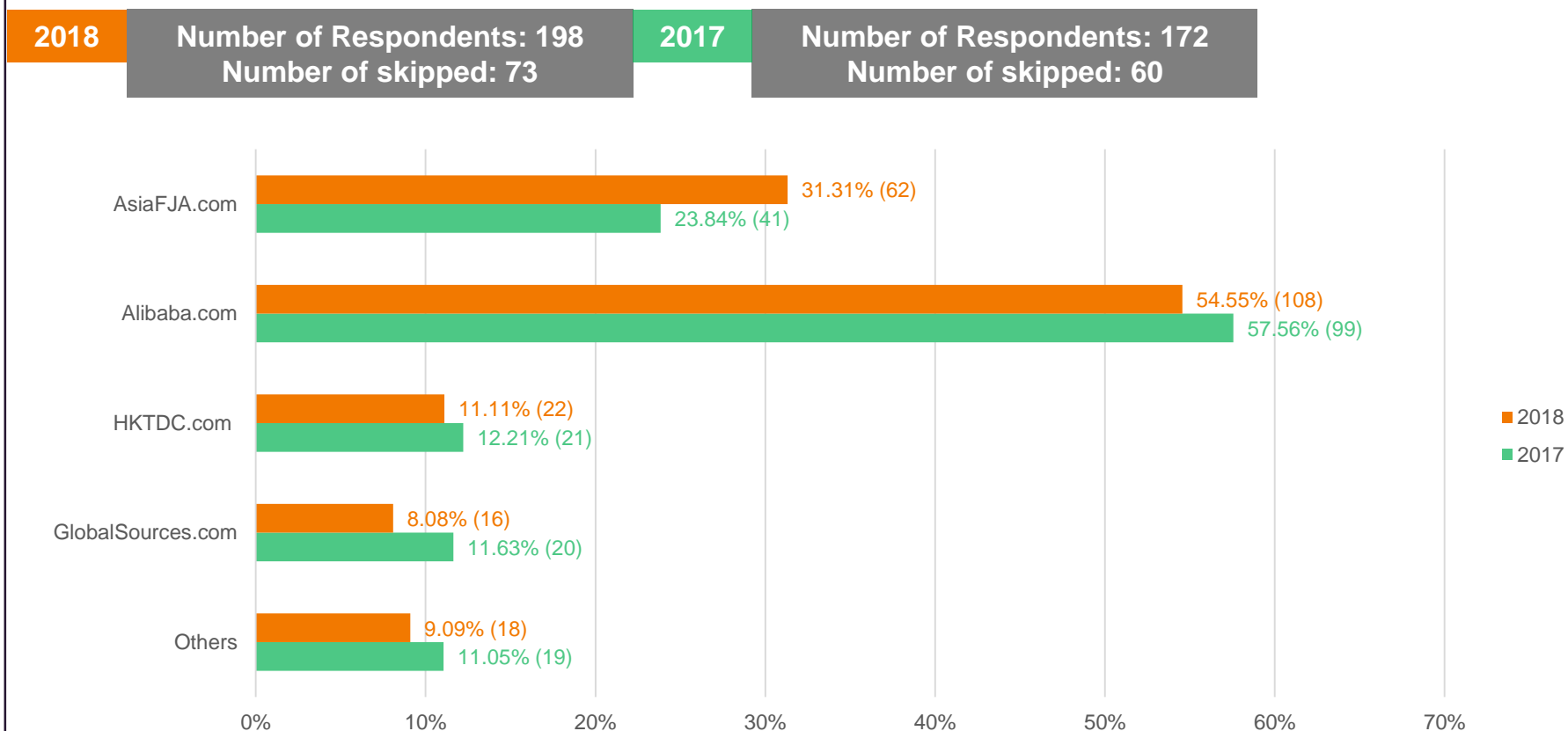
Q5a. How did you learn about this exhibition? (Based on exhibitors who learnt about the fair from **social media**)



Wechat, Facebook, followed by LinkedIn are the most popular channels. However, it is also important to note Instagram channel was just started in June 2017, but in March 2018, there are already 14.29% respondents learnt the fair from it.

Sum of the percentage is more than 100%, as part of the respondents may learn the exhibition from more than one channel.

Q5b. Which online platform do you usually use to source your products?



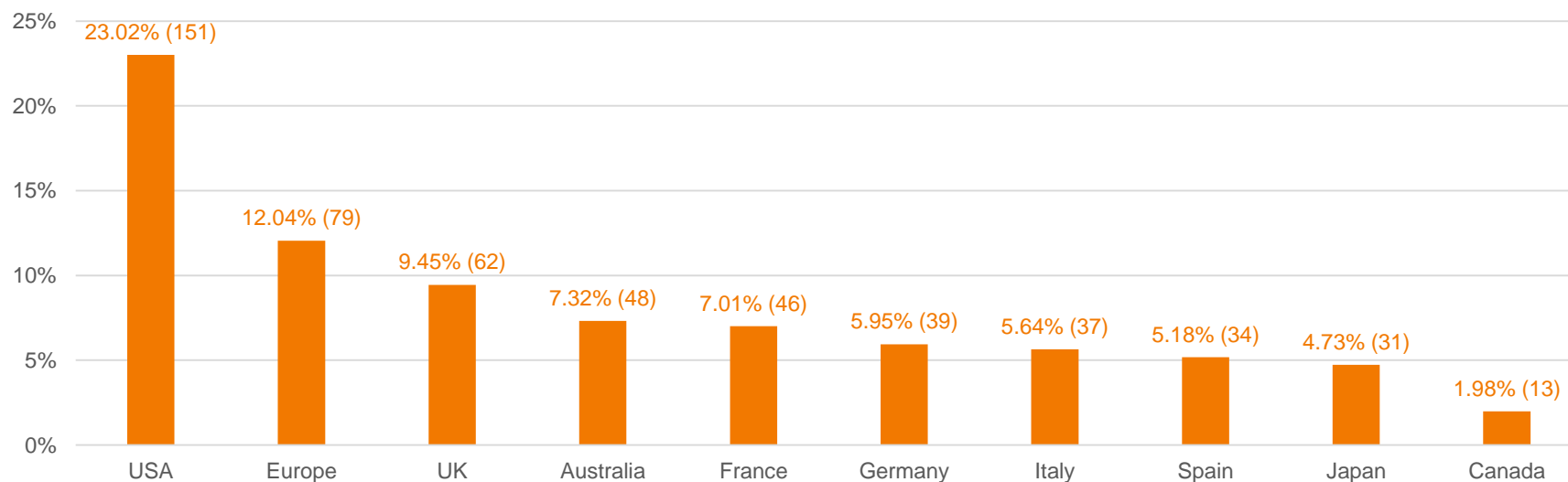
Over 50% respondents source products through Alibaba.com. In 2018, there is a 7.47% increase in AsiaFJA.com, more exhibitors are using it to source products online.

Q6. My top 3 markets (countries) currently are:

2018

Number of Respondents: 238
Number of skipped: 33

Top 10 out of 48



USA, Europe and UK are the top three markets of the exhibitors.

The answers not shown on the above chart are: China, Hong Kong, Asia, Middle East, Brazil, Korea, Taiwan, United Arab Emirates, Belgium, Mexico, Netherlands, North America, Russian Federation, South Africa, Africa, Denmark, Dubai, India, New Zealand, Thailand, Armenia, Poland, Singapore, Bahrain, Colombia, Finland, Greece, Ireland, Israel, Latin America, Macau, Portugal, Romania, South America, Switzerland, Turkey, Vietnam, Western Europe.

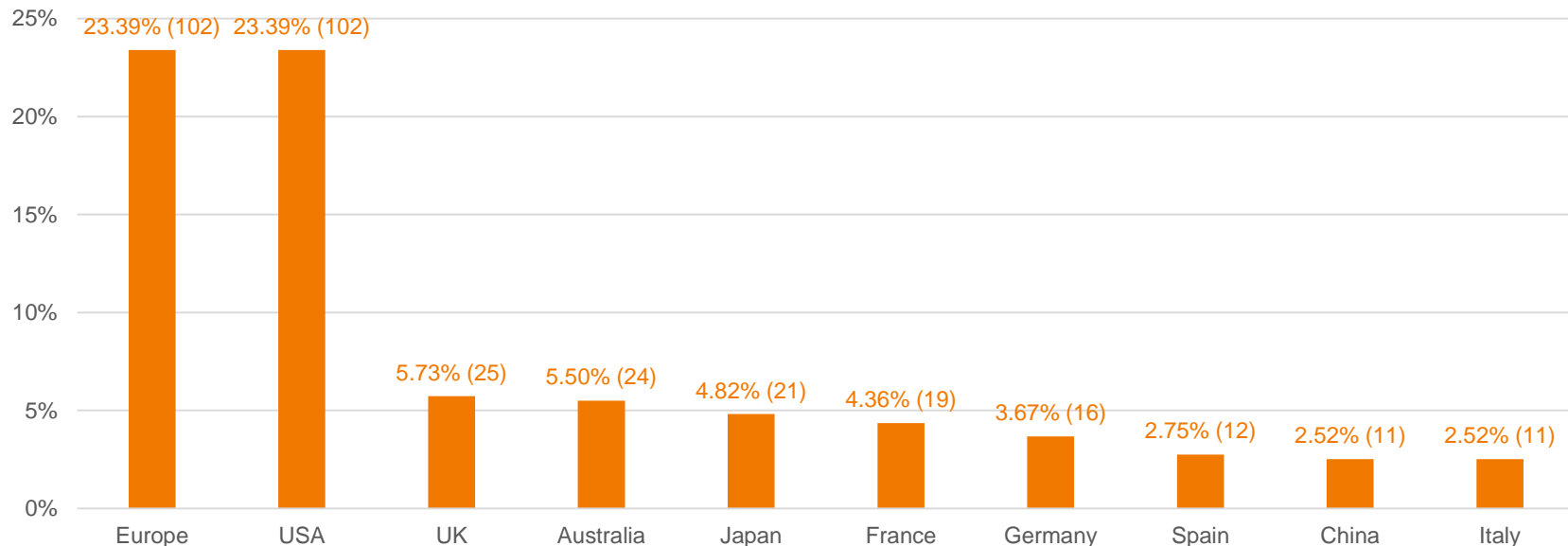
Q7. My target markets (countries) are:

2018

Number of Respondents: 222

Number of skipped: 49

Top 10 out of 43



Europe, USA, and UK are the top three target markets of the exhibitors.

The answers not shown on the above chart are: South America, Canada, Middle East, Asia, Brazil, North America, Korea, Russian Federation, South Africa, Taiwan, Africa, Hong Kong, India, New Zealand, Worldwide, Armenia, Belgium, Czech Republic, Dubai, Eastern Europe, Indonesia, Ireland, Lalin, Latin America, Macau, Mexico, North Europe, Norway, Switzerland, Turkey, United Arab Emirates, Vietnam, Western Europe

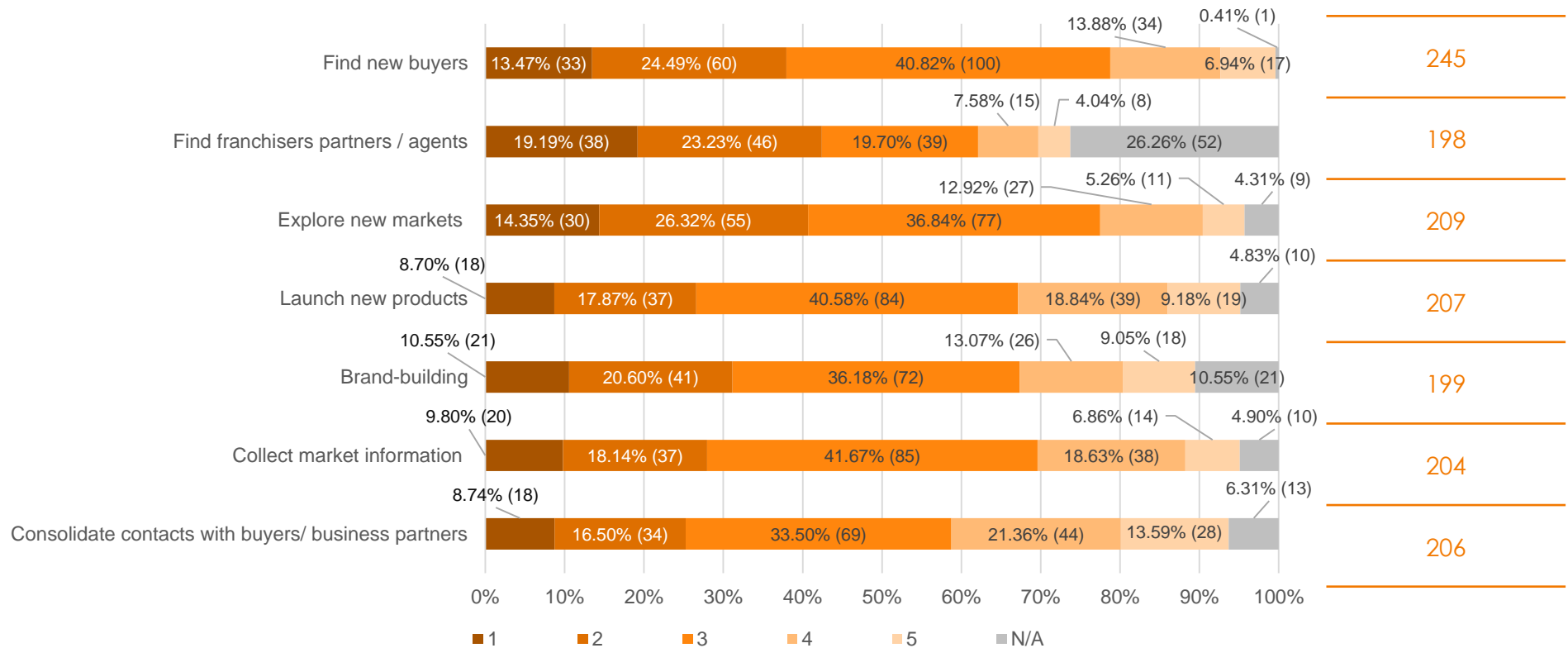
Q8. To what extent have your objectives for exhibiting in this exhibition been achieved?

2018

Number of Respondents: 250
Number of skipped: 21

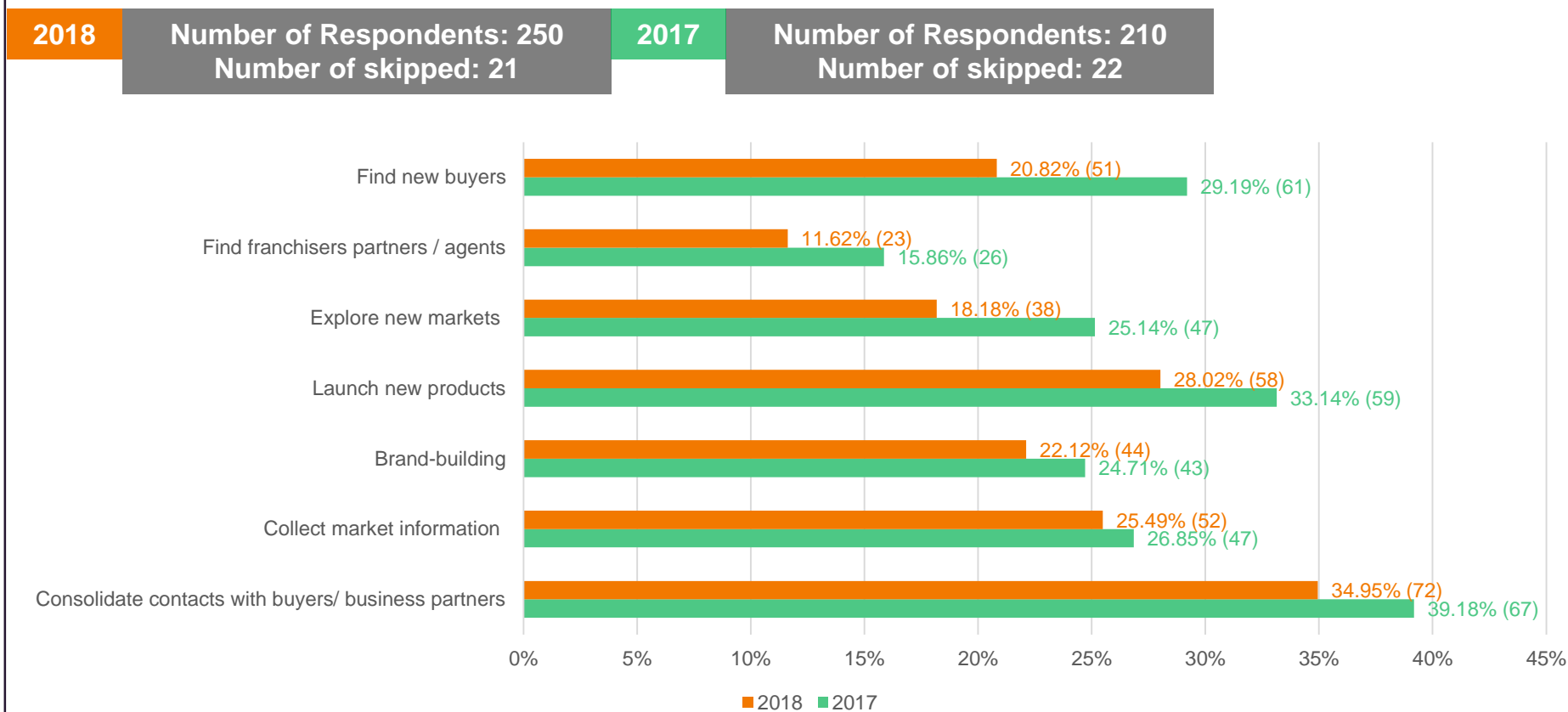
(1 = Did not achieve at all, 5 = Fully achieved)

Response Count



Based on the N/A percentage, it indicates that the major objectives of exhibitors are find new buyers, explore new markers, and launch new products.

Q8. To what extent have your objectives for exhibiting in this exhibition been achieved? (Comparison of combining responses of “Rating 4” and “Rating 5”)



In 2018, respondents who rated 4 – 5 in all objectives dropped. There is a significant decrease (8.32%) in the rating of find new buyers, which means, less respondents think that the fair can help them to find new buyers, and so as to achieve other objectives.

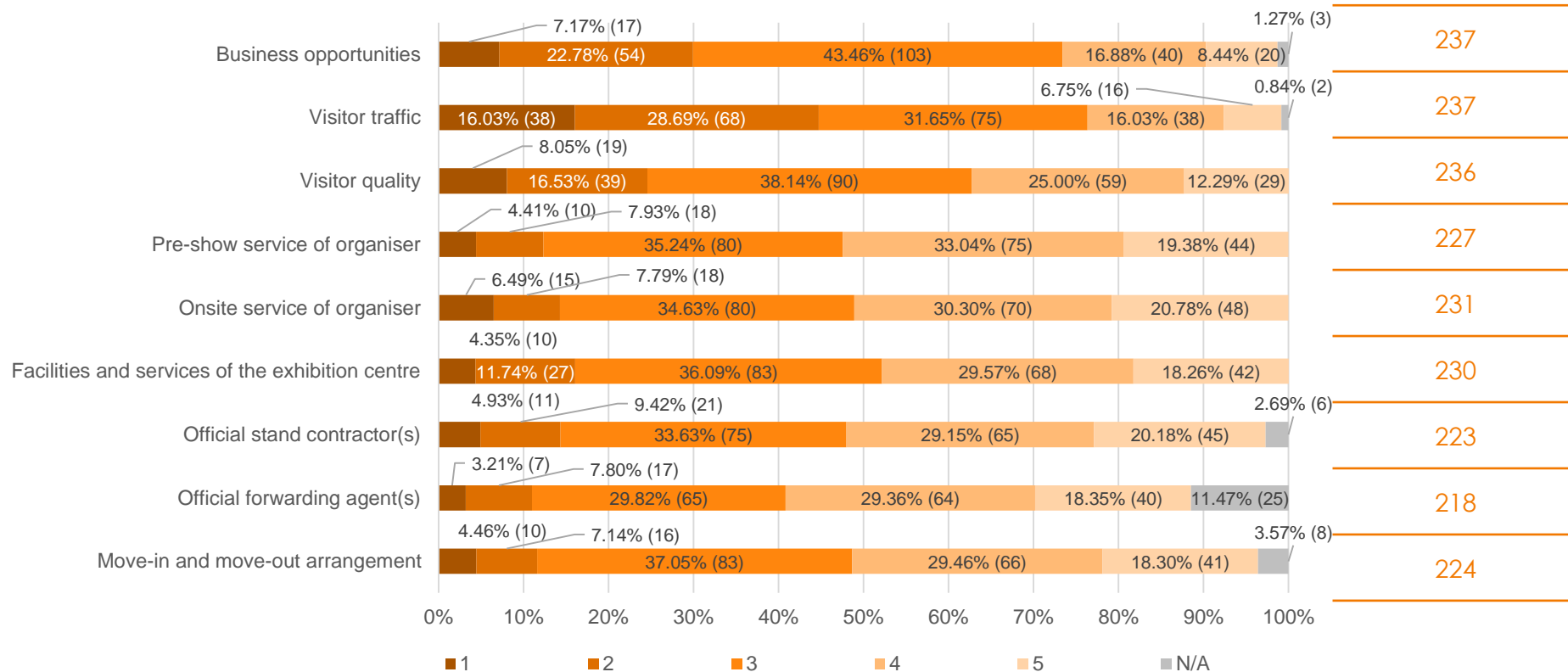
Q9. To what extent are you satisfied with the exhibition in the following aspects?

2018

Number of Respondents: 248
Number of skipped: 23

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

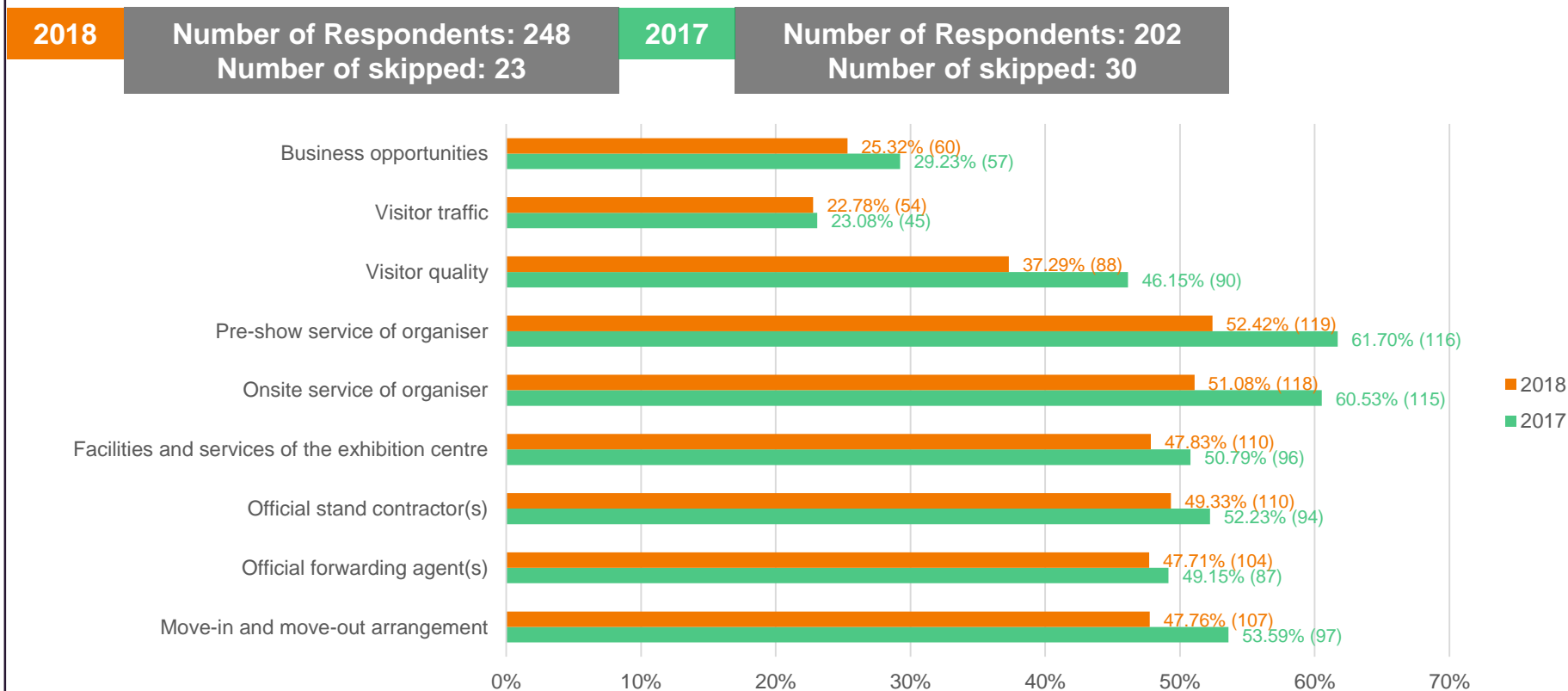
Response Count



The most satisfying aspects are pre-show service of organiser and onsite service of organiser, over 50% respondents gave rating 4 – 5 in these two aspects.

Q9. To what extent are you satisfied with the exhibition in the following aspects?

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



In 2018, respondents who rated 4 – 5 in all aspects dropped. There is a significant decrease (9.45%, 9.28%, 8.86%) in the rating of onsite service of organiser, pre-show service of organiser and visitor quality.