



Fashion Jewellery
& Accessories Fair

亞洲時尚首飾及配飾展

13 - 16 September 2017

2017年9月13至16日

ASIA'S FASHION JEWELLERY +
ACCESSORIES FAIR - SEPTEMBER 2017



UBM

EXHIBITOR SURVEY REPORT



UBM

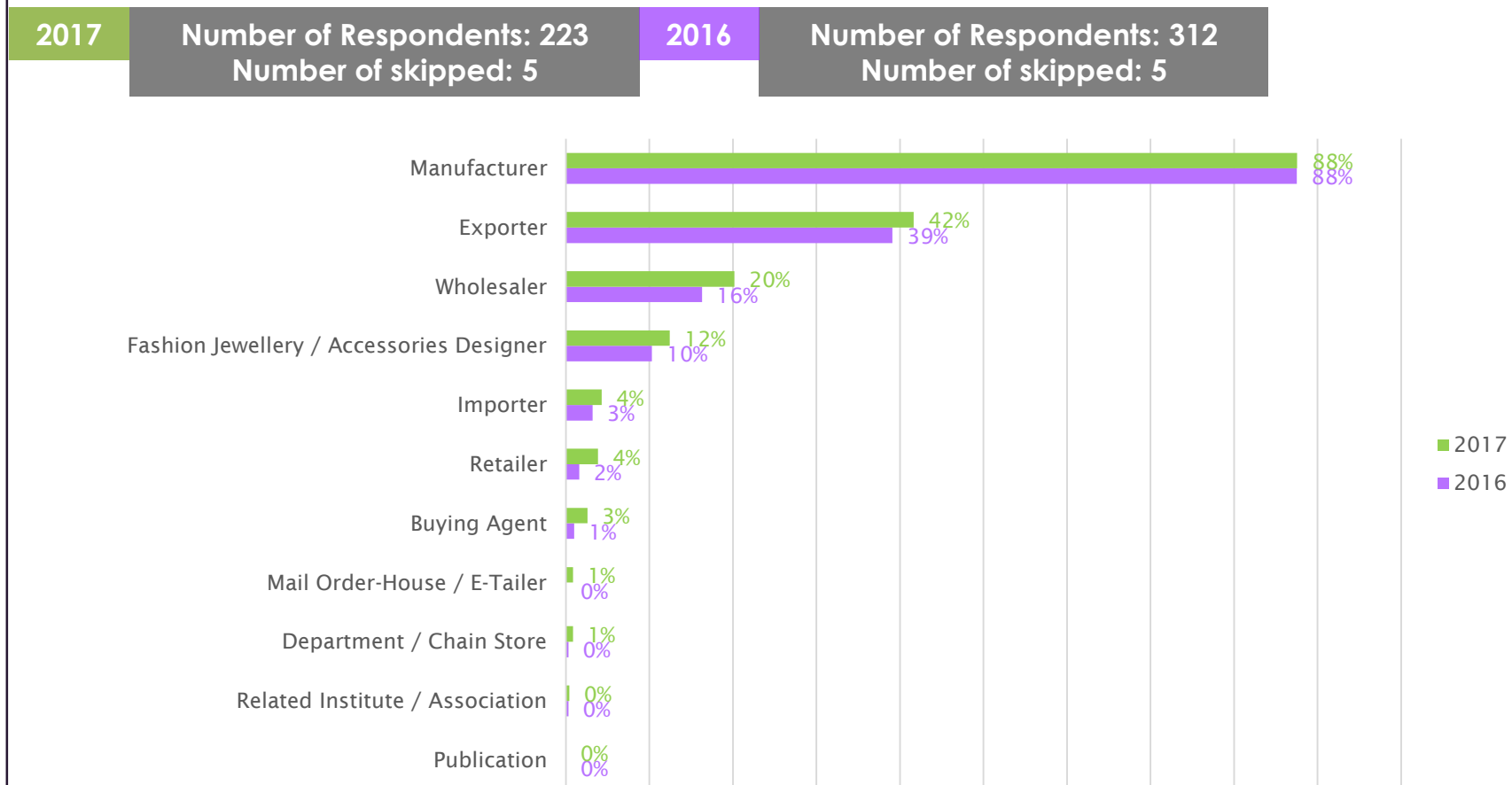
Survey Summary



Total number of exhibitors	395
Total number of collected onsite survey	229
Total number of collected online survey	30
Total number of collected survey (onsite + online)	238 (exclude 21 duplicated)
Overall response rate	60.25%

Exhibitor's nature of business(es)

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



- Same as last year, Manufacturer/Supplier, Exporter and Wholesaler remained the top three business nature among exhibitors in 2017.

Are you a first-time participant in this exhibition?

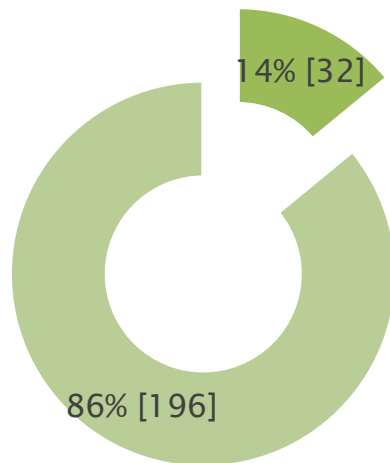
2017

Number of Respondents: 233
Number of skipped: 5

2016

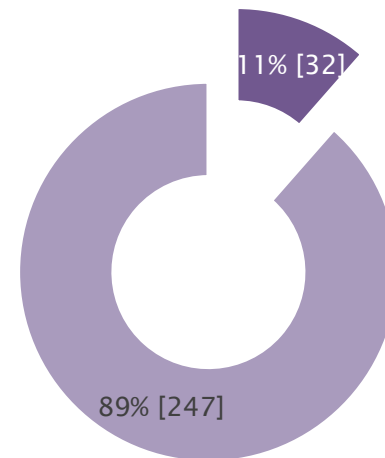
Number of Respondents: 279
Number of skipped: 38

2017



■ First-time exhibitor ■ Returning exhibitor

2016



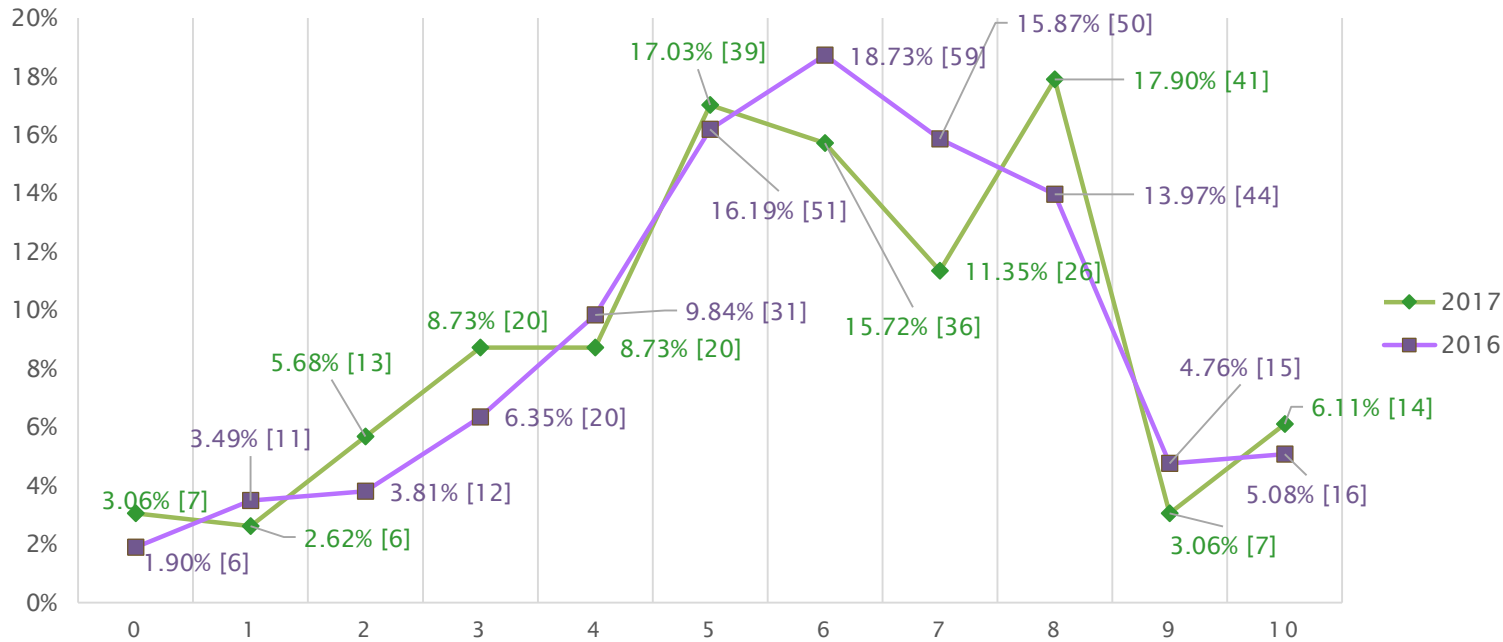
■ First-time exhibitor ■ Returning exhibitor

• Even the returning exhibitor percentage dropped a bit (3%), as a professional industry event, the satisfaction and loyalty of the customers were high, the September Asia's Fashion Jewellery & Accessories Fair got almost 90% returning exhibitors in 2016 & 86% in 2017.

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

(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2017	Number of Respondents: 229 Number of skipped: 9	2016	Number of Respondents: 315 Number of skipped: 2
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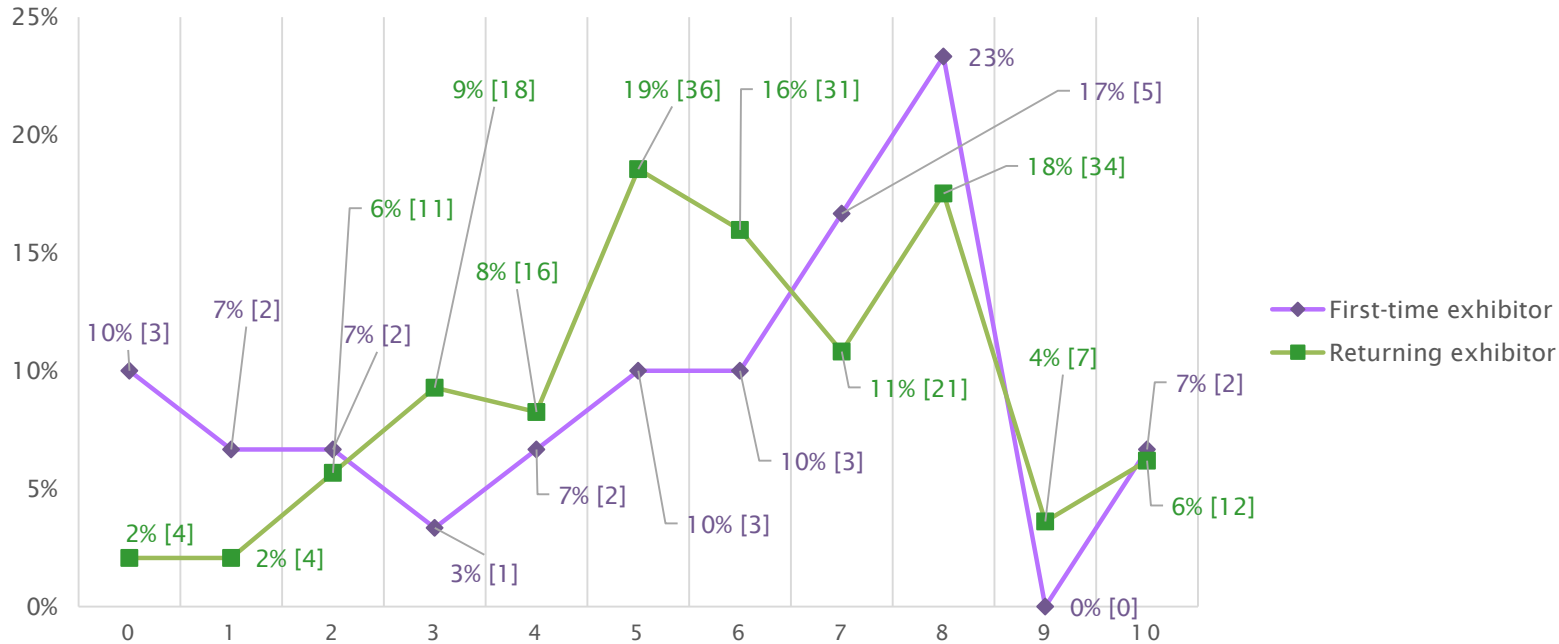
CSAT 2017 5.66
CSAT 2016 5.79

- The satisfaction level among exhibitors were on average level. The CSAT of both years are very closed, a very slight decrease (0.13) from 2016.
- 27.07% of exhibitors gave rating 8 -10 in 2017 and 23.81% in 2016, had a 3.26% increase from 2016.

(Cont'd): Satisfaction rating by exhibitors - Returning exhibitor vs First-time exhibitor

(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2017	Number of Respondents: 194 Number of skipped: 2	2016	Number of Respondents: 30 Number of skipped: 2
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Returning exhibitor's CSAT: 5.73

First-time exhibitor's CSAT: 5.37

- The customer satisfaction among returning exhibitors was slightly higher (0.36 CSAT) than first-time exhibitors.

(Cont'd): Satisfaction rating by exhibitors - By business nature (0 = Extremely dissatisfied, 10 = Extremely satisfied)



Business Nature	Response Count	CSAT 2017	CSAT 2017 vs CSAT 2016	CSAT 2016
Manufacturer/Supplier	200	5.74	-0.19	5.93
Importer	10	6.10	0.50	5.60
Exporter	96	5.59	-0.19	5.79
Wholesaler	45	5.76	-0.15	5.90
Buying Agent	6	6.83	1.17	5.67
Retailer	8	6.63	0.63	6.00
Department / Chain Store	1	10.00	3.00	7.00
Fashion Jewellery / Accessories Designer	28	6.54	0.91	5.63
Mail Order-House / E-Tailer	2	6.50	6.50	0.00
Related Institute / Association	1	6.00	0.00	6.00

- Same as last year, Department / Chain Store gave the highest CSAT.
- Rating of Importer, Buying Agent, Retailer, Department/Chain Store, Fashion Jewellery / Accessories Designer increased from 0.5 CSAT to 3 CSAT while the rating of Manufacturer/Supplier, Exporter and Wholesaler decreased a bit (0.15 CSAT to 0.19 CSAT).

(Cont'd): Satisfaction rating by exhibitors - By country/region (0 = Extremely dissatisfied, 10 = Extremely satisfied)



Country/Region	Response Count	CSAT 2017	CSAT 2017 vs CSAT 2016	CSAT 2016
Canada	1	6.00	-	-
China	104	6.29	-0.09	6.38
Finland	-	-	-	3.00
France	1	1.00	-2.00	3.00
Hong Kong	31	4.68	-0.56	5.24
India	38	5.87	0.30	5.57
Indonesia	1	5.00	-	-
Italy	1	3.00	-4.00	7.00
Korea	27	4.11	-0.56	4.67
Philippines	11	5.55	-0.33	5.88
Poland	-	-	-	3.00
Taiwan	11	6.36	0.59	5.77
Thailand	2	8.00	3.50	4.50
USA	-	-	-	4.00

- In 2017, Thailand gave the highest CSAT.
- Rating of India, Taiwan and Thailand increased from 0.3 CSAT to 3.5 CSAT while the rating of China, France, Hong Kong, Italy, Korea, Philippines decreased (from 0.09 CSAT to 4 CSAT).

(Cont'd): Satisfaction rating by exhibitors - By pavilion (0 = Extremely dissatisfied, 10 = Extremely satisfied)



Pavilion	Response Count	CSAT 2017	CSAT 2017 vs CSAT 2016	CSAT 2016
China Pavilion	77	6.10	-0.22	6.32
India Pavilion	23	5.52	-0.03	5.56
Korea Pavilion	28	4.29	-0.78	5.06
Philippines Pavilion	8	5.13	-0.48	5.60
Taiwan Pavilion	11	6.36	-0.36	6.73
Stainless Steel Jewellery Pavilion	39	5.90	0.17	5.73

- CSAT of all country pavilions decreased a bit (from 0.03 CSAT to 0.78 CSAT).
- Rating of Stainless Steel Jewellery Pavilion got a slight increase (0.17 CSAT).

How likely would you be to participate Asia's Fashion Jewellery & Accessories Fair – September again in the future?

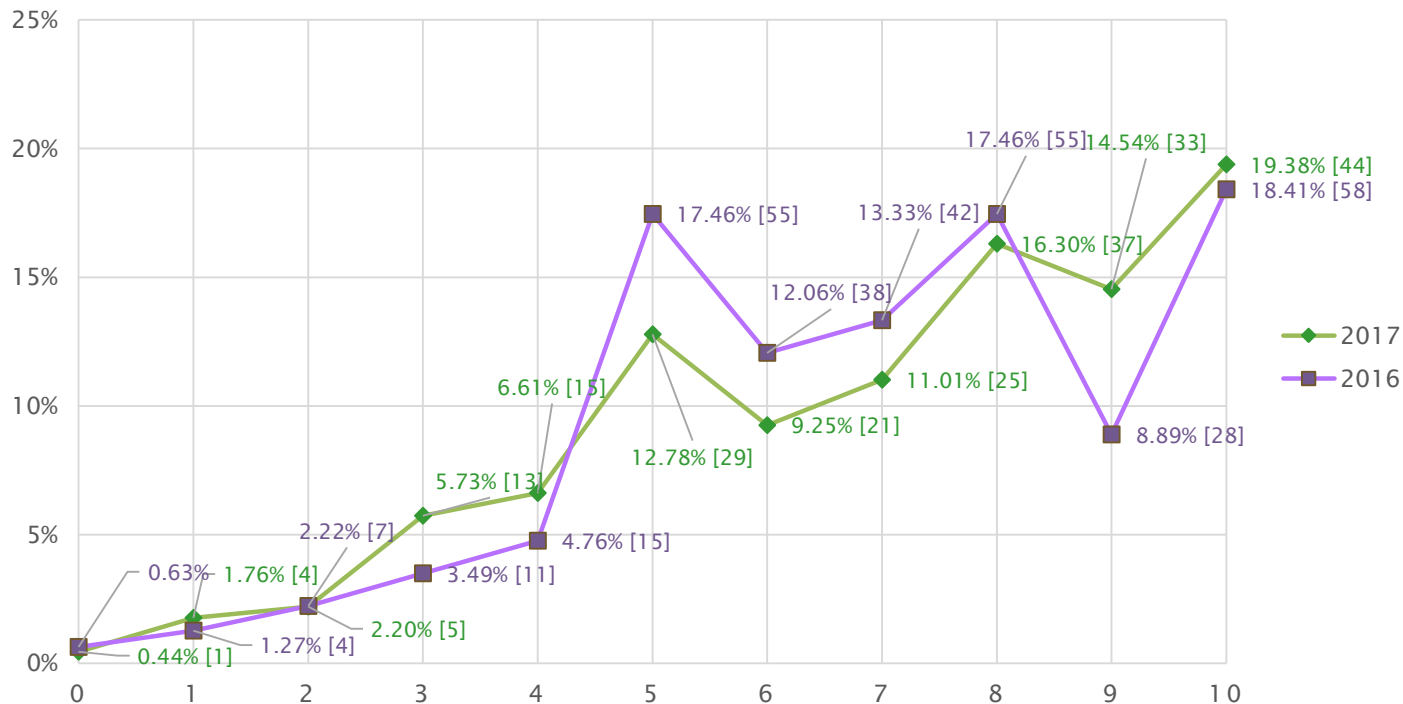


2017

Number of Respondents: 227
Number of skipped: 11

2016

Number of Respondents: 315
Number of skipped: 2

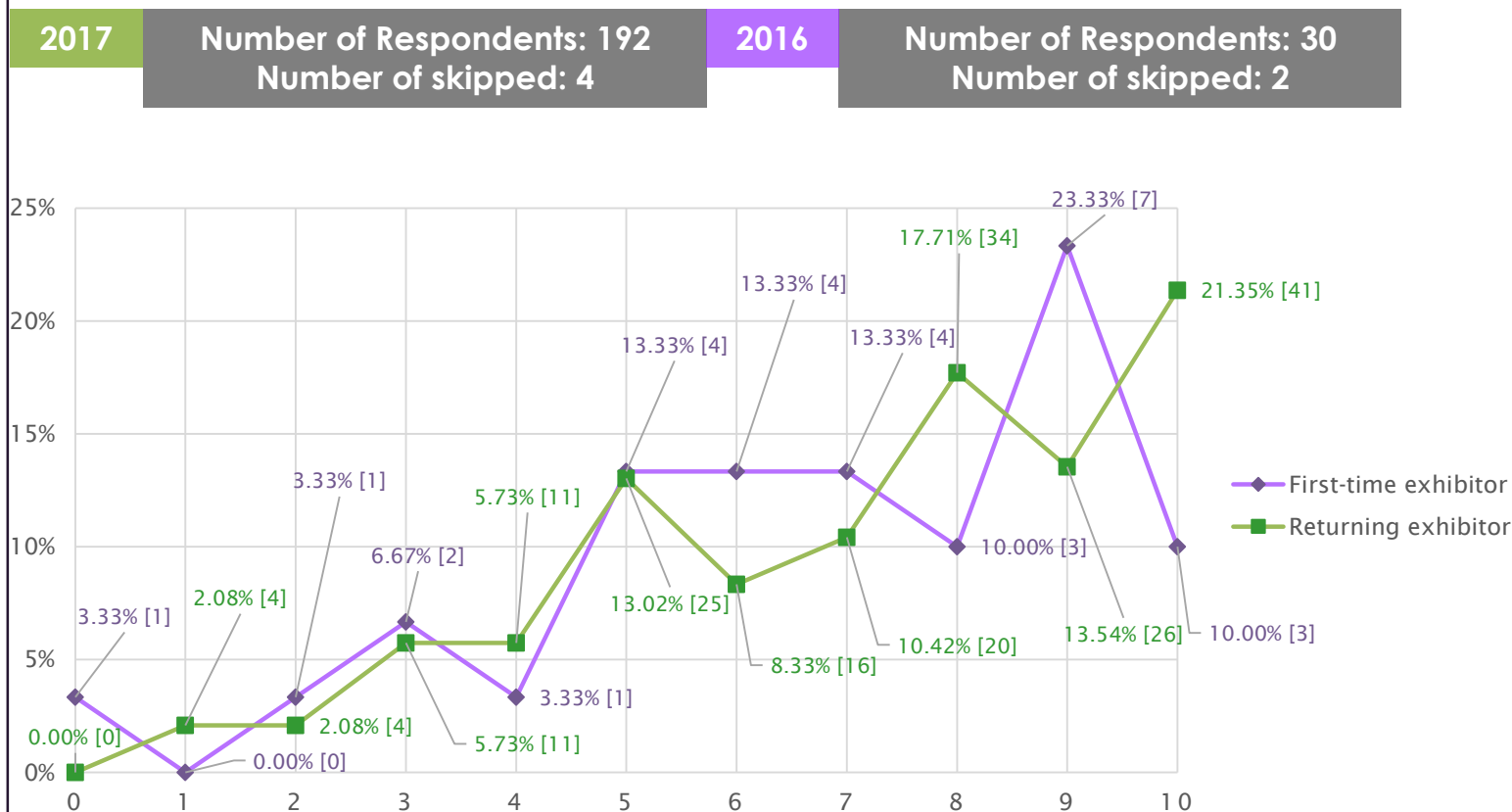


Loyalty
Score 2017
7.01

Loyalty
Score 2016
6.92

- The loyalty score among exhibitors was higher than 2016 (+0.09 CSAT). It indicates that there is a particular amount of exhibitors intended to join again.

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



Returning exhibitor's Loyalty Score: 7.11

First-time exhibitor's Loyalty Score: 6.70

- Rating from returning exhibitors was higher than first-time exhibitor.
- Over 33% of exhibitors, including both returning and new, showed their strong interest (rated 9 - 10) in joining the fair again.

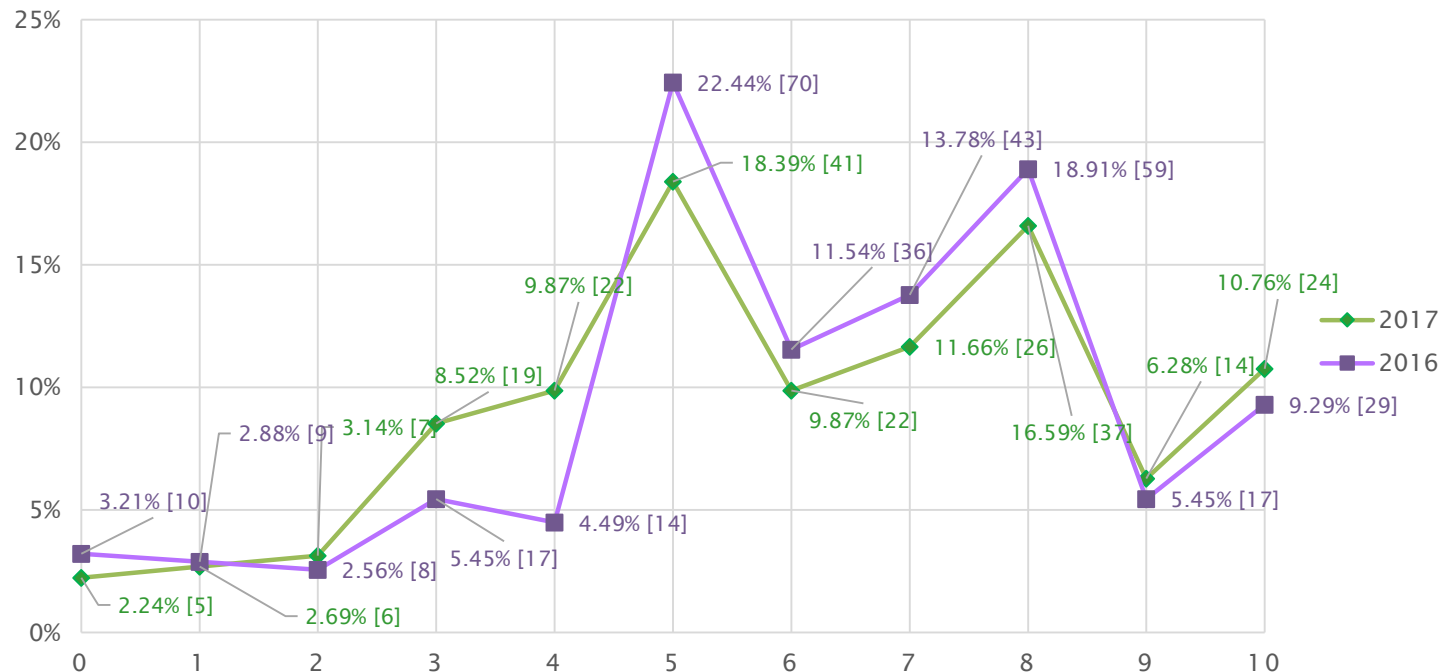
How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – September to a friend or colleague? (0 = Not likely at all, 10 = Extremely likely)

2017

Number of Respondents: 223
Number of skipped: 15

2016

Number of Respondents: 312
Number of skipped: 5



NPS Average
2017
6.04

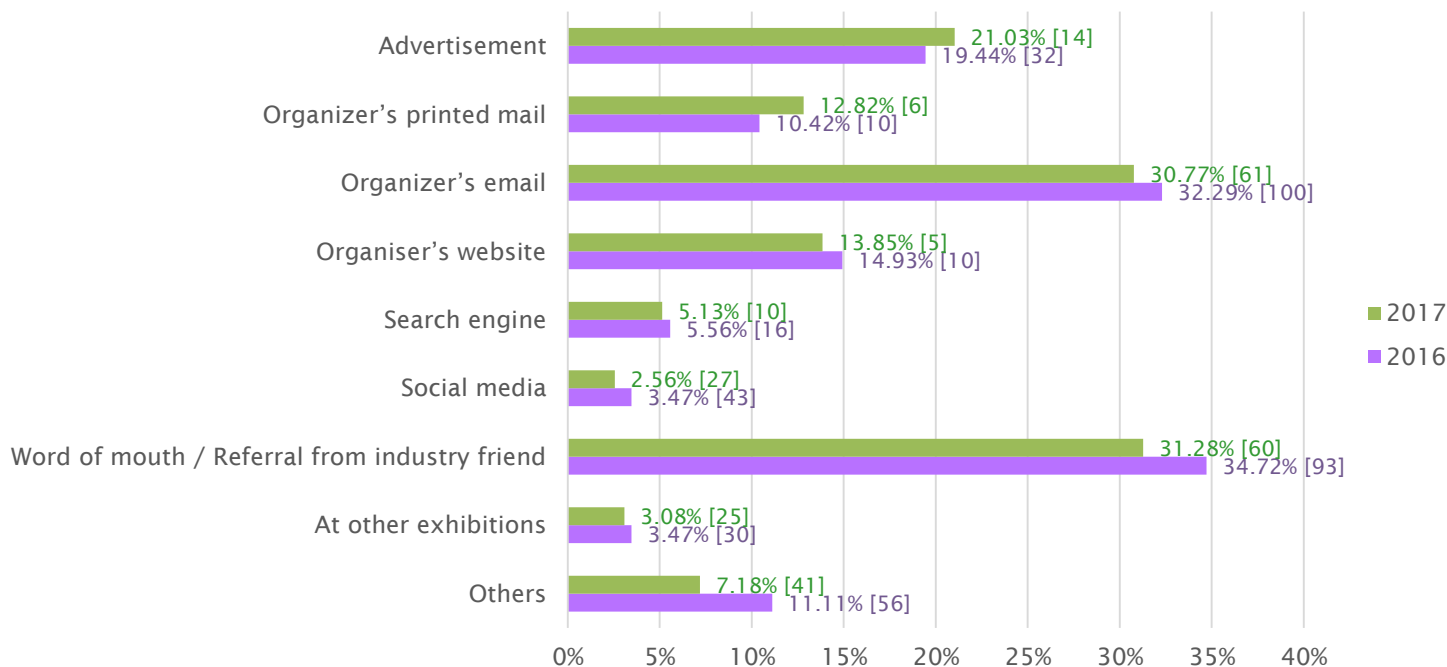
NPS Average
2016
6.13

- NPS Average decreased from 6.13 (2016 rating) to 6.04 (2017 rating).
- In 2016 & 2017, there were over 33% of exhibitors, including both returning and new, showed their strong intention (rated 8 - 10) in recommending the fair to others.

How did you learn about this exhibition?

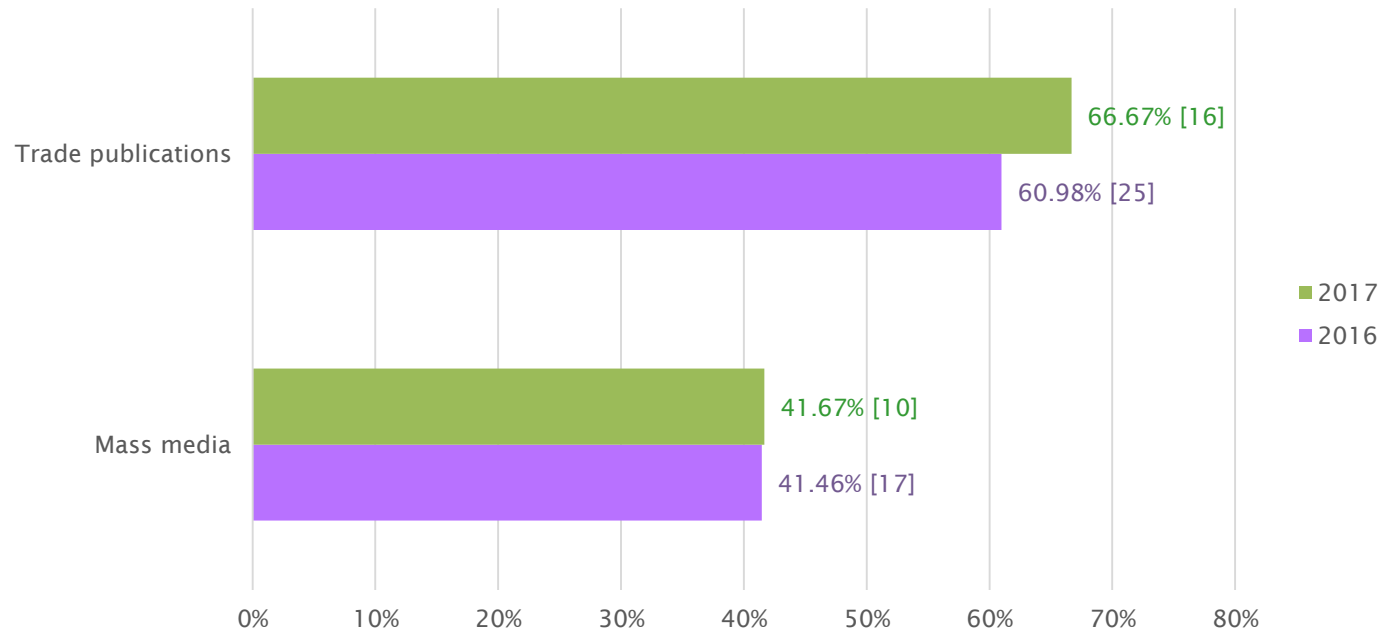
(Exhibitors may take more than one options, so the overall percentage exceed 100%)

2017	Number of Respondents: 195 Number of skipped: 43	2016	Number of Respondents: 288 Number of skipped: 29
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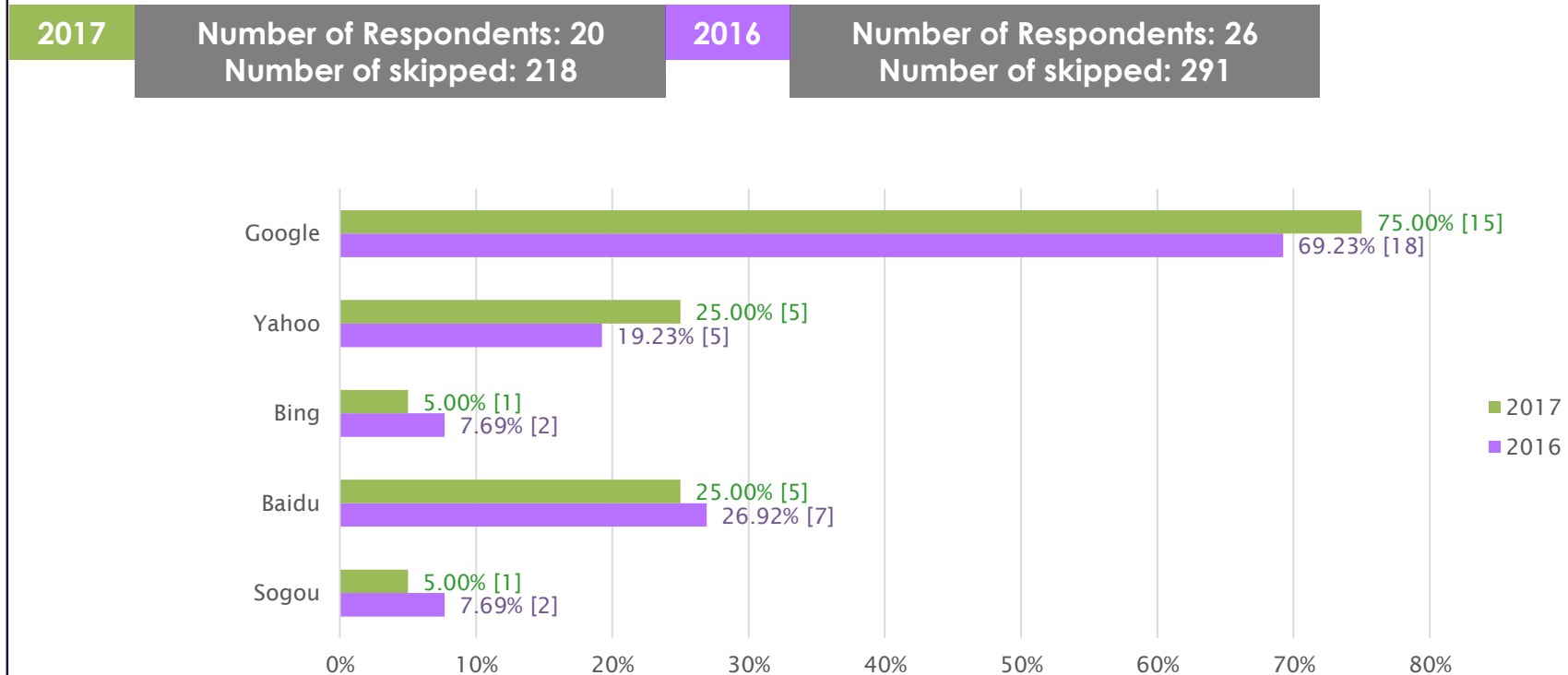
- Word of mouth/Referral from industry friend, Organizer's email, and Advertisement were the top 3 channel to reach the exhibitors successfully.
- The negative NPS marks reflects that the fair only got a small number of promoters, which also explains why the rating of "Word of mouth/Referral from industry friend" decreased.

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



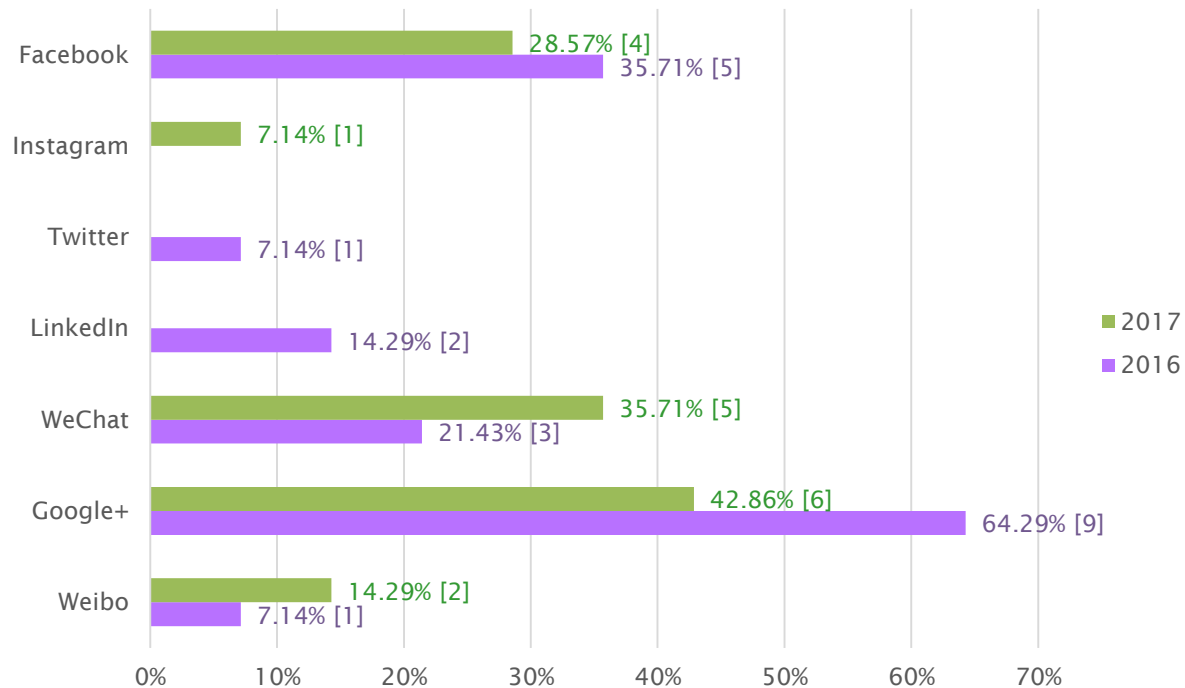
· With a 5.69% increase from 2016, “Trade publications” remained the top source of advertisement in 2017.

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



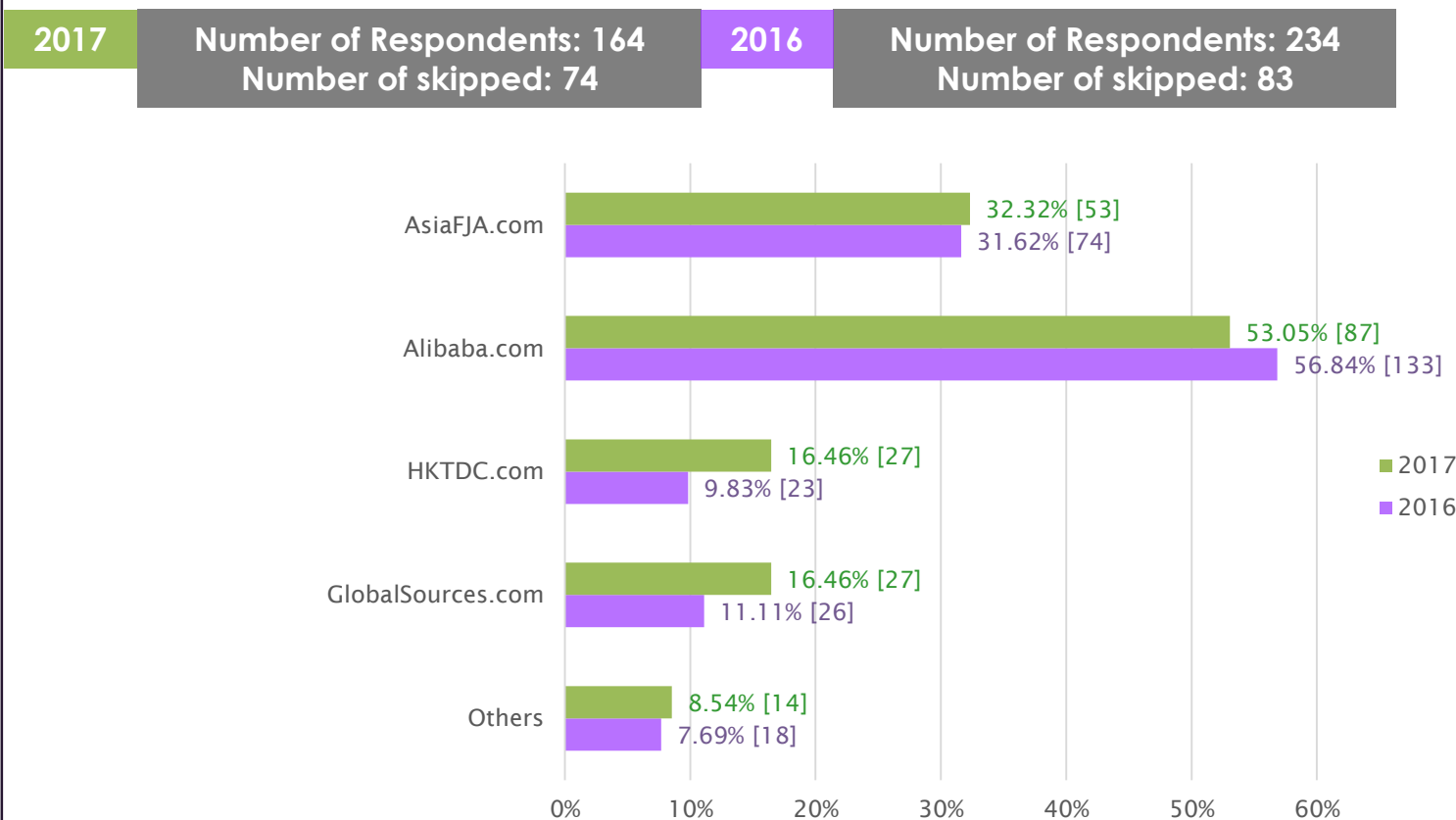
• Same as 2016, Google undoubtedly was still the most effective search engine for people to know more about the Fair.

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



- For social media, Google+ remained as the top channel in 2017.
- Both WeChat and Weibo increased in percentage while percentage of Facebook page decrease.
- The official Instagram account did attract a number of exhibitors. As it becomes one of the most popular social media now, thus, it is expected to have continuous growth in it's rating.

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



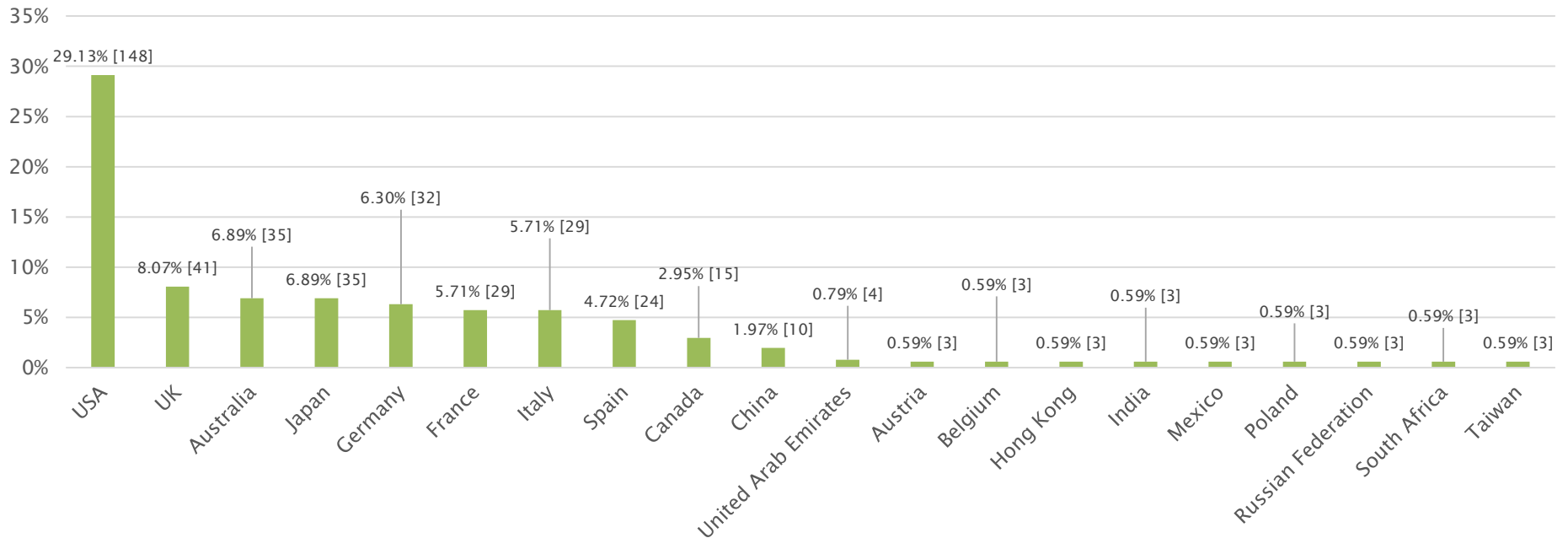
- With its popularity, Alibaba.com undoubtedly was the top online sourcing platform among exhibitors in both 2016 & 2017.
- Over 30% exhibitors sourced from AsiaFJA.com in 2016 & 2017.

My top 3 markets (countries) currently are:

2017

Number of Respondents: 169
Number of skipped: 69

Top 20 out of 40



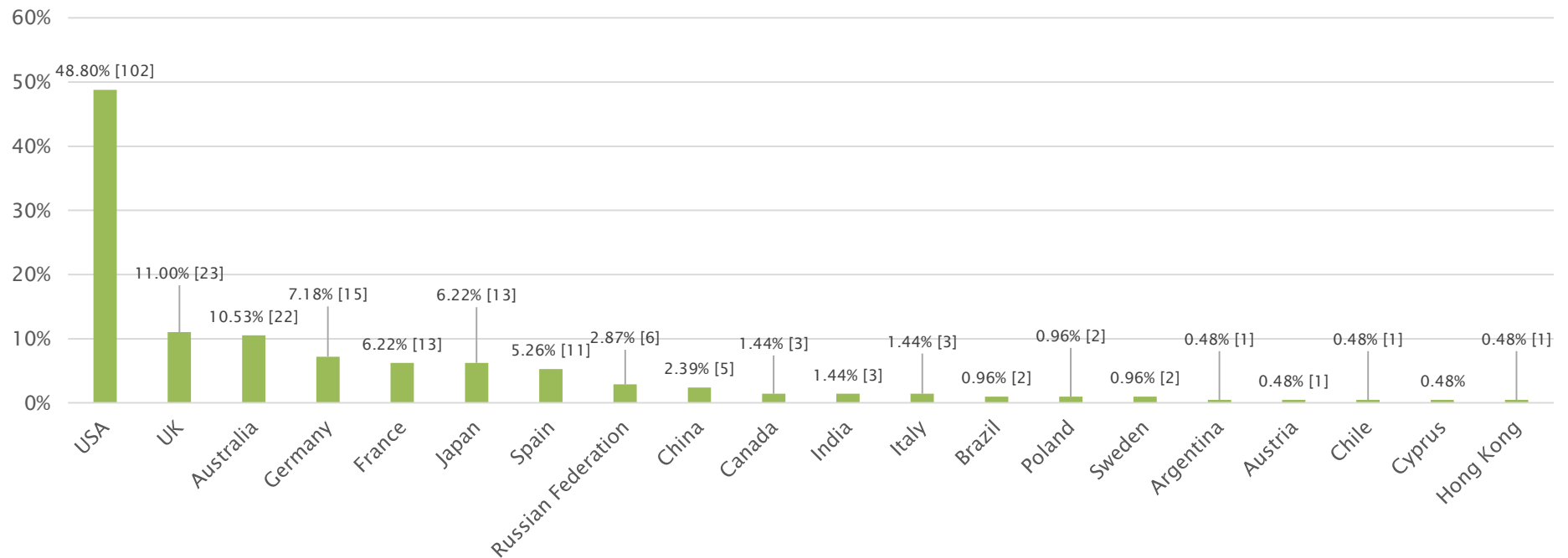
- USA, UK and Australia are the top three markets of the exhibitors.
- The countries and regions not shown on the above chart are: Brazil, Ireland, Israel, Korea, Portugal, Switzerland, Thailand, Armenia, Chile, Colombia, Denmark, Dubai, Fiji, Greece, Indonesia, Netherlands, New Zealand, Peru, Philippines, Sri Lanka

My target markets (countries) are:

2017

Number of Respondents: 100
Number of skipped: 138

Top 20 out of 26



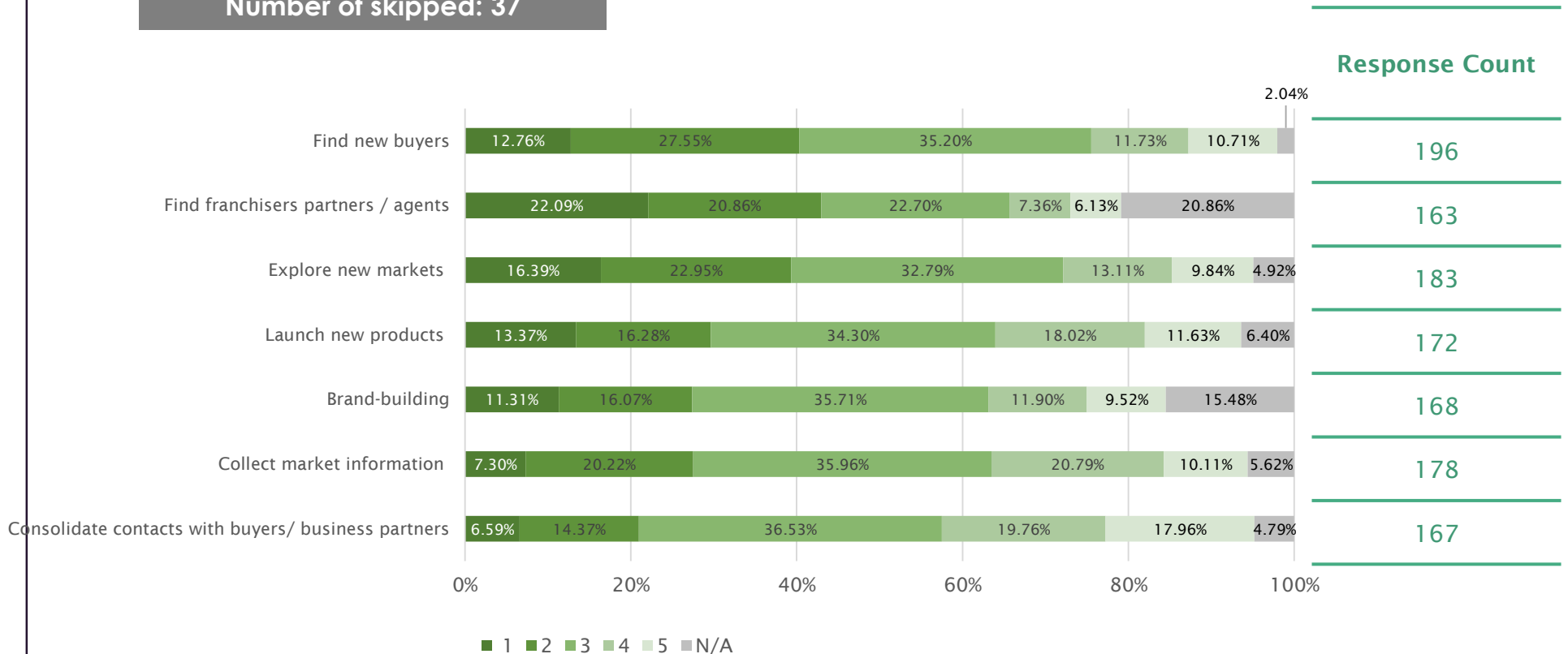
- Exhibitors' top 3 target markets were USA, UK and Australia.
- The countries and regions not shown on the above chart are: Mexico, Netherlands, Saudi Arabia, Switzerland, United Arab Emirates

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

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

2017

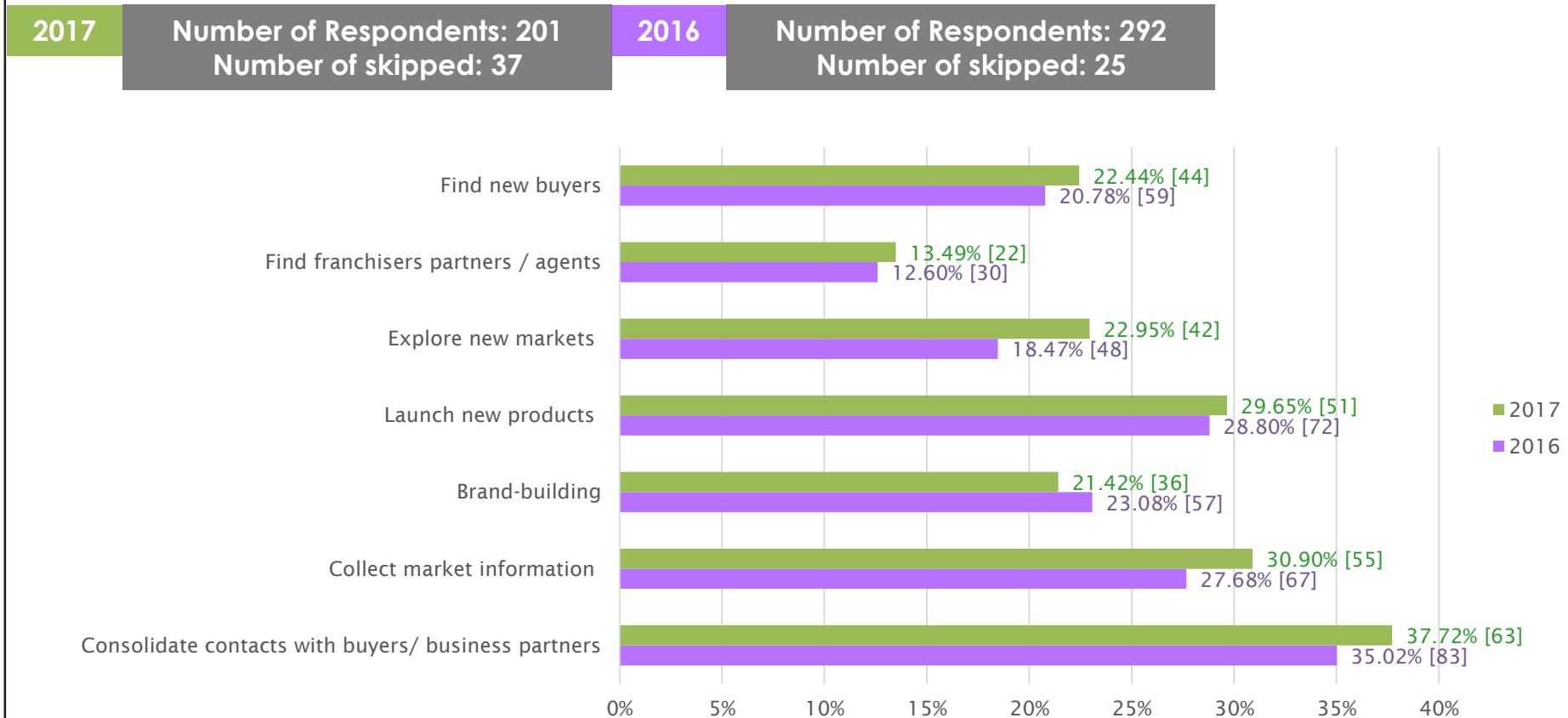
Number of Respondents: 207
Number of skipped: 37



• The top three objectives for exhibiting in 9FJ are “Consolidate contacts with buyers/business partners” (37.72%), “Collect market information”(30.9%), and followed by “Launch new products” (29.65%).

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

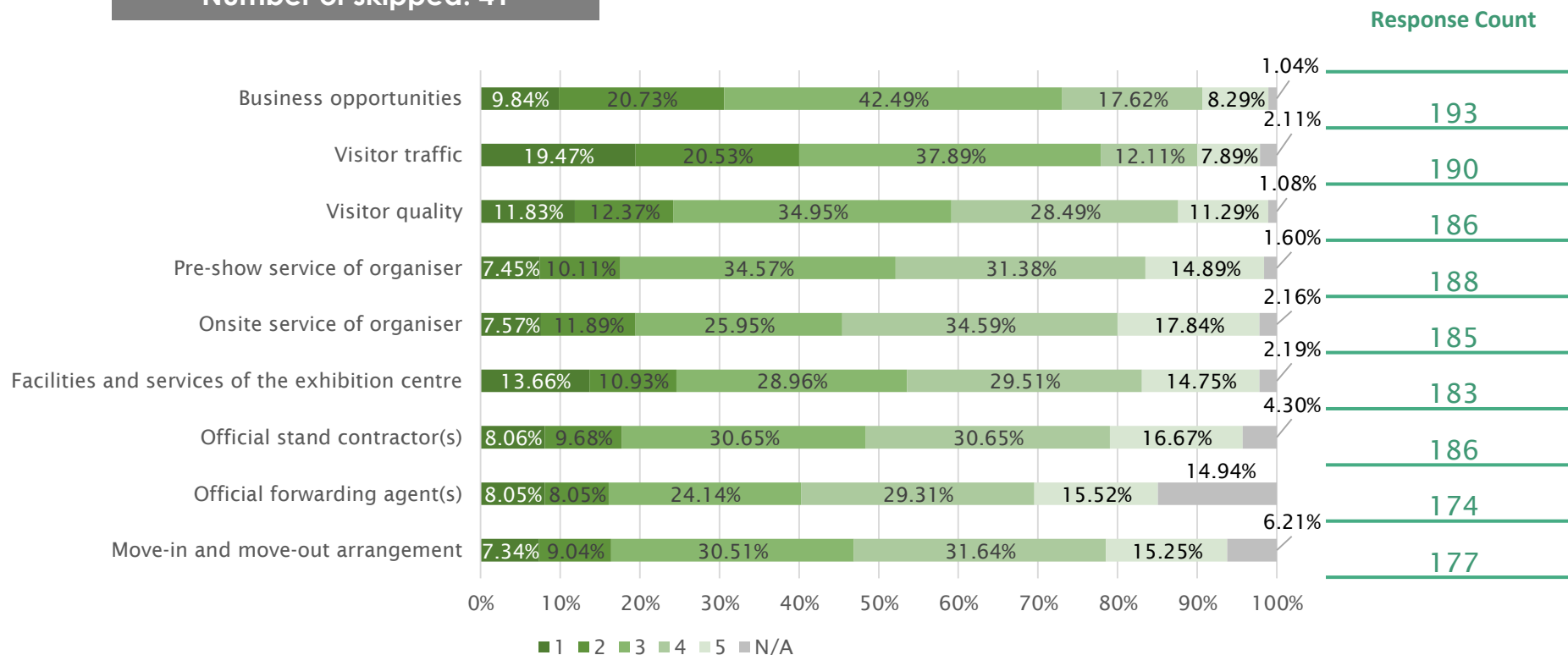
(1 = Did not achieve at all, 5 = Fully achieved)



- The ranking of the objectives' were basically similar in 2016 & 2017.
- Except "Brand Building", all of the objectives' achievement level were increased from 2016.

To what extent are you satisfied with the fair in the following aspect? (1 = Not satisfied at all, 5 = Extremely satisfied)

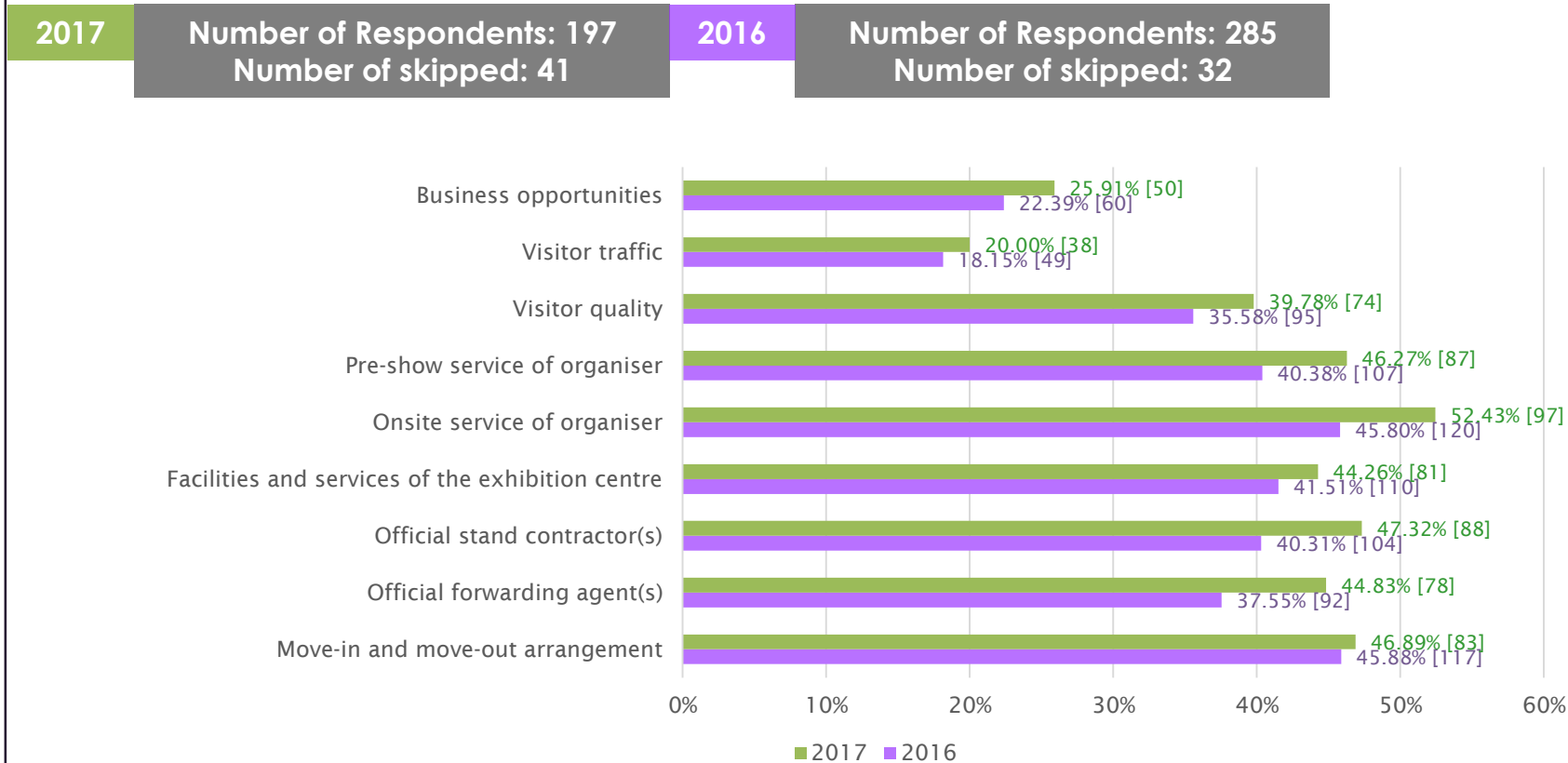
2017
Number of Respondents: 197
Number of skipped: 41



· Exhibitors are very satisfied with the “Onsite service of organizer”, over 52% exhibitors rated 4 & 5.

(Cont'd): Fair aspects' satisfaction level - Comparison of combining Ratings 4 & 5

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



· Compared to 2016 findings, the satisfaction level of “Official forwarding agent(s)” increased the most, from 37.55% to 44.83%.