

Asia's Fashion Jewellery & Accessories Fair – March 2019

03 May 2019



Exhibitor Survey Report

03 May 2019





Survey Data Summary

Total number of exhibitors	250
Total number of collected onsite survey	211
Onsite survey response rate	84.40% [211/250]
Total number of online survey successfully sent out	247
Total number of collected online survey	21
Online survey response rate	8.50% [21/247]
Total number of collected survey (onsite + online)	217 (exclude 15 duplicated)
Overall response rate	86.80% [217/250]

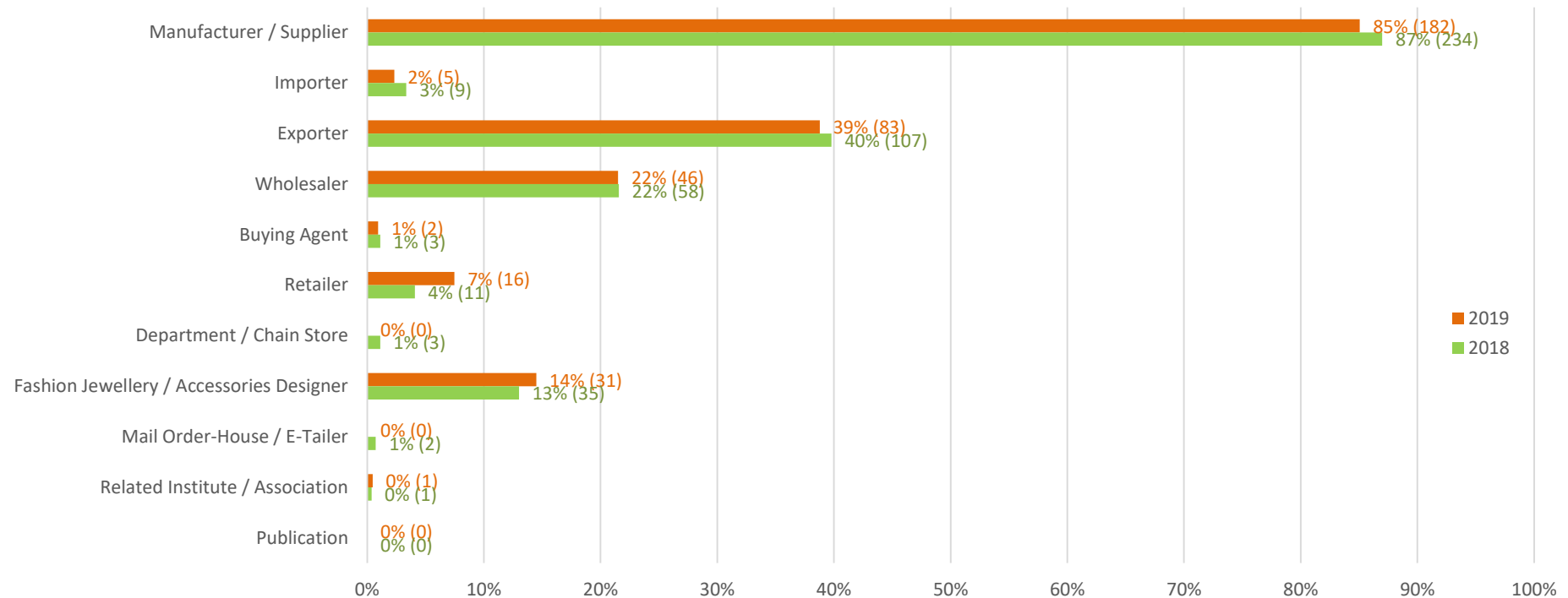


27 Feb - 2 Mar 2019
2019年2月27日至3月2日

Nature of Business(es)

2019 Number of Respondents: 214 Number of skipped: 3

2018 Number of Respondents: 269 Number of skipped: 2



- Majority of the exhibitors were manufacturers/suppliers and exporters, followed by wholesalers. There was a 3-percentage point increase in the number of retailers who responded to the survey and a one-percentage point increase in the number of fashion jewellery/accessories designers who took part in the survey compared with 2018. The rest were more or less the same as last year.

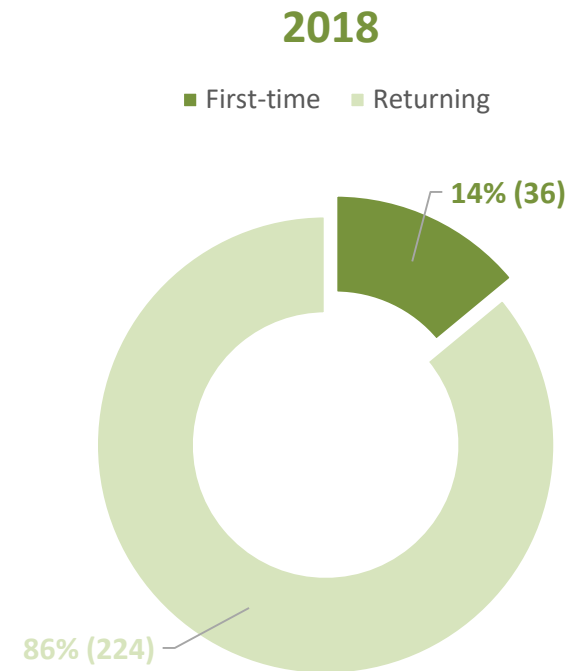
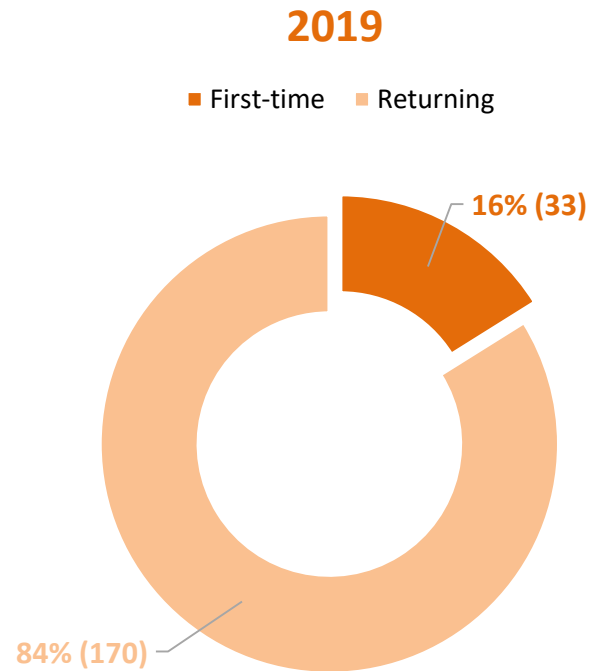
(Sum of the percentage is more than 100% since respondents' company may be involved in more than one business nature.)



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

2019 Number of Respondents: 203 Number of skipped: 14

2018 Number of Respondents: 260 Number of skipped: 11



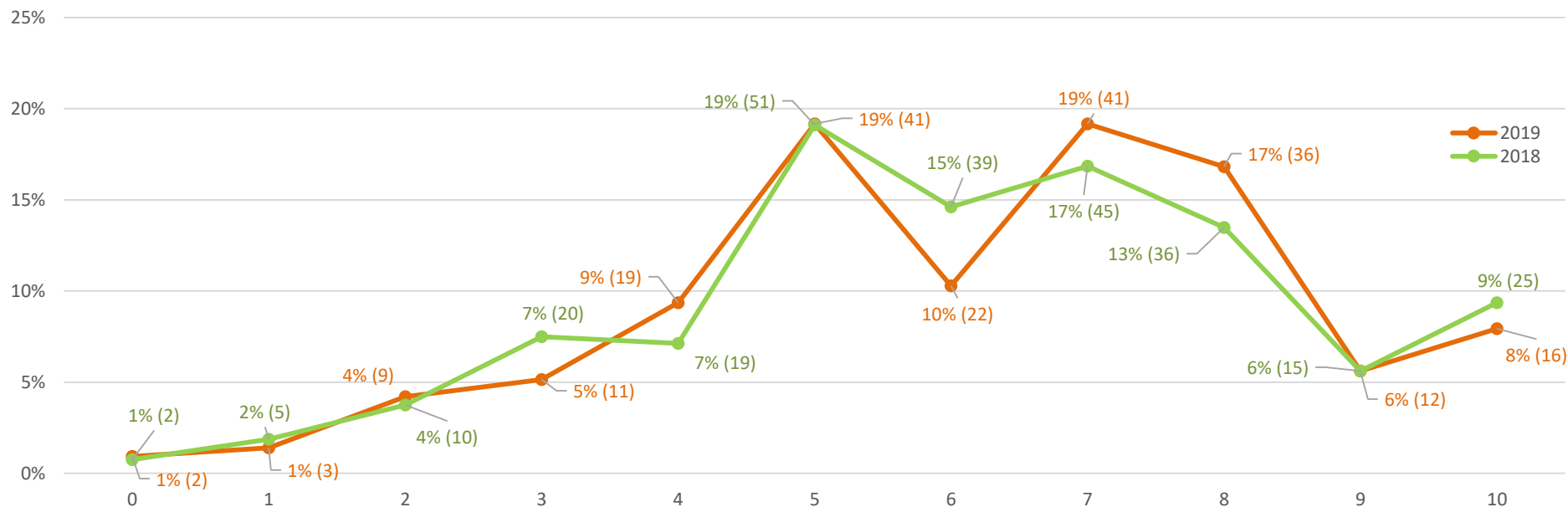
- Although there was a slight increase (2%) on first-time exhibitors compared with 2018, around 84% of the 2019 participants were returning exhibitors, indicating that 3FJ is more likely to keep its current exhibitors.



Q2. Overall, how would you rate your experience at Asia's Fashion Jewellery & Accessories Fair – March? (2019 vs 2018)

2019 Number of Respondents: 212 Number of skipped: 5

2018 Number of Respondents: 267 Number of skipped: 4



(0 = Extremely dissatisfied, 10 = Extremely satisfied)

CSAT 2019
6.18

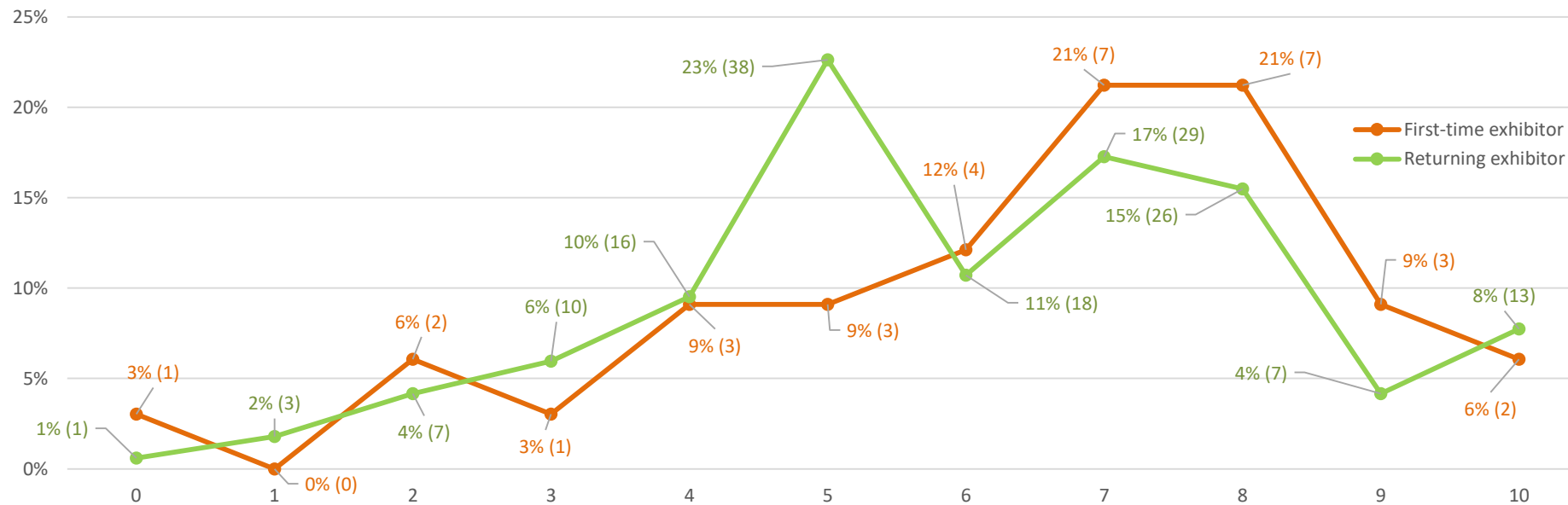
CSAT 2018
6.13

- Compared with 2018, the CSAT satisfaction score increased 0.05 this year.
- The same ratio of respondents gave a score of 5, and there was an increase on the 7 and 8 scores as well. Thus, the overall satisfaction level was slightly higher than last year.



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

First-time exhibitors	Returning exhibitors
Number of Respondents: 33	Number of Respondents: 168



(0 = Extremely dissatisfied, 10 = Extremely satisfied)

CSAT of first-time exhibitors
6.36

CSAT of returning exhibitors
6.03

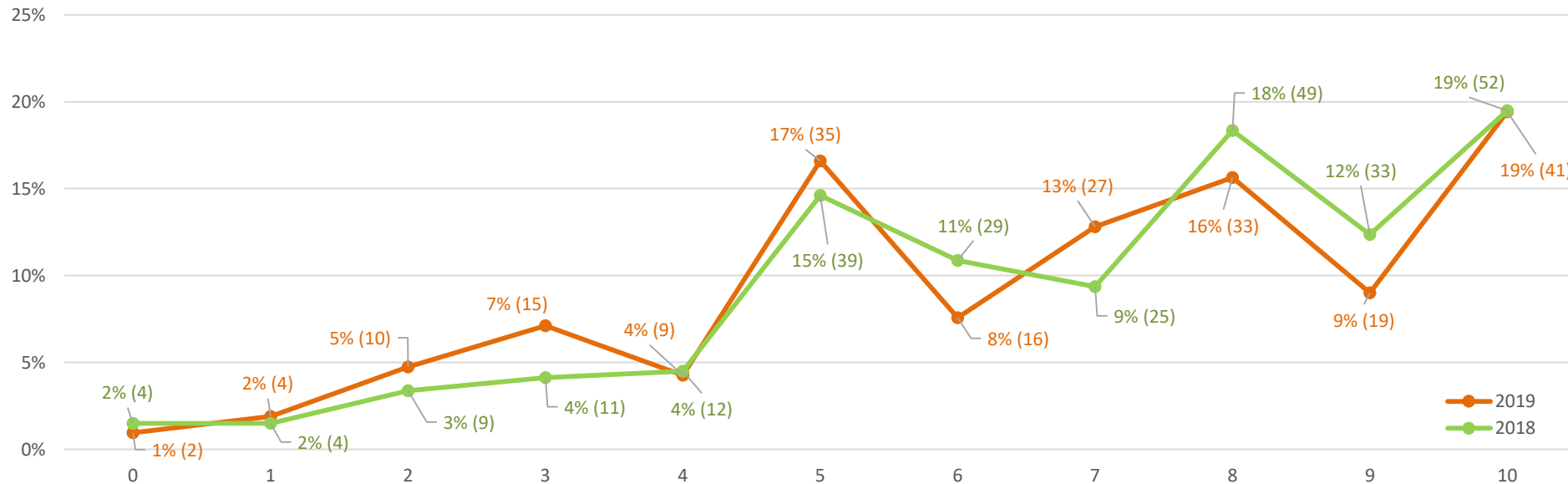
- The overall satisfaction level of first-time exhibitors was 0.33 higher than returning exhibitors this year.
- Most returning exhibitors gave a rating of 5 – 8, while fewer returning exhibitors gave a 0 – 3 rating. Nearly half of first-time exhibitors gave a rating of 7 and 8, which is 4-percentage point to 6-percentage point higher than the satisfaction rating of returning exhibitors.

Q3. How likely are you to exhibit at Asia's Fashion Jewellery & Accessories Fair – March next year? (2019 vs 2018)



2019 Number of Respondents: 211 Number of skipped: 6

2018 Number of Respondents: 267 Number of skipped: 4



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

Loyalty Score
2019
6.68

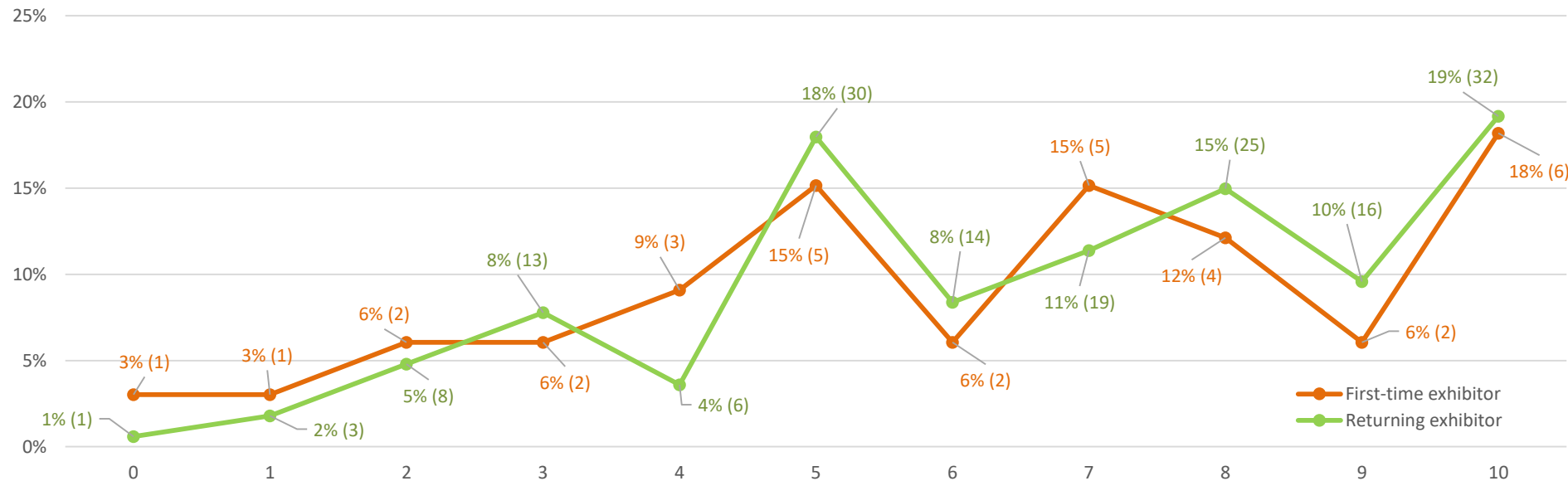
Loyalty Score
2018
6.95

- The loyalty score in 2019 is 0.27 less than 2018, but the distribution of the rating was quite similar to the previous edition.



Q3. How likely are you to exhibit at Asia's Fashion Jewellery & Accessories Fair – March next year? (First-time exhibitors vs Returning exhibitors)

First-time exhibitors	Returning exhibitors
Number of Respondents: 33	Number of Respondents: 167



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

Loyalty Score of first-time exhibitors

6.21

Loyalty Score of returning exhibitors

6.66

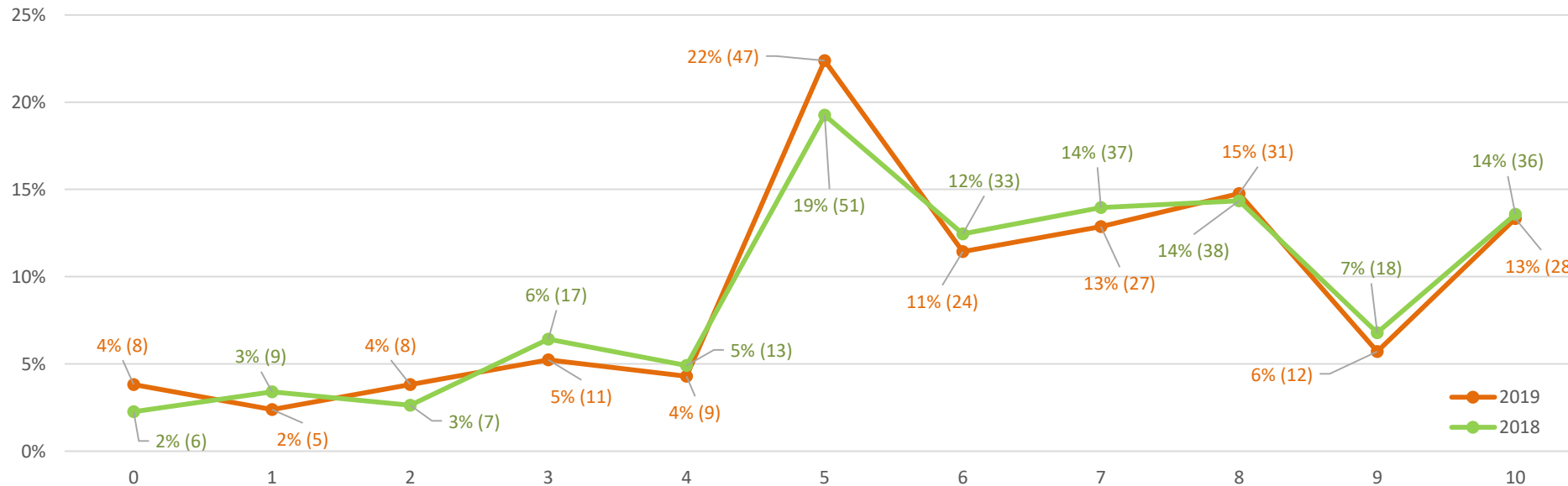
- The loyalty score of returning exhibitors is 0.45 higher than first-time exhibitors, which meant that returning exhibitors were more likely to exhibit in 2020.
- Returning and first-time exhibitors gave nearly the same scores in 2019. The rating score of 10 was selected by most returning and first-time exhibitors (19% and 18%, respectively), followed by 5, 7 and 8. This indicates that both returning and first-time exhibitors may be willing to exhibit again next year.



Q4. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – March to a friend or colleague? (2019 vs 2018)

2019 Number of Respondents: 210 Number of skipped: 7

2018 Number of Respondents: 265 Number of skipped: 6



NPS Average 2019

6.16

NPS Average 2018

6.28

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

- The NPS average in 2019 saw a 0.12-drop compared with 2018, but the overall distribution looked similar.

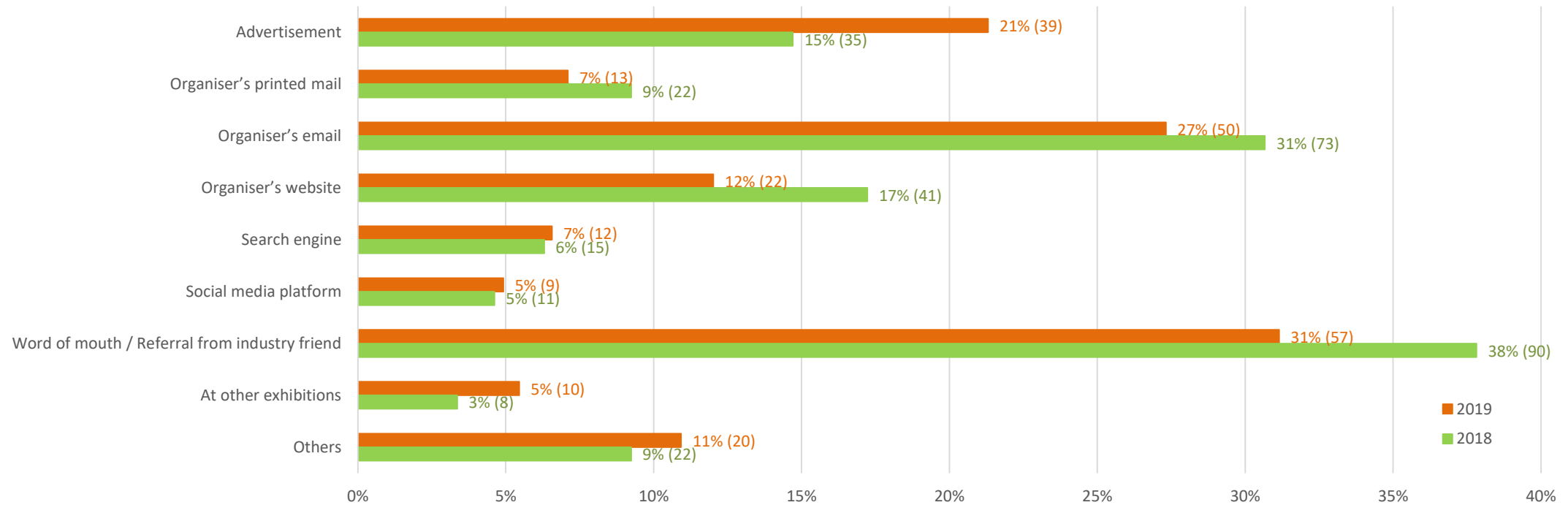


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Q5a. How did you learn about this exhibition?

2019 Number of Respondents: 183 Number of skipped: 34

2018 Number of Respondents: 238 Number of skipped: 33



- Most respondents knew about the fair from word-of-mouth/referral from industry friend and organiser's email just like last year
- There is an increase (about 6 percentage points) in the number of respondents who knew about the fair through advertising, indicating a more effective advertising campaign compared with last year.

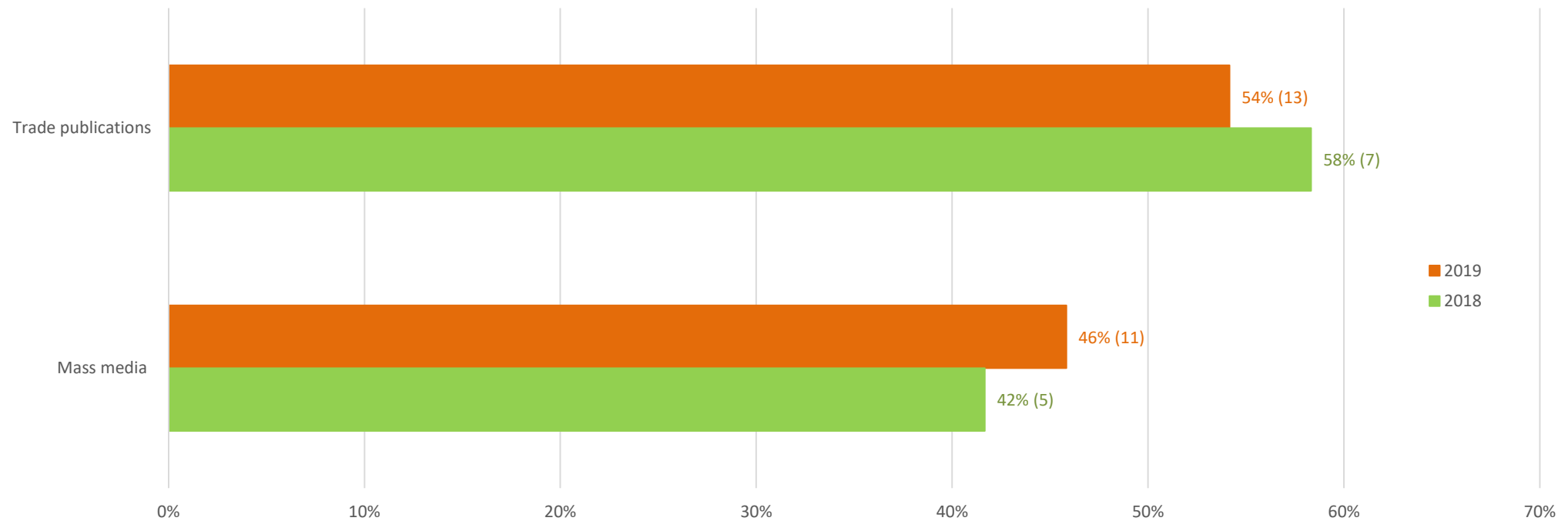
(Sum of the percentage is more than 100% since some respondents might have learned about the exhibition from more than one channel.)



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

2019 Number of Respondents: 24 Number of skipped: 193

2018 Number of Respondents: 12 Number of skipped: 259



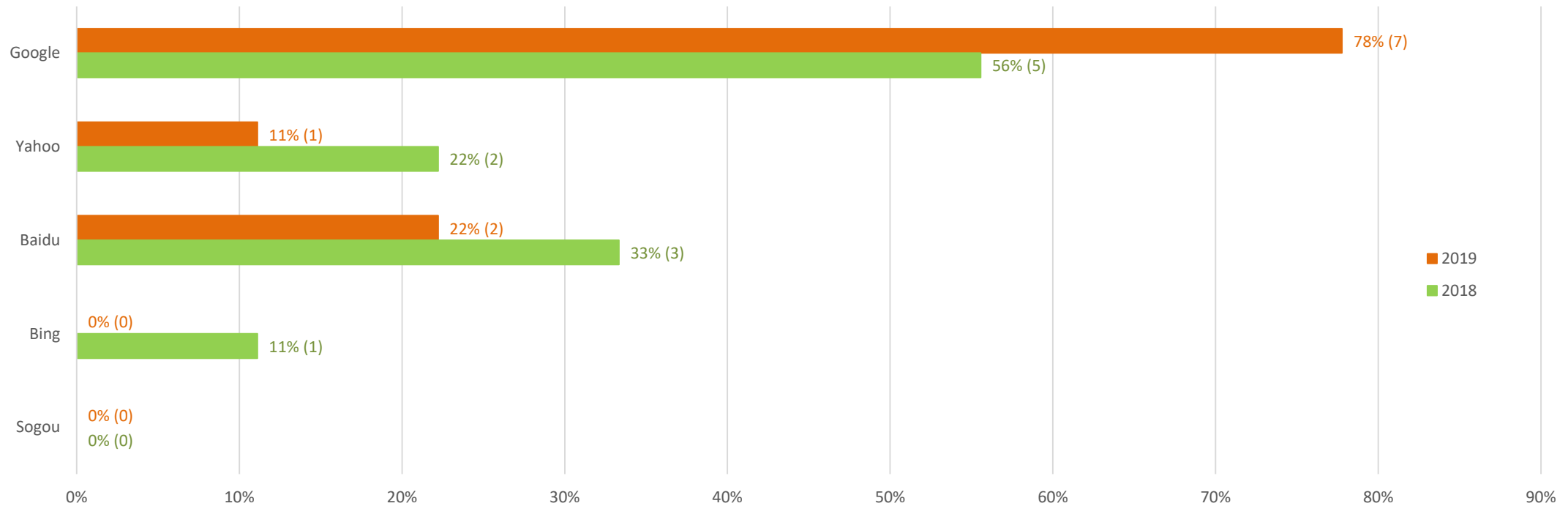
- Although the percentage of respondents who learned about 3FJ from trade publications was still higher than those who heard about the show through mass media, it is important to note that there was an increase (4 percentage points) in mass media and a drop (4 percentage points) in trade publications compared with 2018.



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

2019 Number of Respondents: 9 Number of skipped: 208

2018 Number of Respondents: 9 Number of skipped: 262



- Almost 80% of the respondents learned about the fair through Google in 2019.
- Yahoo and Baidu recorded a drop of 11percentage points compared with last year, while Bing received no feedback this time.

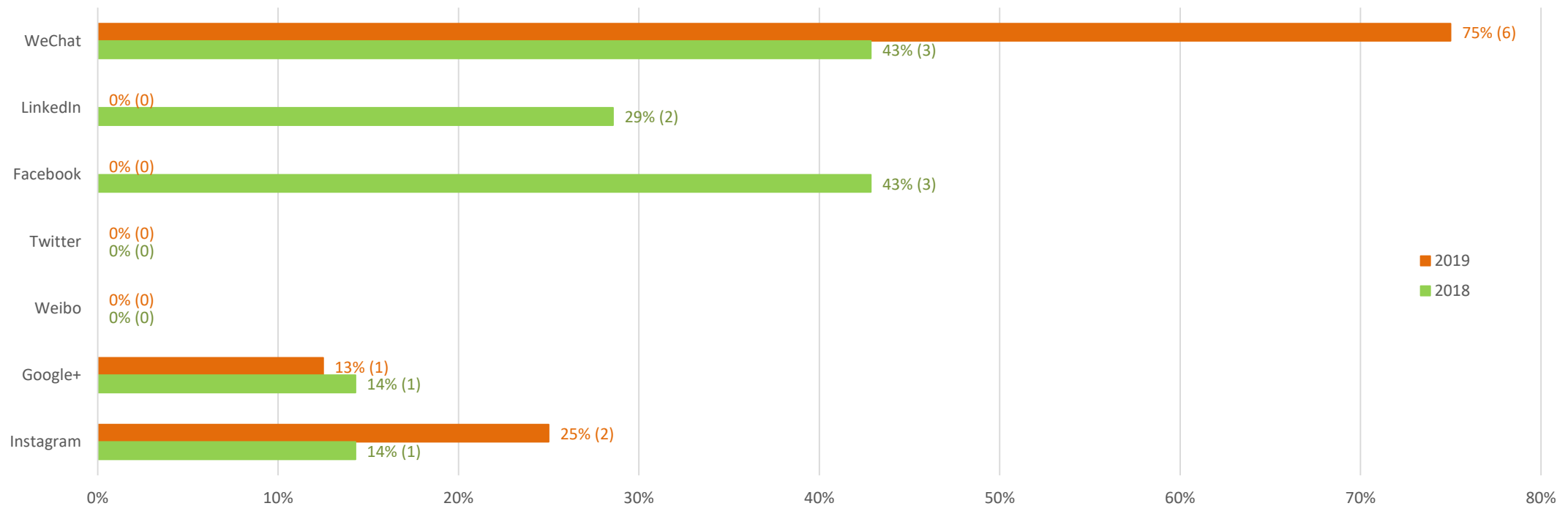
(Sum of the percentage is more than 100% since some respondents might have learned about the exhibition from more than one channel.)



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

2019 Number of Respondents: 8 Number of skipped: 209

2018 Number of Respondents: 7 Number of skipped: 264



- WeChat and Instagram became the most popular channels in 2019, as more than 75% and 25% of the respondents, respectively, learned about the fair through these channels, respectively. LinkedIn and Facebook received no response this year.

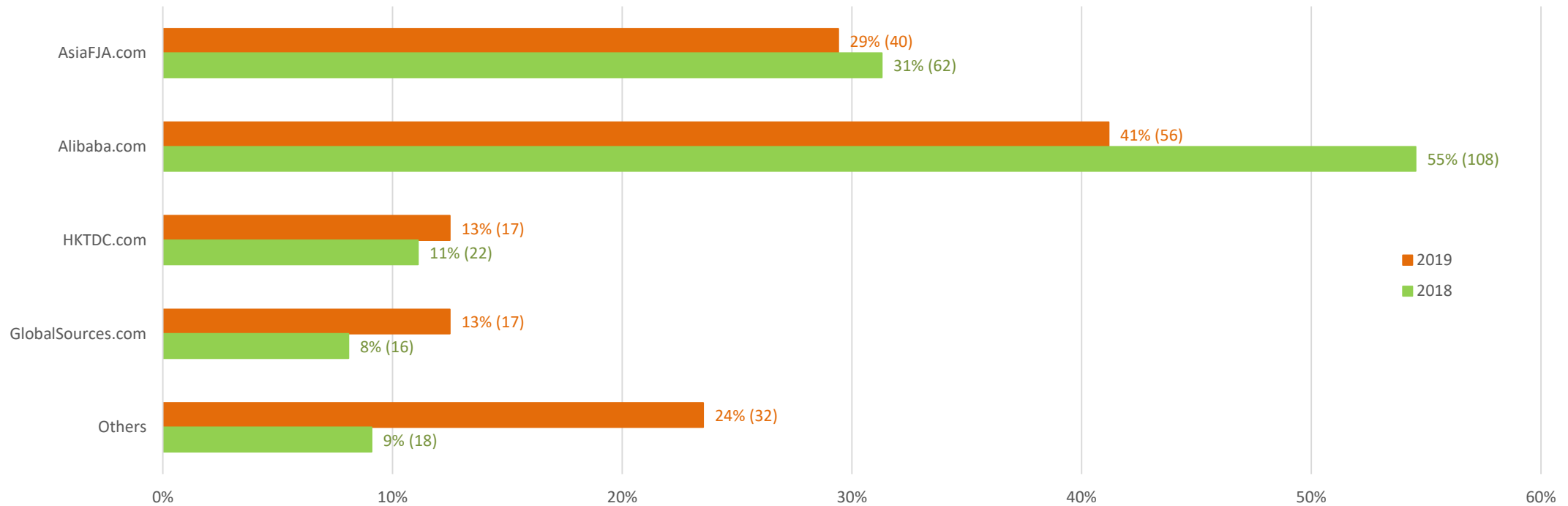
(Sum of the percentage is more than 100% since some respondents might have learned about the exhibition from more than one channel.)



Q5b. Which online platform do you usually use to market and sell your products?

2019 Number of Respondents: 136 Number of skipped: 81

2018 Number of Respondents: 198 Number of skipped: 73



- The percentages of sourcing through HKTDC.com and GlobalSources.com slightly increased this year.
- Although Alibaba saw a 14-percent drop this year, it remains the most popular online platform among the respondents.

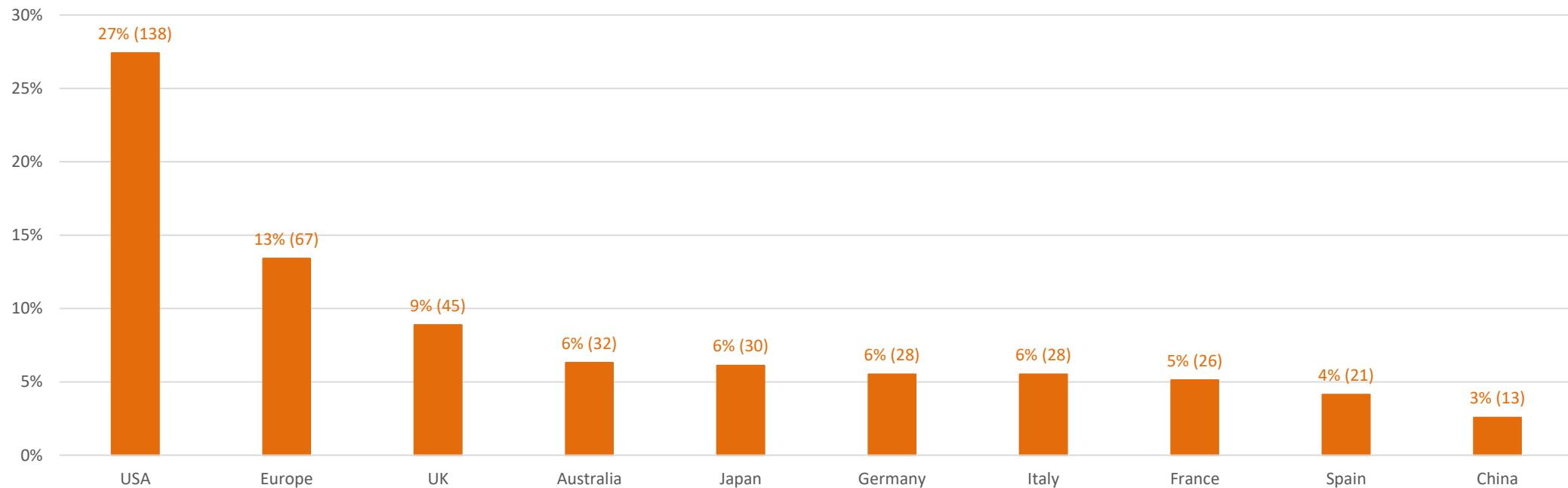
(Sum of the percentage is more than 100% since some respondents might have used more than one channel to market or sell products.)



Q6. My top 3 markets (countries/regions) are:

2019 Number of Respondents: 184 Number of skipped: 33

Top 10 out of 39



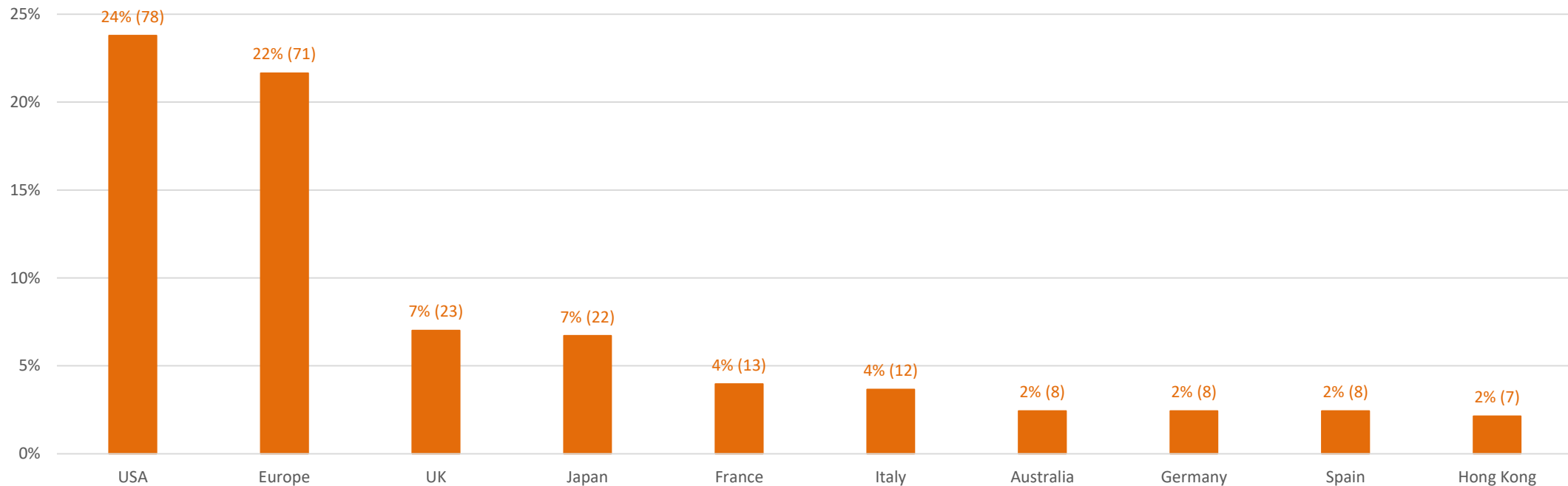
- USA, Europe and the UK were the top three markets of exhibitors in 2019.
- Answers not shown in the above chart: Hong Kong, Dubai, Korea, Canada, the Philippines, Brazil, Mexico, Russian Federation, Singapore, Thailand, United Arab Emirates, Austria, Belgium, Denmark, Portugal, Turkey, Armenia, Greece, India, Indonesia, Ireland, Madagascar, Malaysia, Netherlands, New Zealand, Poland, Slovenia, South Africa and the Taiwan region.



Q7. My target markets (countries/regions) are:

2019 Number of Respondents: 167 Number of skipped: 50

Top 10 out of 30

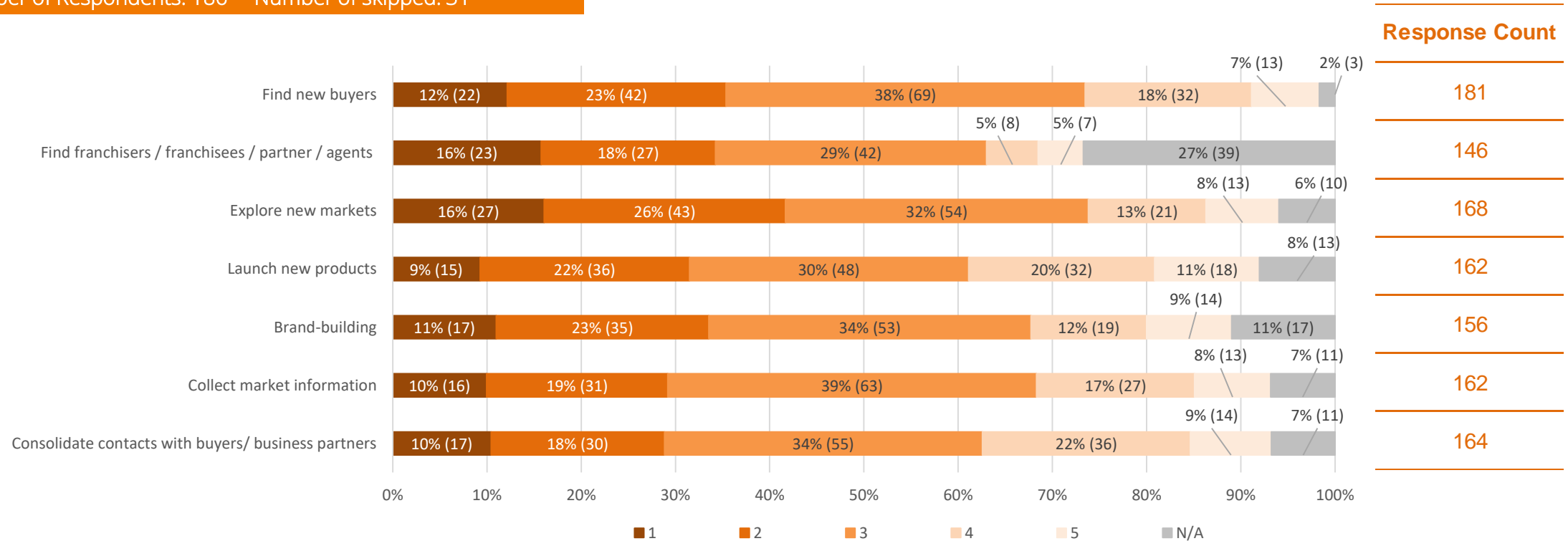


- USA, Europe and the UK were the top three target markets of the exhibitors.
- Answers not shown on the above chart: Brazil, China, Canada, Russian Federation, South Africa, Korea, Mexico, Singapore, Argentina, Armenia, Belgium, the Czech Republic, Denmark, Ethiopia, India, Indonesia, Malaysia, Netherlands, the Philippines and the Taiwan region.



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

2019 Number of Respondents: 186 Number of skipped: 31



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

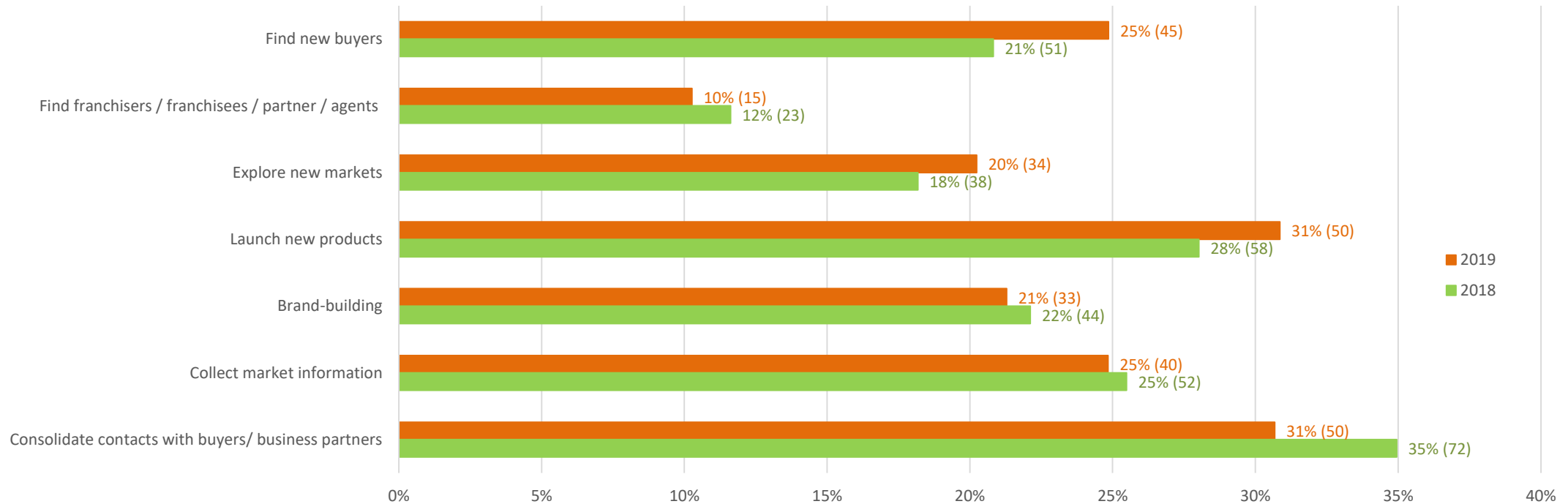
- Based on the N/A percentage, it indicated that the major objectives of exhibitors were finding new buyers, exploring new markers, collecting market information and consolidating contacts with buyers/business partners.



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

2019 Number of Respondents: 186 Number of skipped: 31

2018 Number of Respondents: 250 Number of skipped: 21

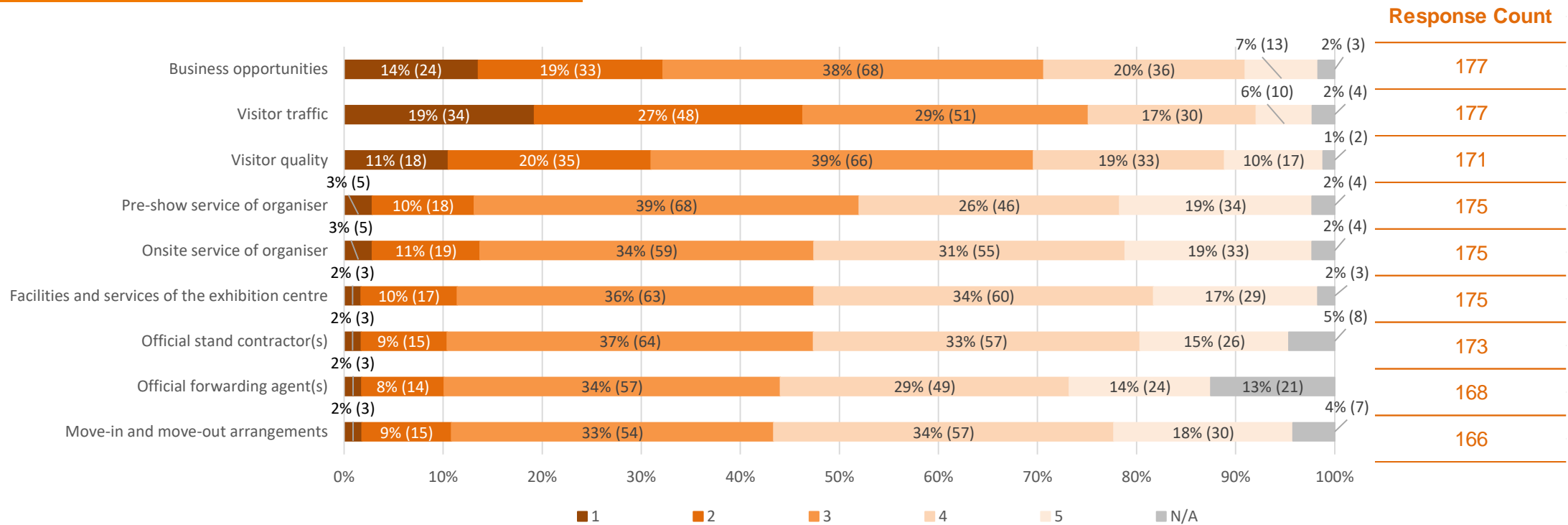


- The respondents who gave a 4 – 5 rating on finding new buyers, exploring new markets and launching new products increased this year, while the ratio for the remaining objectives declined.
- More exhibitors believe the fair can help them raise their profile among buyers and create market opportunities.



Q9. How satisfied are you with the following aspects of the fair?

2019 Number of Respondents: 182 Number of skipped: 35



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

- The most satisfying aspects of the fair were onsite services of the organiser, facilities and services of the exhibition centre, and move-in and move-out arrangements, with more than 50% of the respondents giving a 4 – 5 rating on these items.

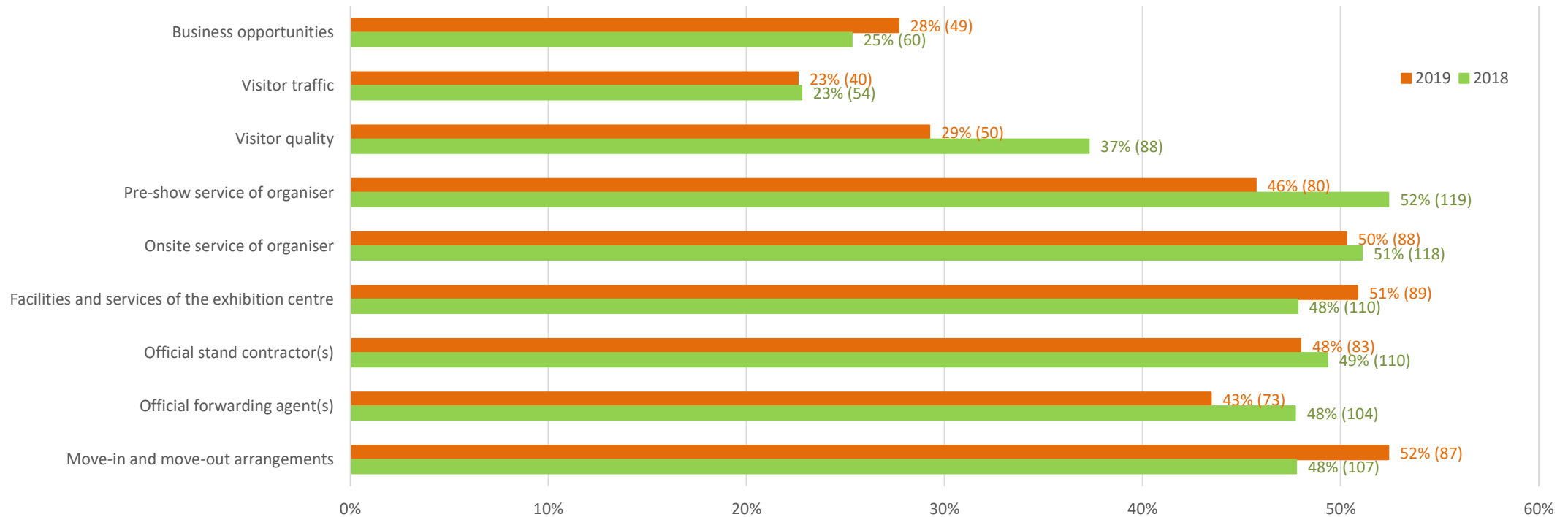


Q9. How satisfied are you with the following aspects of the fair?

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

2019 Number of Respondents: 182 Number of skipped: 35

2018 Number of Respondents: 248 Number of skipped: 23



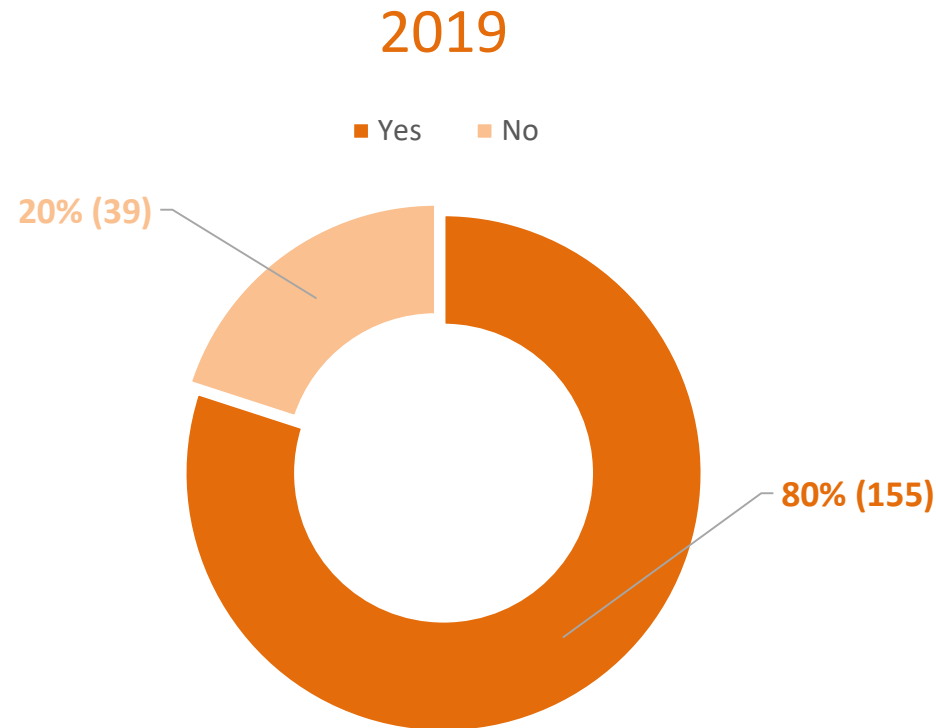
- The number of respondents who gave a 4 – 5 rating to most aspects of the fair dropped in 2019.
- There was an 8-percentage-point decline in terms of visitor quality, a 6-percentage-point decrease on the pre-show service of the organiser, and a 5-percentage-point drop on the rating given to the official forwarding agent(s).



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10a. Have you conducted business(es) at the show?

2019 Number of Respondents: 194 Number of skipped: 23

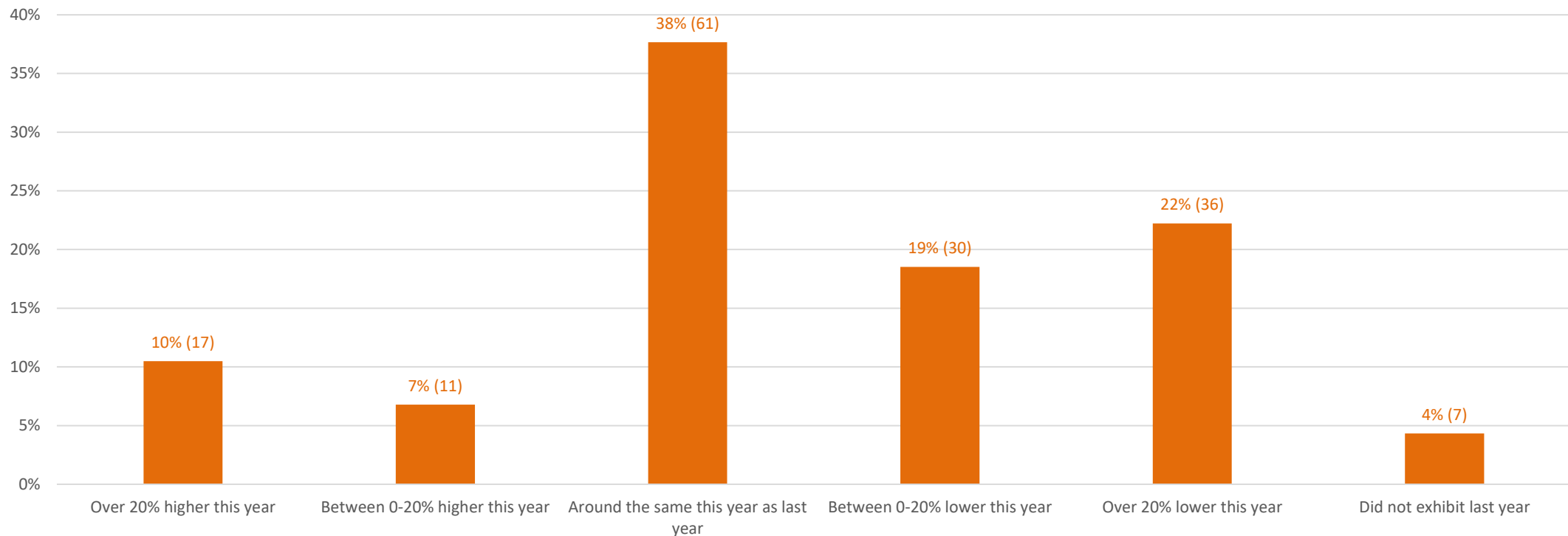


- 80% of the respondents confirmed that they had conducted business(es) successfully during the 3FJ19 fair period.



10b. In case you also exhibited at Asia’s Fashion Jewellery & Accessories Fair – March in 2018, was the US\$ amount of business conducted during the 2019 edition of the Fair or as a direct result of the Fair higher or lower than the orders you secured last year?

2019 Number of Respondents: 162 Number of skipped: 55



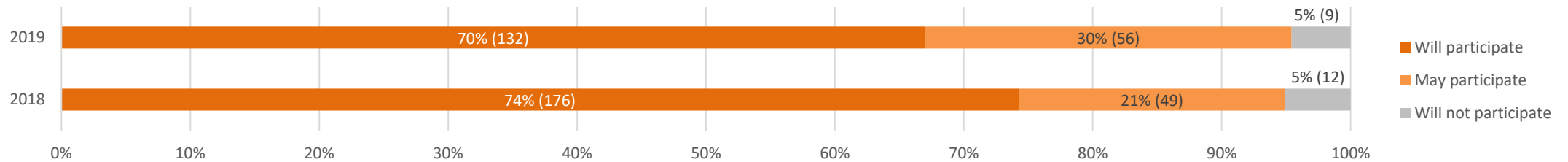
- Almost 40% of the respondents conducted around the same US\$ amount of business as last year.



Q11. Do you plan to exhibit at the Fair next year?

2019 Number of Respondents: 188 Number of skipped: 29

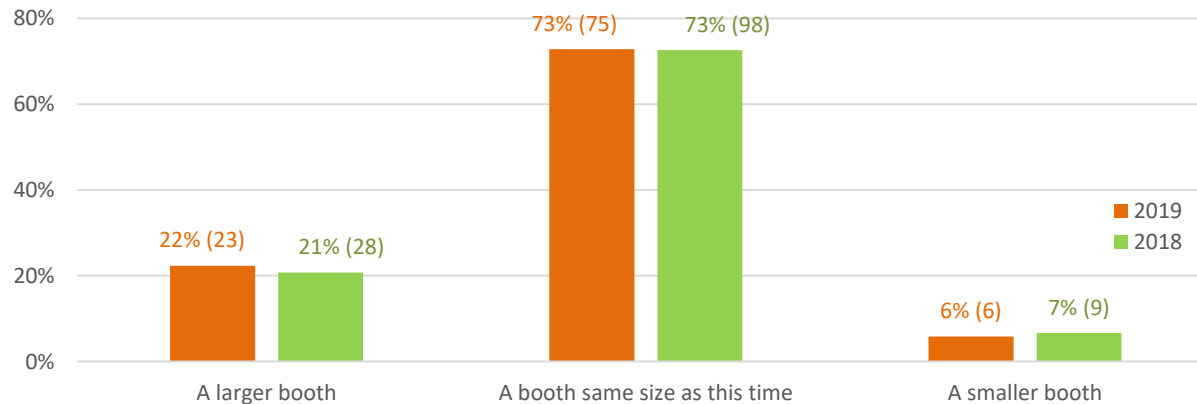
2018 Number of Respondents: 237 Number of skipped: 34



- Compared with 2018, there was a 4-percentage point drop on those who said that they “will participate” again next year, while the percentage of those who said they “may participate” has increased. Those who answered “will not participate” was in same ratio as last year.
- Although fewer exhibitors are certain about their fair participation in the future compared with last year, as many as 70% of the respondents expressed their loyalty to the fair.

Preferences between booth sizes

(Based on exhibitors who will participate in the next edition)



- For those who will participate in 2020, the ratio of their preferences in terms of booth sizes was similar to the previous year.
- There is a very small increase (1 percentage point) in the number of respondents who prefer larger booths and a slight drop (1 percentage point) in the number of exhibitors who prefer smaller booths.
- The respondents who will apply for the same booth size kept the same ratio (73%) as 2018.