



June Hong Kong Jewellery & Gem Fair 2016

Exhibitor Survey Report

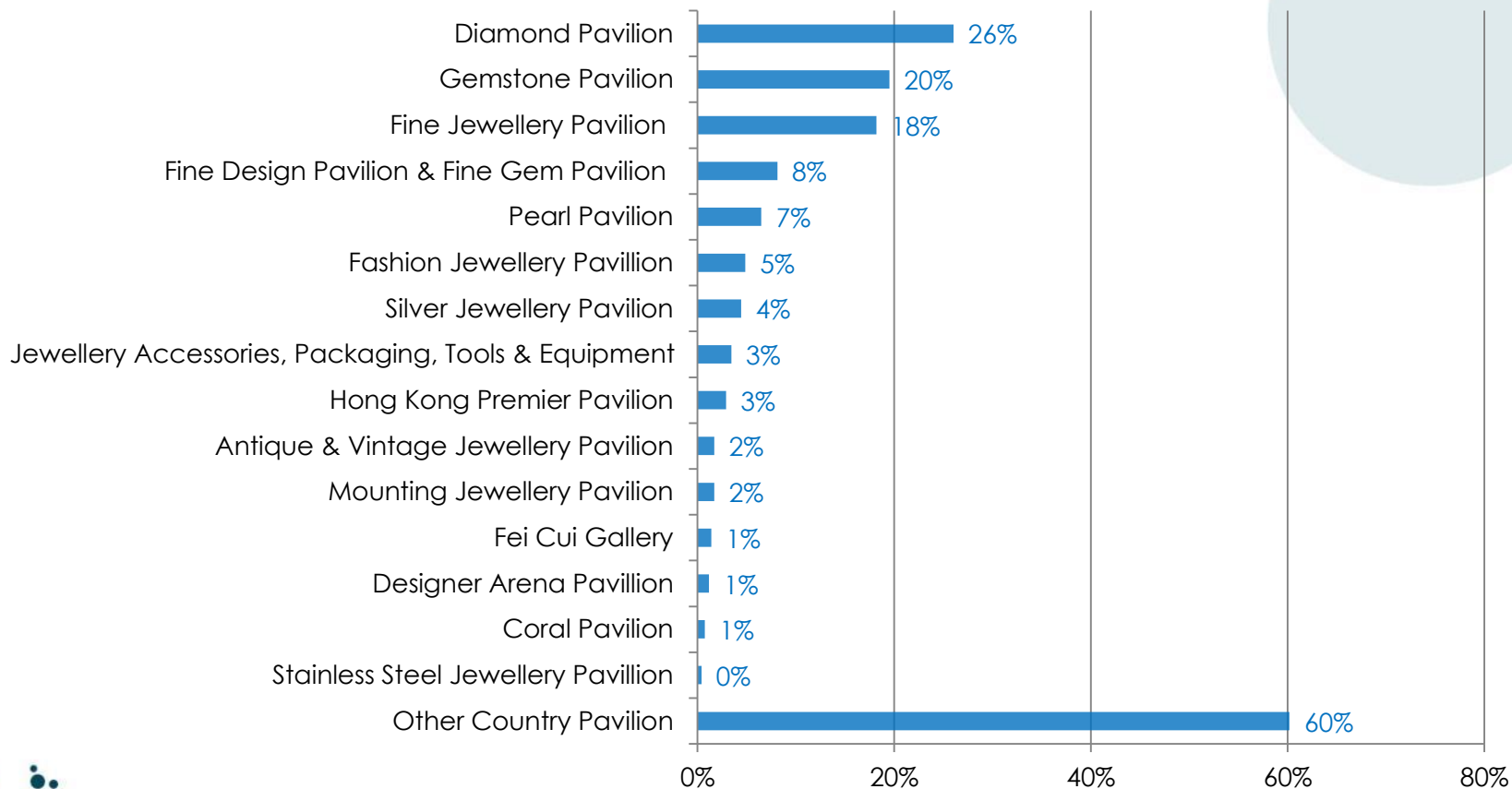


Total number of exhibitors	2,210
Total number of collected onsite survey	1,436
Onsite survey response rate	65% [1,436/2,210]
Total number of online survey successfully sent out	2,133
Total number of collected online survey:	193
Online survey response rate:	9.05% [193/2,133]
Total number of collected survey (onsite + online)	1,629
Overall response rate:	73.7% [1629/2,210]

Exhibitors in Theme Pavilions or Group Pavilions

2016

Number of Respondents: 922



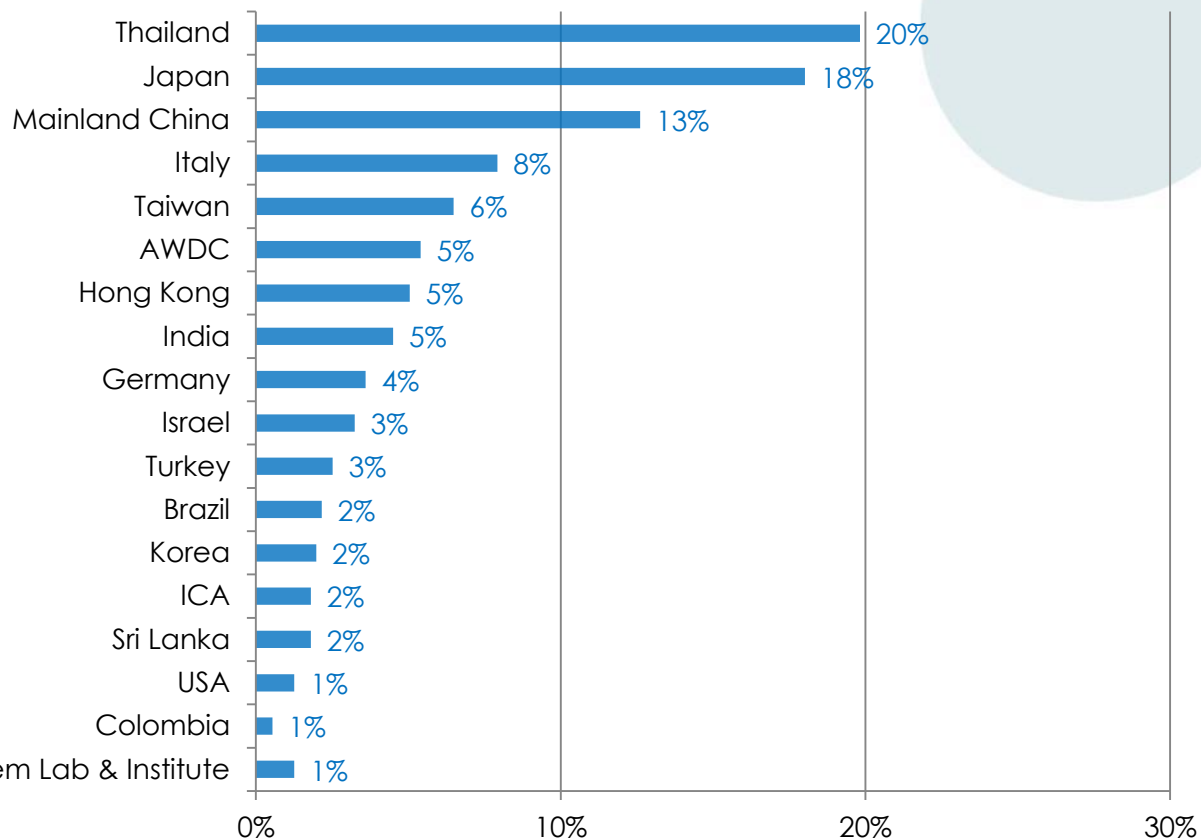
- Respondents of this exhibitor survey are mainly exhibiting in Diamond, Gemstones and Fine Jewellery Pavilions.

Exhibitors in Theme Pavilions or Group Pavilions

[Based on feedback of **Other Country Pavilions**]

2016

Number of Respondents: 555



- Respondents of this exhibitor survey are mainly exhibiting in Thailand, Japan and Mainland China Pavilions.

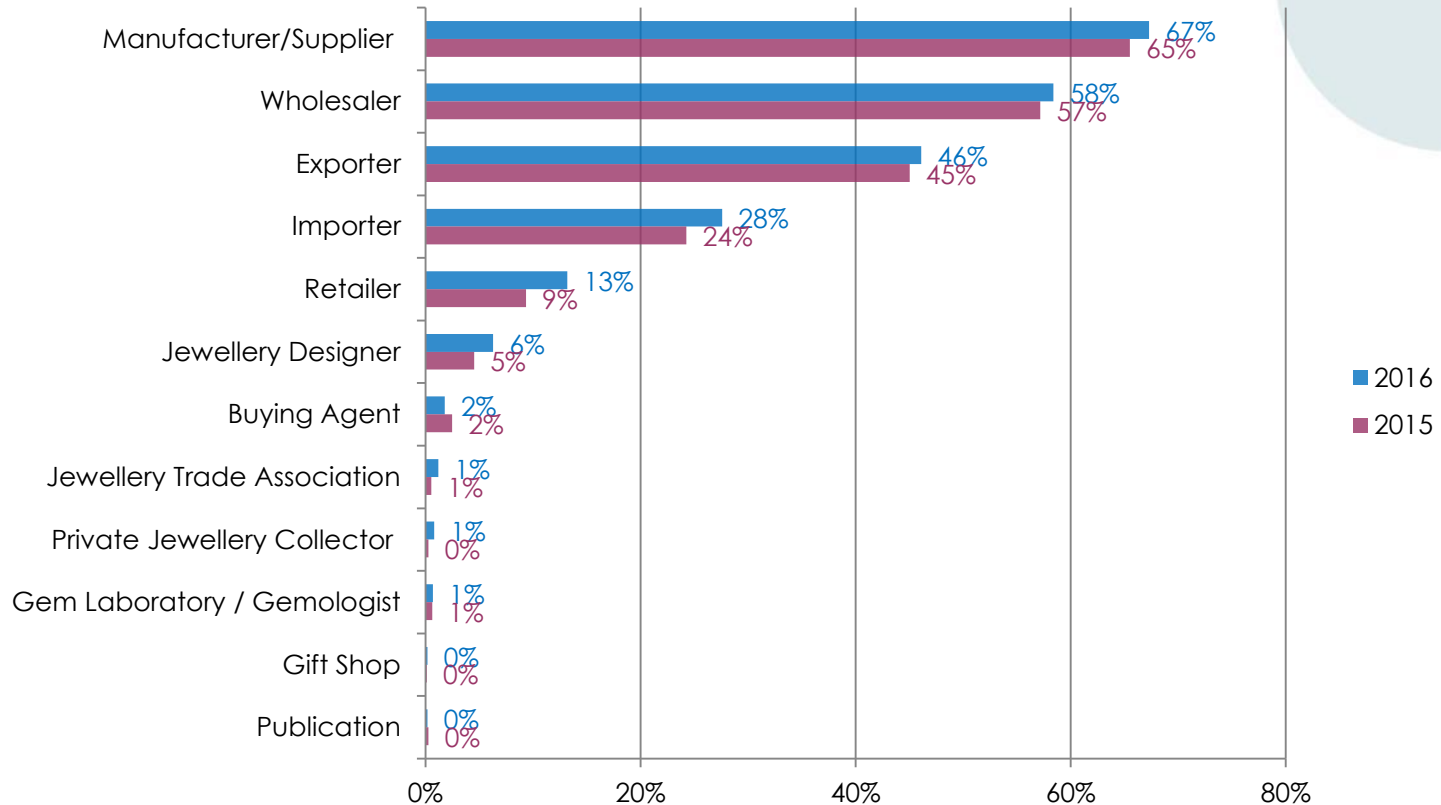
Exhibitors' nature of business(es)

2016

Number of Respondents: 1597

2015

Number of Respondents: 1455



- Manufacturer/Supplier, Wholesaler and Exporter are three major natures of businesses of the exhibitors.
- Respondents may carry more than one business natures, therefore the overall percentage exceed 100%.

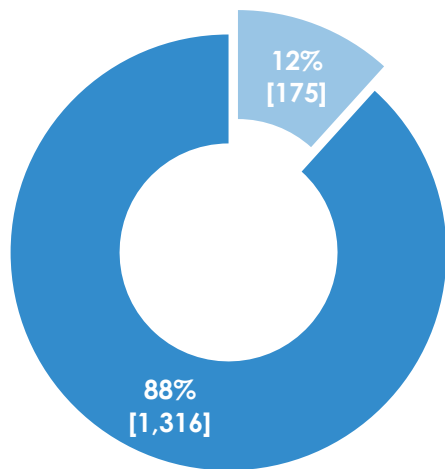
Are you a first-time participant in this exhibition?

2016

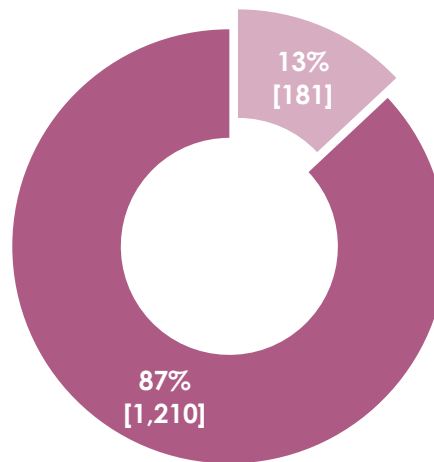
Number of Respondents: 1491

2015

Number of Respondents: 1391



■ First-time ■ Repeated



■ First-time ■ Repeated

- Around 90% of the exhibitors are repeated ones. It could be a result of its long history and good reputation in the industry.

Overall, how would you rate your satisfaction with your experience at June Hong Kong Jewellery & Gem Fair?

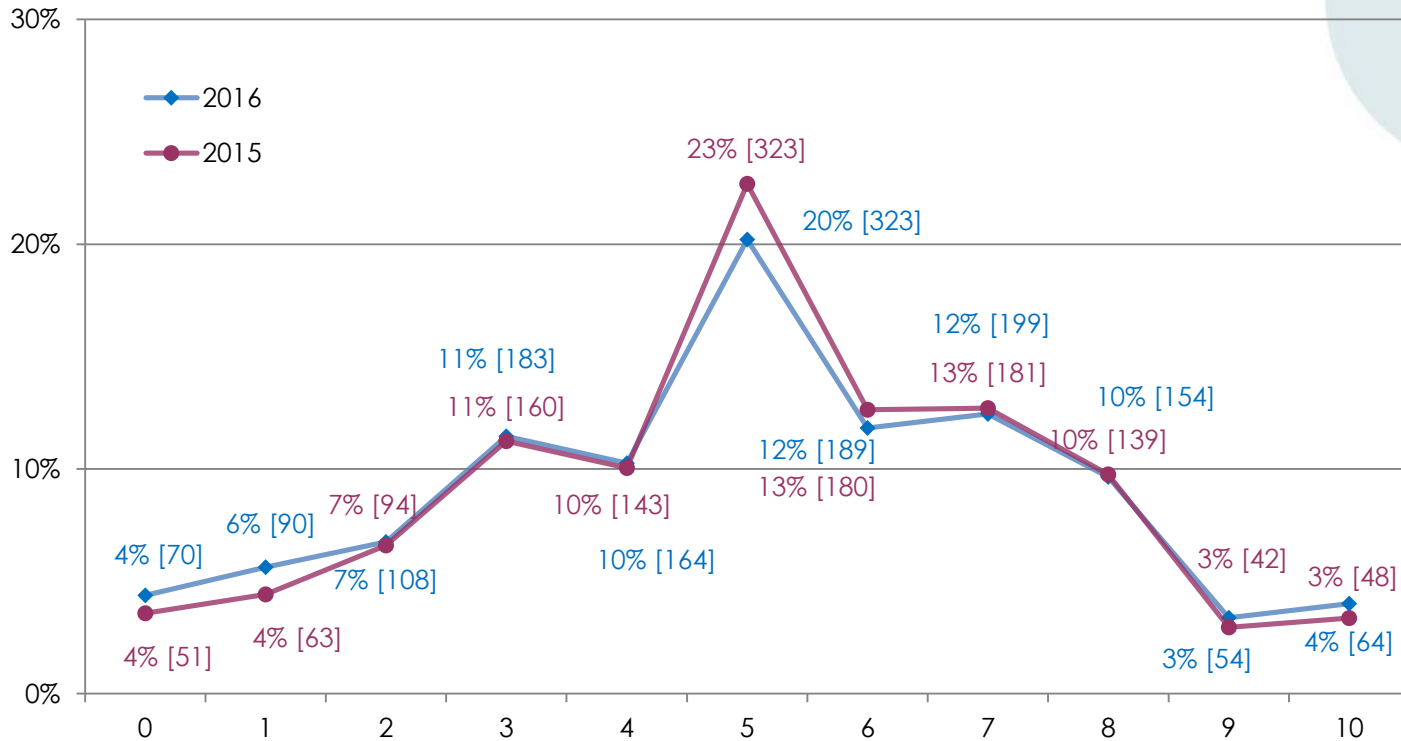
(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2016

Number of Respondents: 1598
Number of Skipped: 31

2015

Number of Respondents: 1424
Number of Skipped: 83

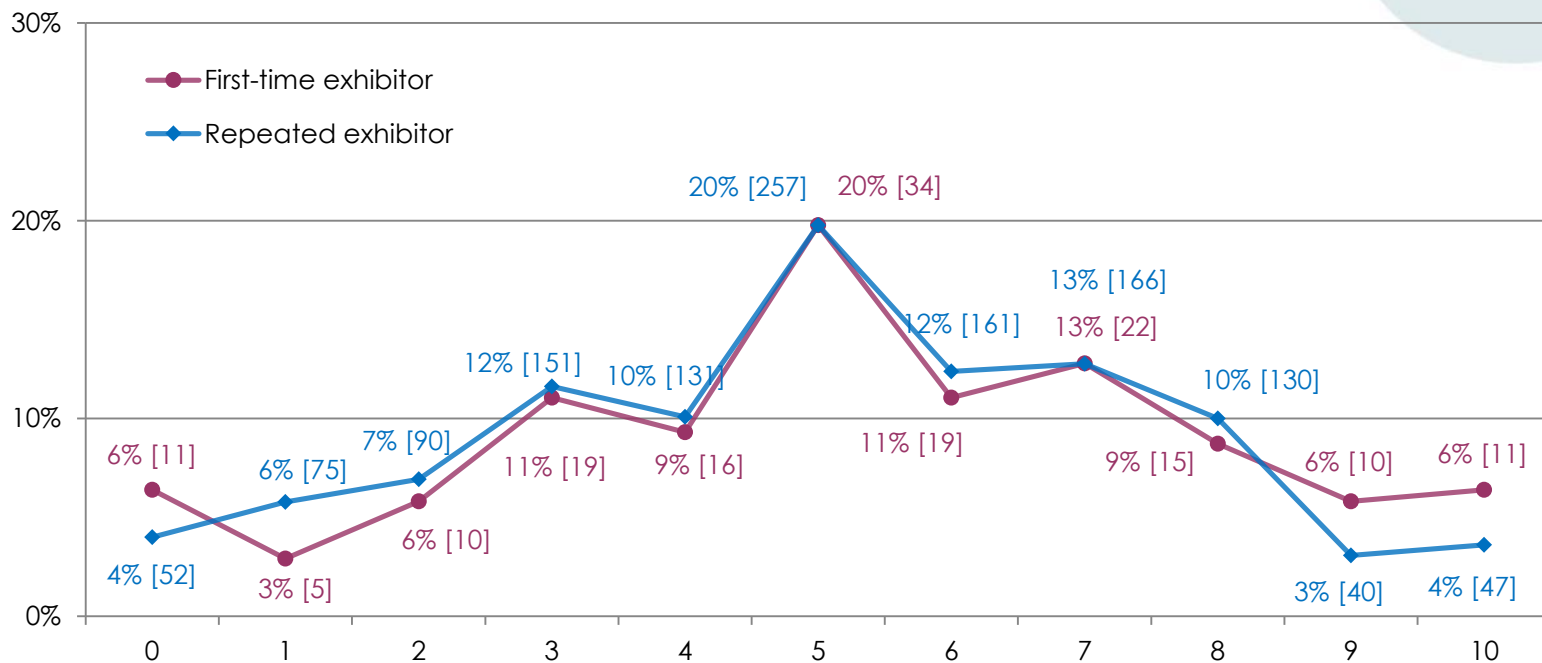


- 29% of the respondents gave a rating 7 or above, which is same as 2015.

Overall, how would you rate your satisfaction with your experience at June Hong Kong Jewellery & Gem Fair?

(Breakdown of responses between First-time and repeated exhibitors)

CSAT 2016 [First-time exhibitors]	CSAT 2016 [Repeated exhibitors]
Response Count: 172	Response Count: 1300

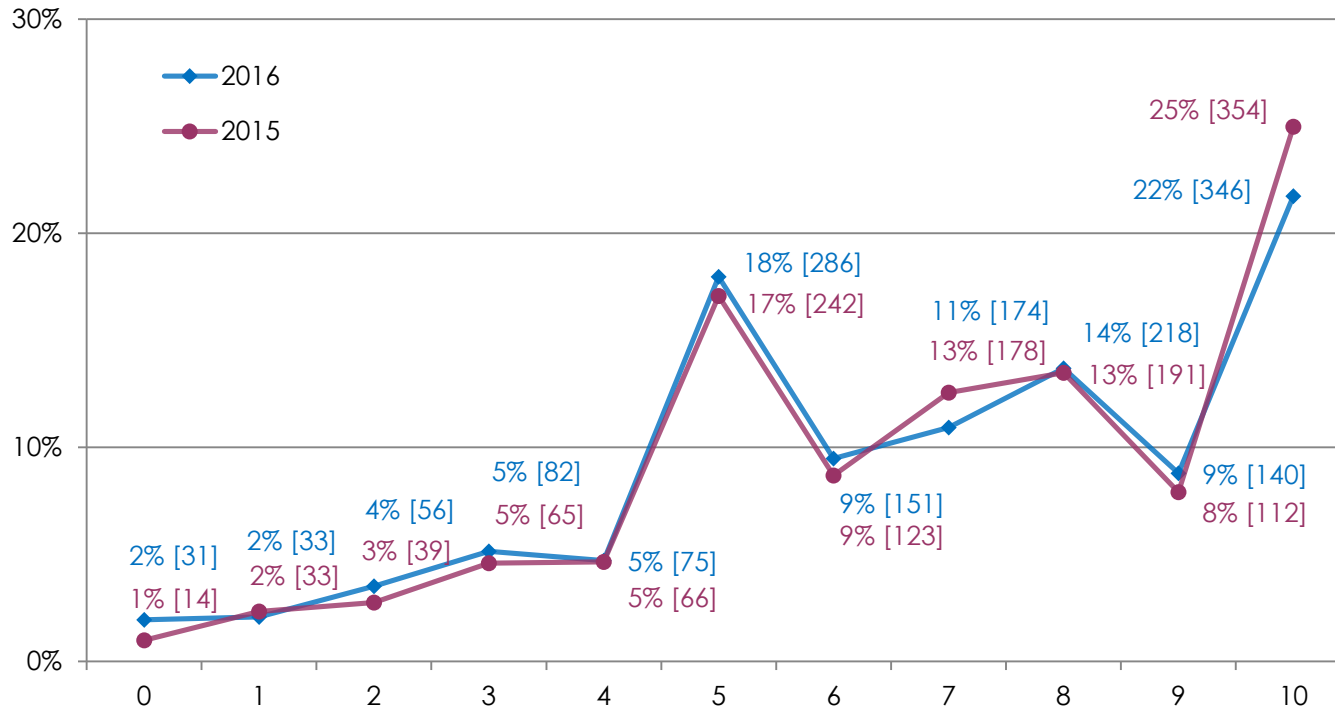


How likely would you be to participate June Hong Kong Jewellery & Gem Fair again in the future?

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

2016
Number of Respondents: 1592
Number of Skipped: 37

2015
Number of Respondents: 1417
Number of Skipped: 90

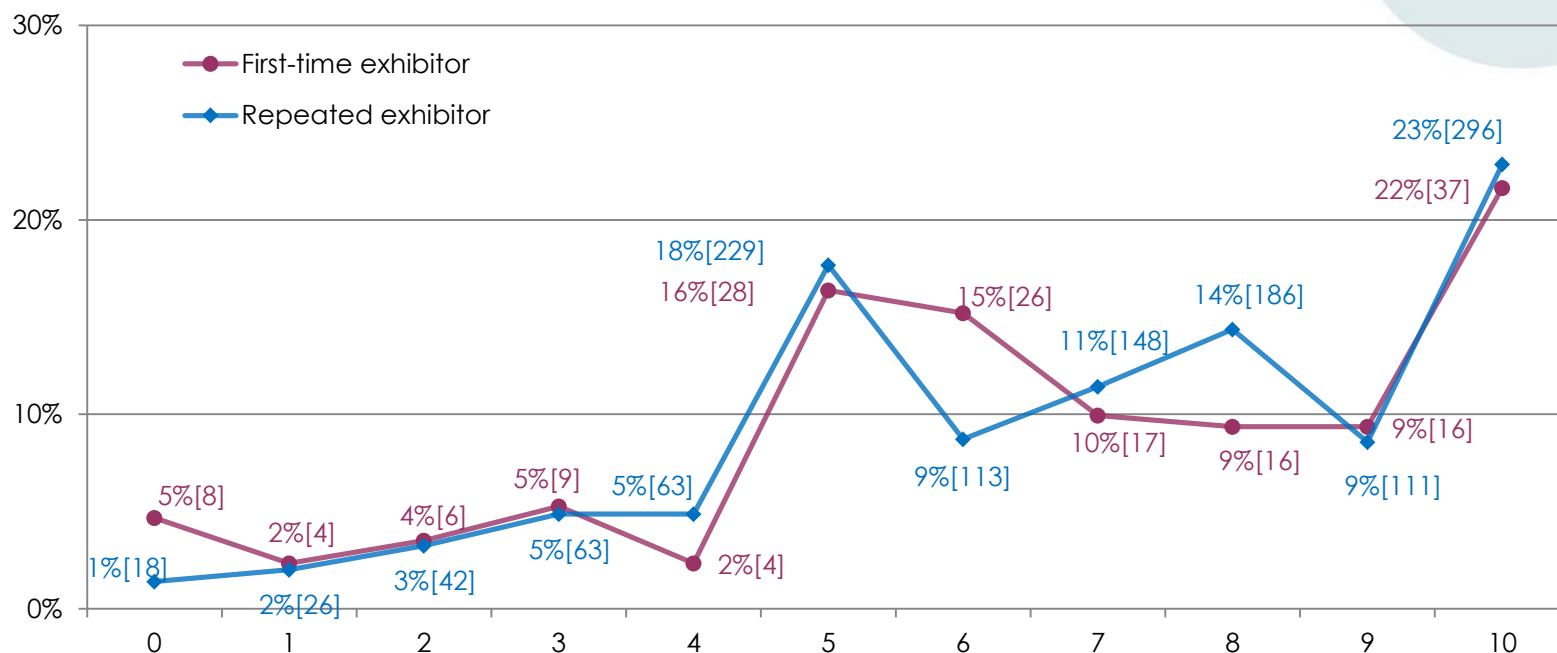


- 55% of the respondent gave a rating of 7 or above.

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

(Breakdown of responses between First-time and repeated exhibitors)

Loyalty score 2016 [First-time exhibitor]	Loyalty score 2016 [Repeated exhibitor]
Response Count: 171	Response Count: 1295



- Repeated exhibitors gave a higher rating – 6.84 than that of first-time exhibitors – 6.53. It indicates that the organiser has built long-term relationship with those “old” clients.

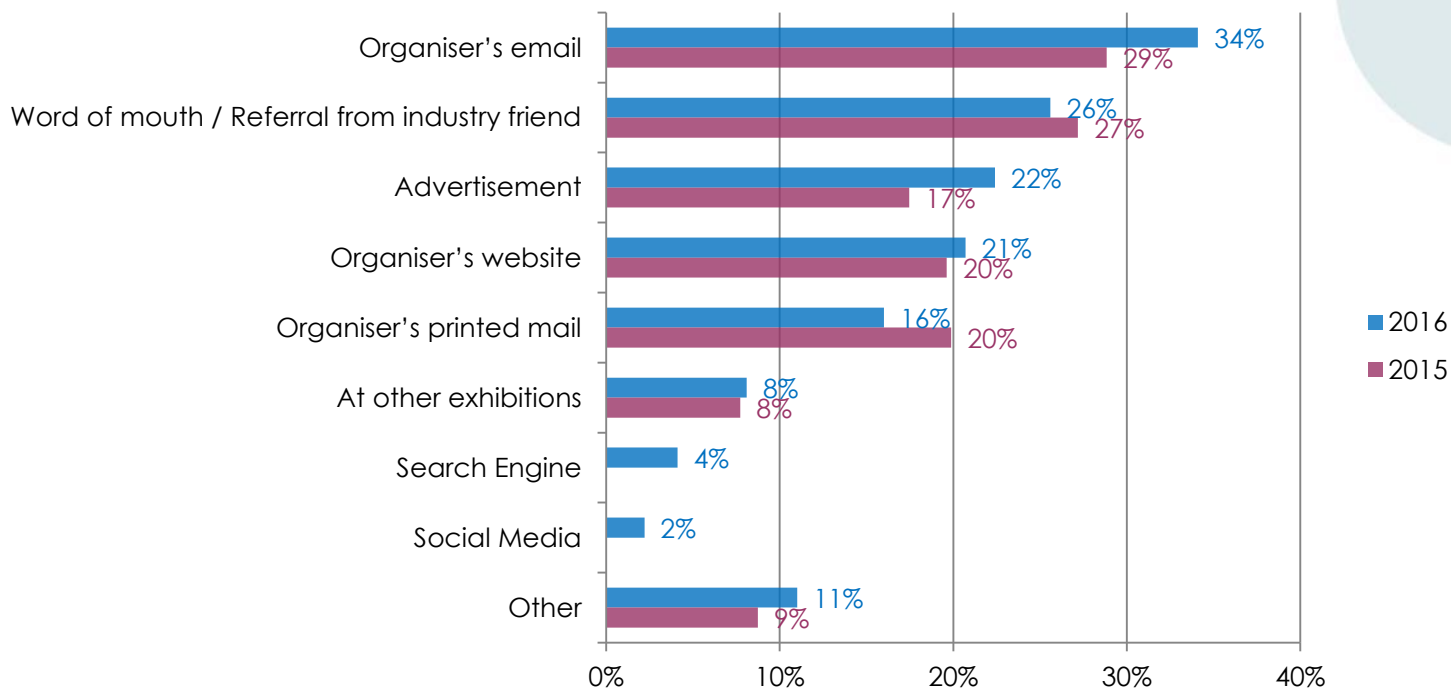
How did you learn about this exhibition?

2016

Number of Respondents: 1471

2015

Number of Respondents: 1203



- Organiser's email is again the main source of fair information. A suitable email promotion plan and comprehensive database might help in enhance the Fair awareness.
- Search Engine and Social Media are new questions in 2016.

How did you learn about this exhibition?

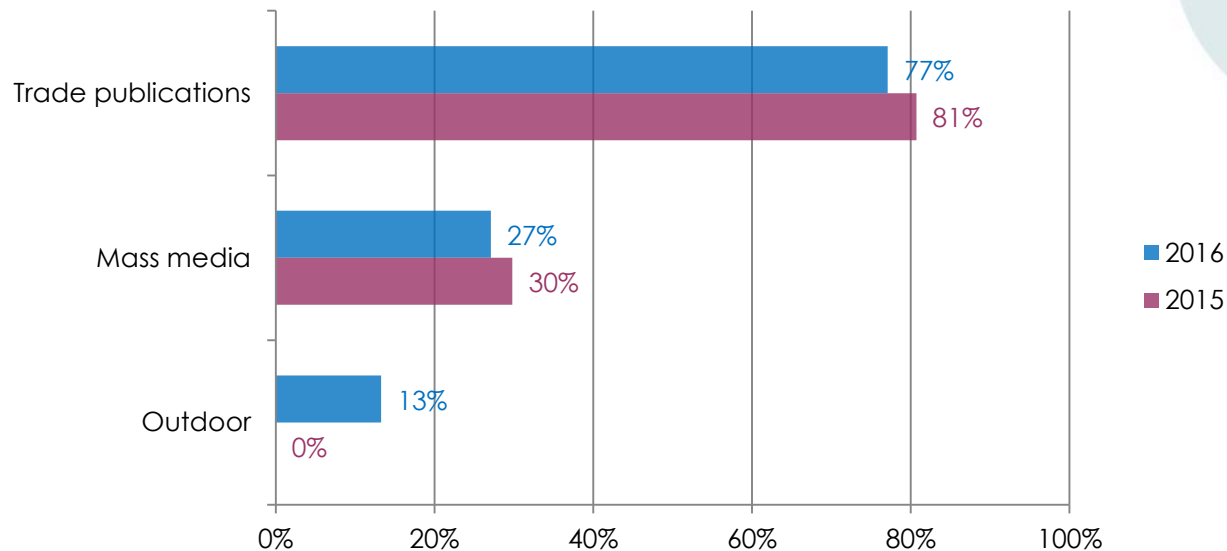
[Based on exhibitors who learnt about the fair from **advertisement**]

2016

Number of Respondents: 218

2015

Number of Respondents: 57



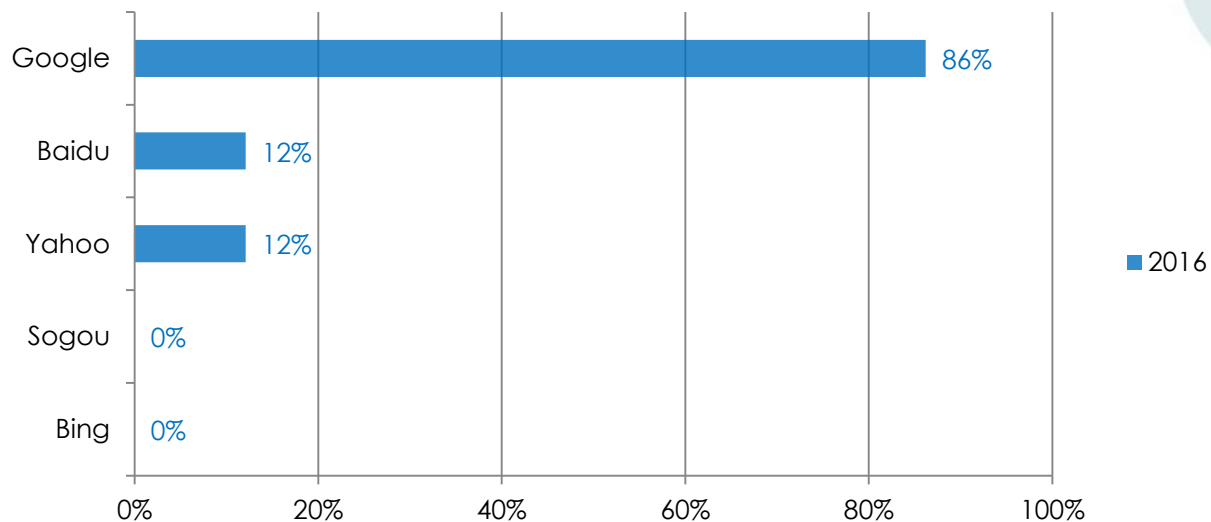
- Trade publication is again the main advertising channel for a trade fair.
- "Outdoor" is a new choice in 2016.

How did you learn about this exhibition?

[Based on exhibitors who learnt about the fair from **search engine**]

2016

Number of Respondents: 58



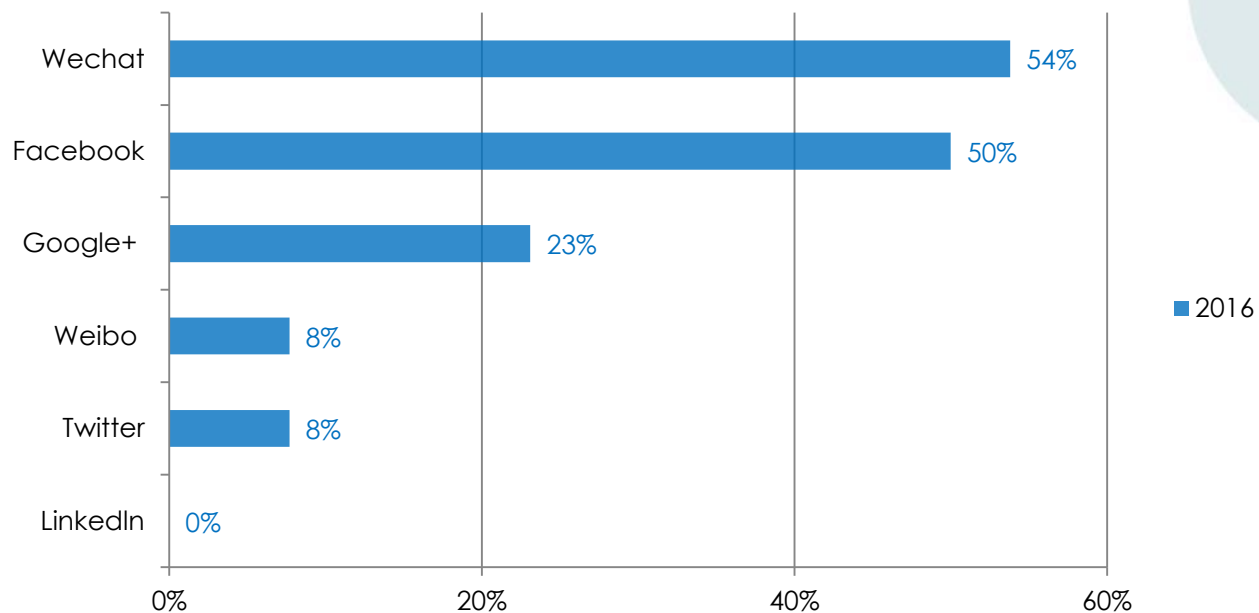
- Most of the exhibitors learned the Fair from Google, as it is the most popular search engine among others.

How did you learn about this exhibition?

[Based on exhibitors who learnt about the fair from **social media**]

2016

Number of Respondents: 26



- WeChat ranked number one among the social media vehicles as it is popular in China, while Facebook ranked the second.

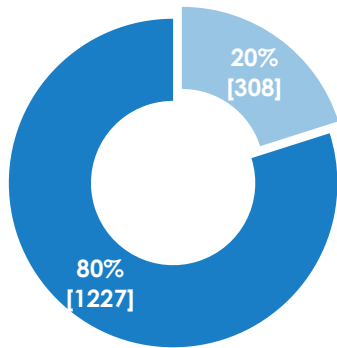
Did you use the fairs' mobile app "Mobile Buyer Guide"?

2016

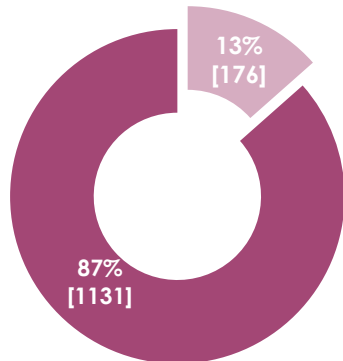
Number of Respondents: 1535

2015

Number of Respondents: 1307

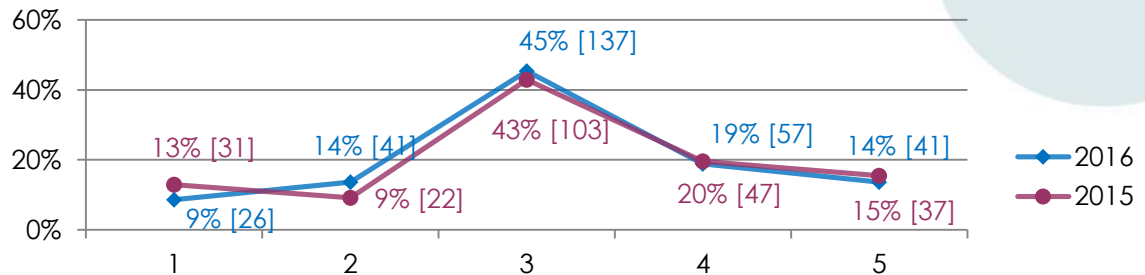


■ User ■ Non-user

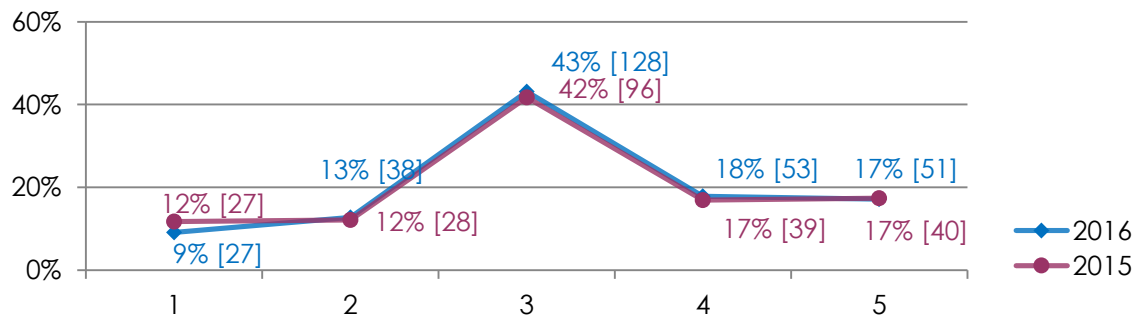


■ User ■ Non-user

How well did the MOBILE APP meet your needs



How likely would you be to recommend this MOBILE APP to other attendees of the event?



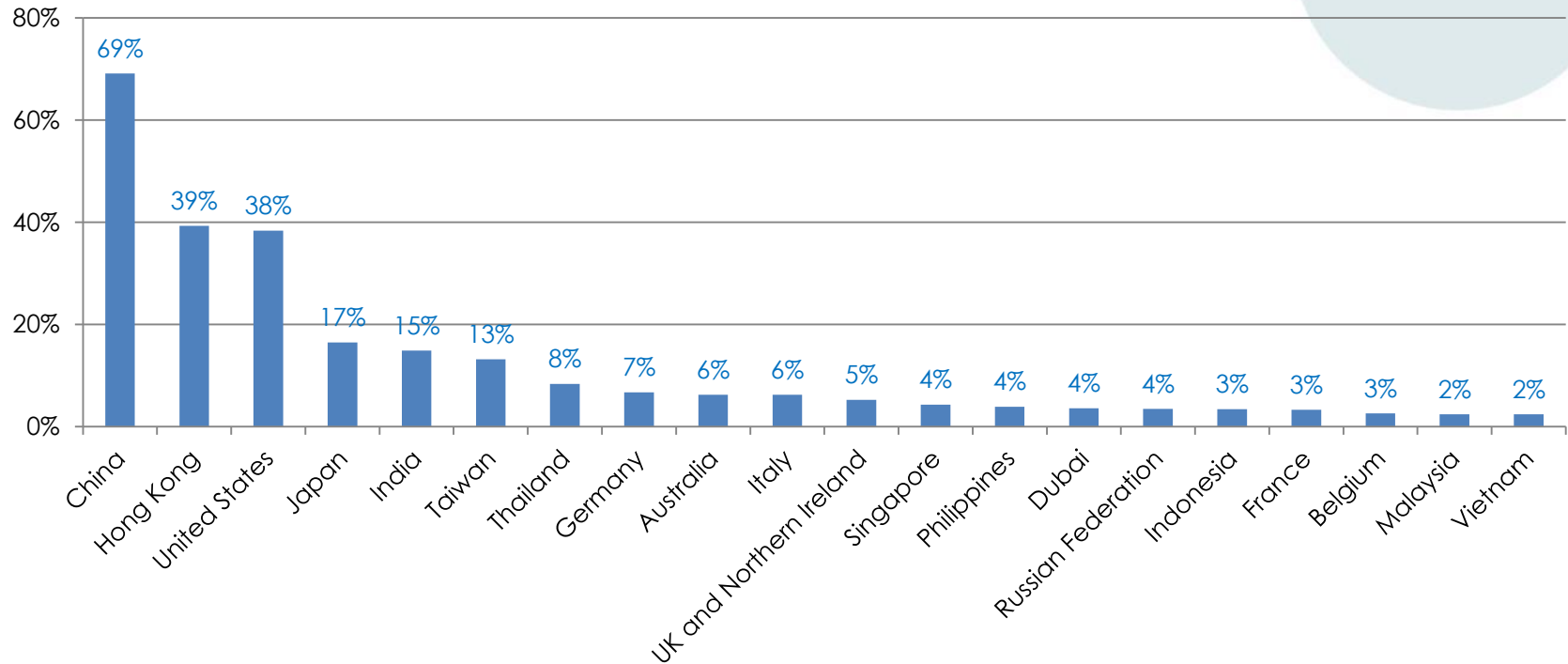
- Percentage of Mobile Buyer Guide user increased from 13% to 20%, in which 32% of the users gave a rating 4 or above to the mobile app.
- Features exhibitors like most: search engine, wall post function
- Features should be added: business matching

My top 3 markets (countries/regions) currently are:

2016

Number of Respondents: 993

Top 20 out of 64



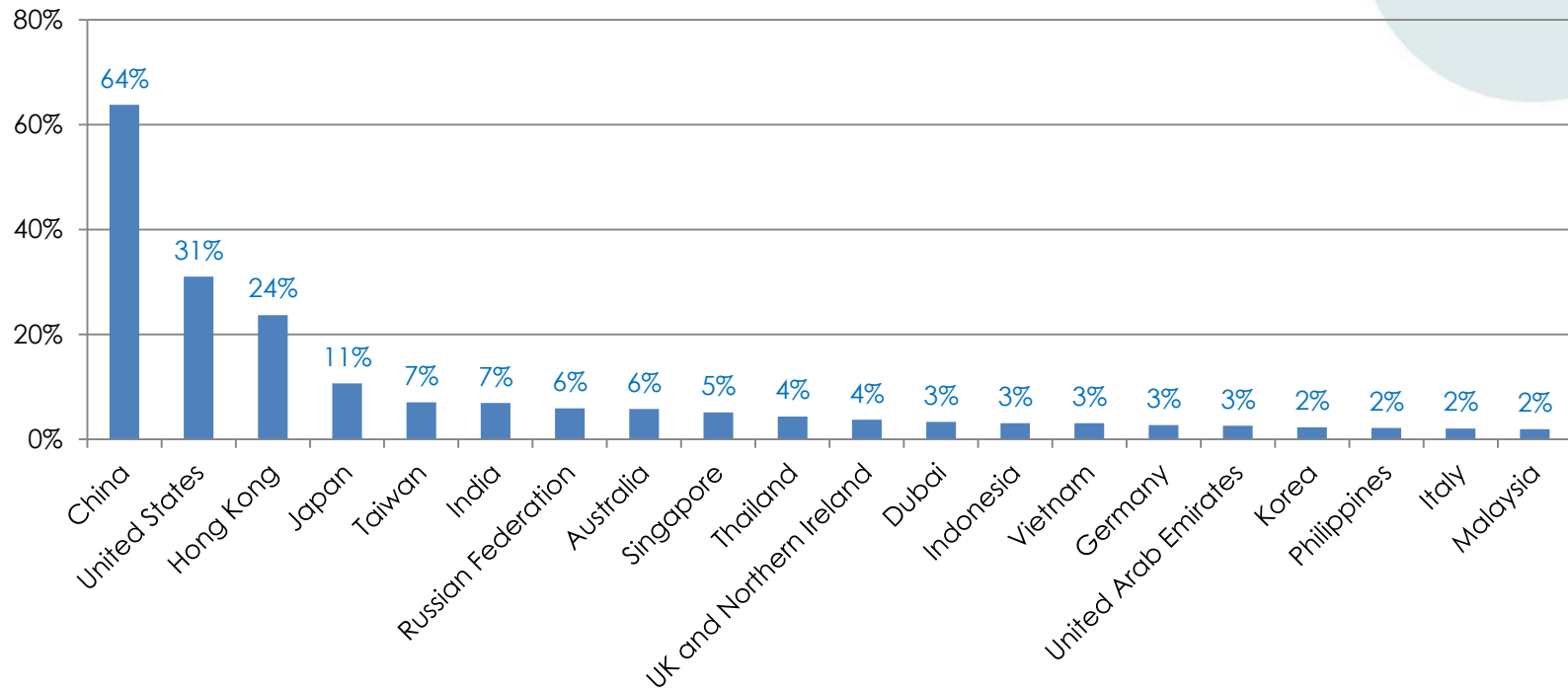
- Mainland China, Hong Kong and the United States are the top three markets of the exhibitors.

My target 3 markets (countries/regions) currently are:

2016

Number of Respondents: 781

Top 20 out of 55

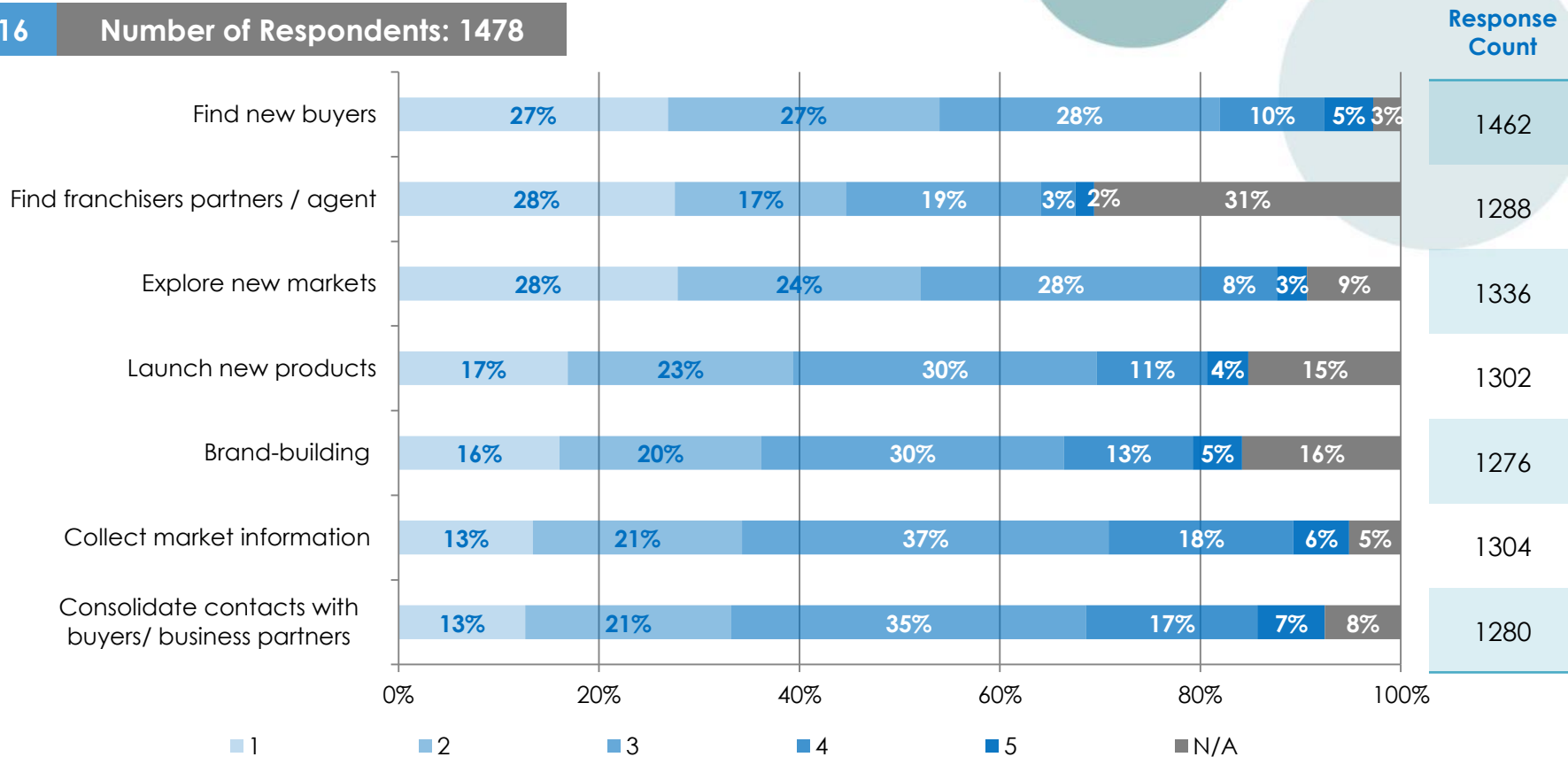


- Despite the slowdown of Mainland China's jewellery market, it remains the number one targeted market among exhibitors.

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

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

2016 Number of Respondents: 1478



- The percentage of rating “4+5” for Collect market information (24%), Consolidate contacts with buyers/ business partners (24%) and Brand-building (18%) ranked top three. It shows that exhibitors' objectives on these three aspects are relatively well-achieved to others.
- 31% of the respondents expressed that they are not ready to find franchisers partners or agents through the fair. It seems that it is not popular in jewellery industry yet.

Q9.1. To what extent have your objectives for exhibiting in this exhibition have been achieved?

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

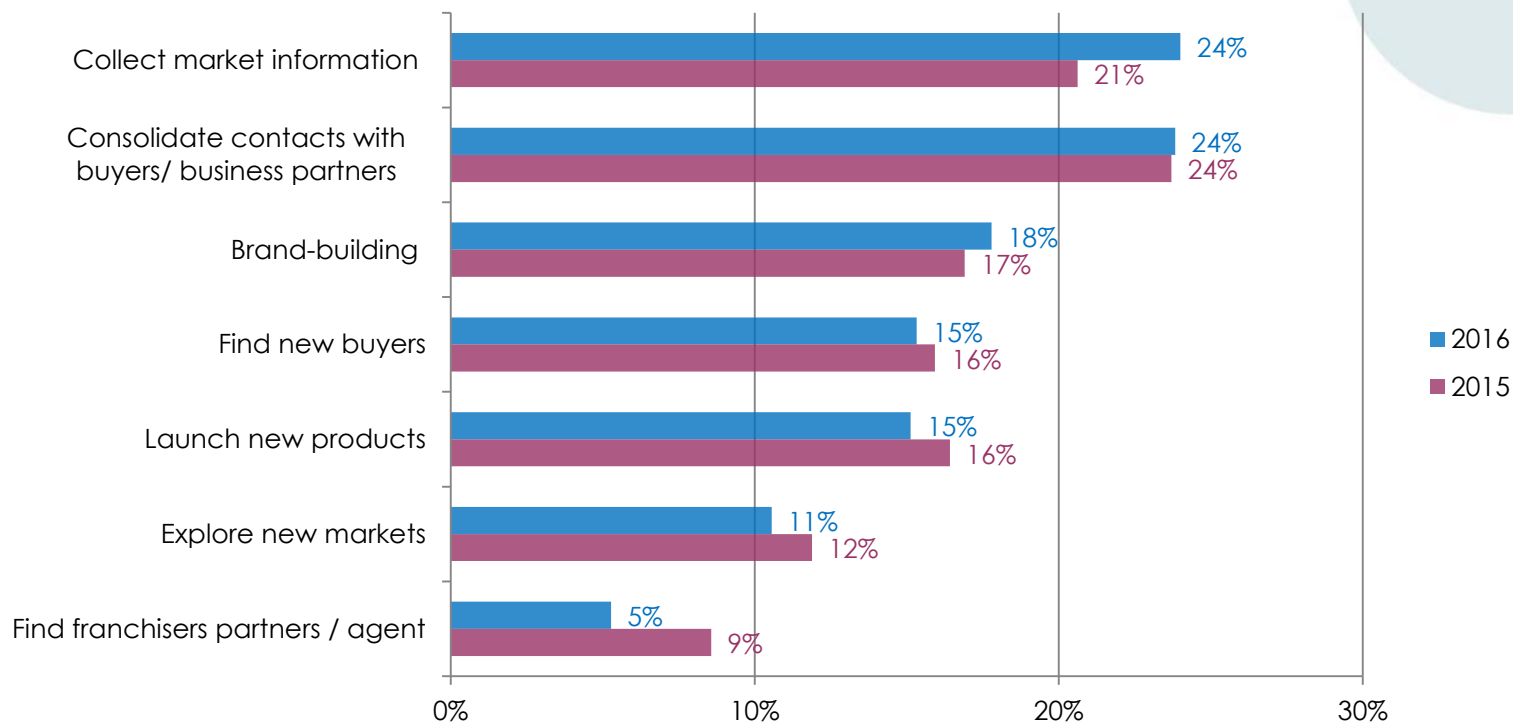
2016

Number of Respondents: 1478

2015

Number of Respondents: 1355

Comparison of combining responses of "Rating 4" and "Rating 5"

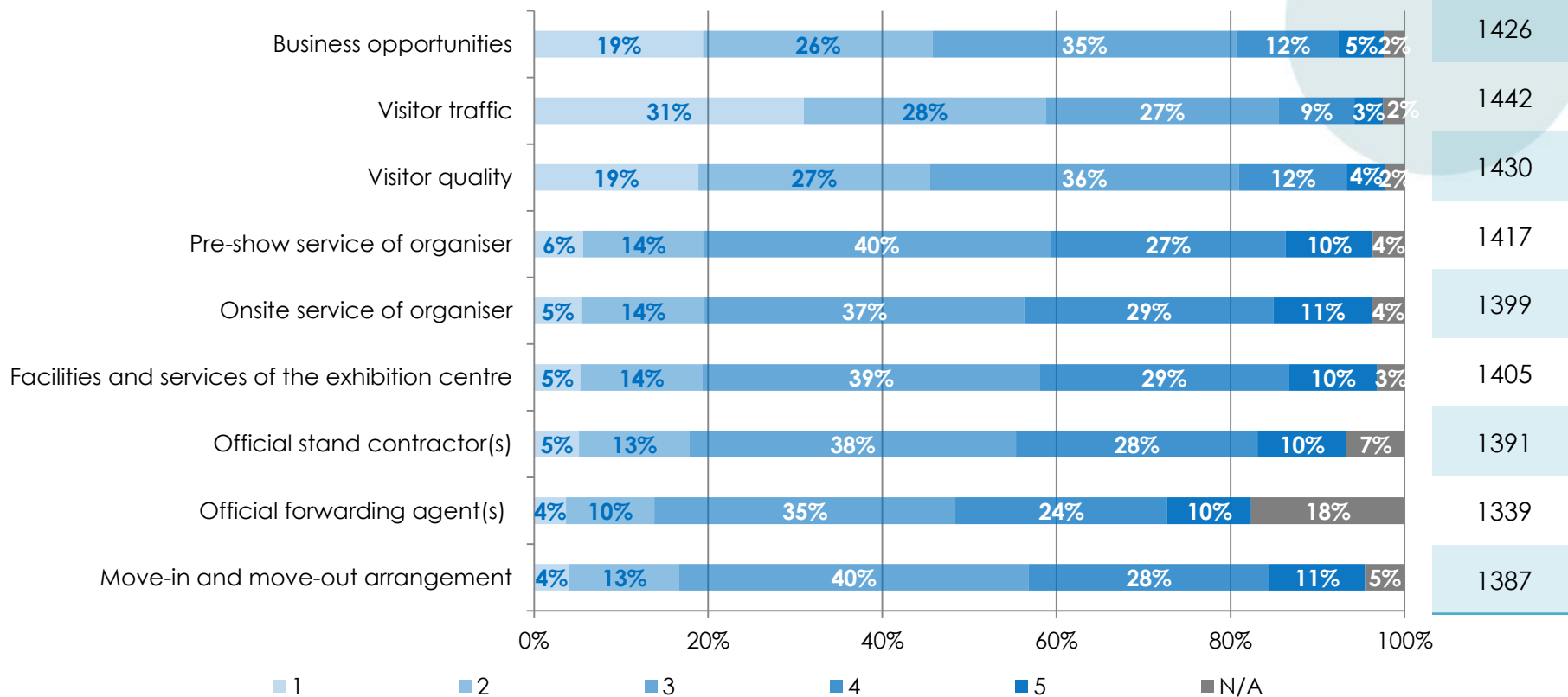


- In aspects of "Collect market information" and "Brand-building" more exhibitors gave rating 4 and 5 in 2016 than in 2015.

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

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

2016 Number of Respondents: 1481



- The percentage of rating "4+5" on aspects of Onsite service of organiser (40%), Facilities and services of the exhibition centre (39%) and Move-in and move-out arrangement (39%) ranked top three. These are aspects that exhibitors satisfied most.

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

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

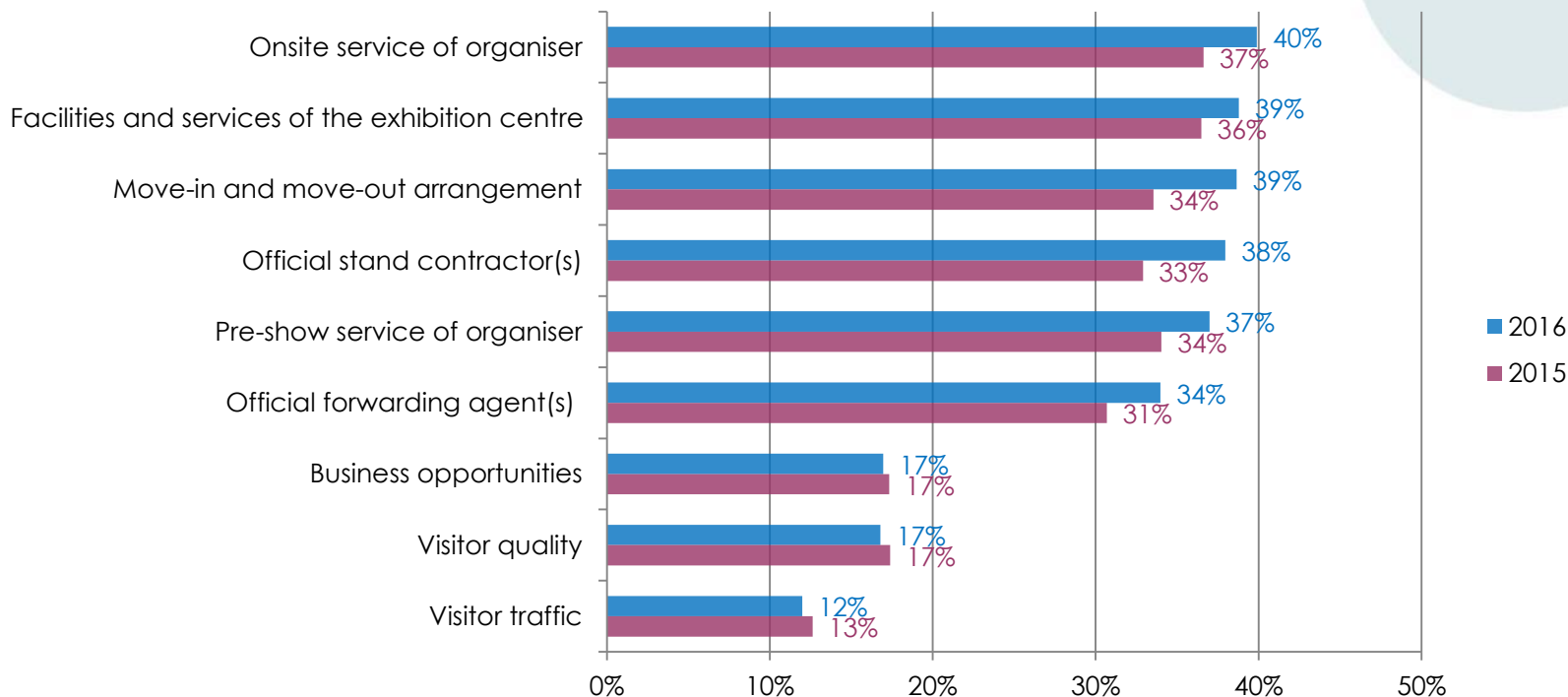
2016

Number of Respondents: 1481

2015

Number of Respondents: 1329

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

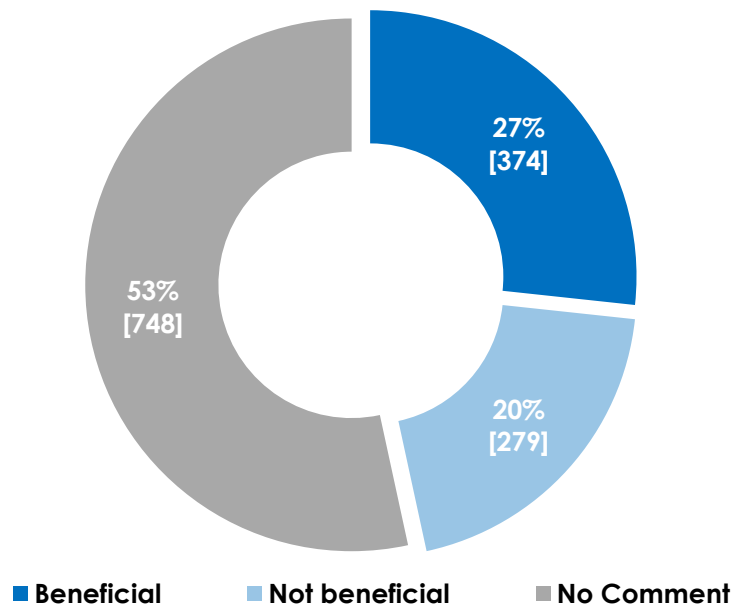


- Satisfactory level on most of the aspects are higher than last year.
- Improvement in aspects of “Move-in and move-out arrangement” and “Official stand contractor(s)” are most significant, 5% higher than 2015.

June Hong Kong Jewellery & Gem Fair and Mineral, Gem & Fossil Asia are held in HKCEC concurrently this year. Do you think such arrangement is beneficial for your company?

2016

Number of Respondents: 1401



- Most of the exhibitors (53%) are neutral to having the mineral show to be held concurrently at HKCEC.

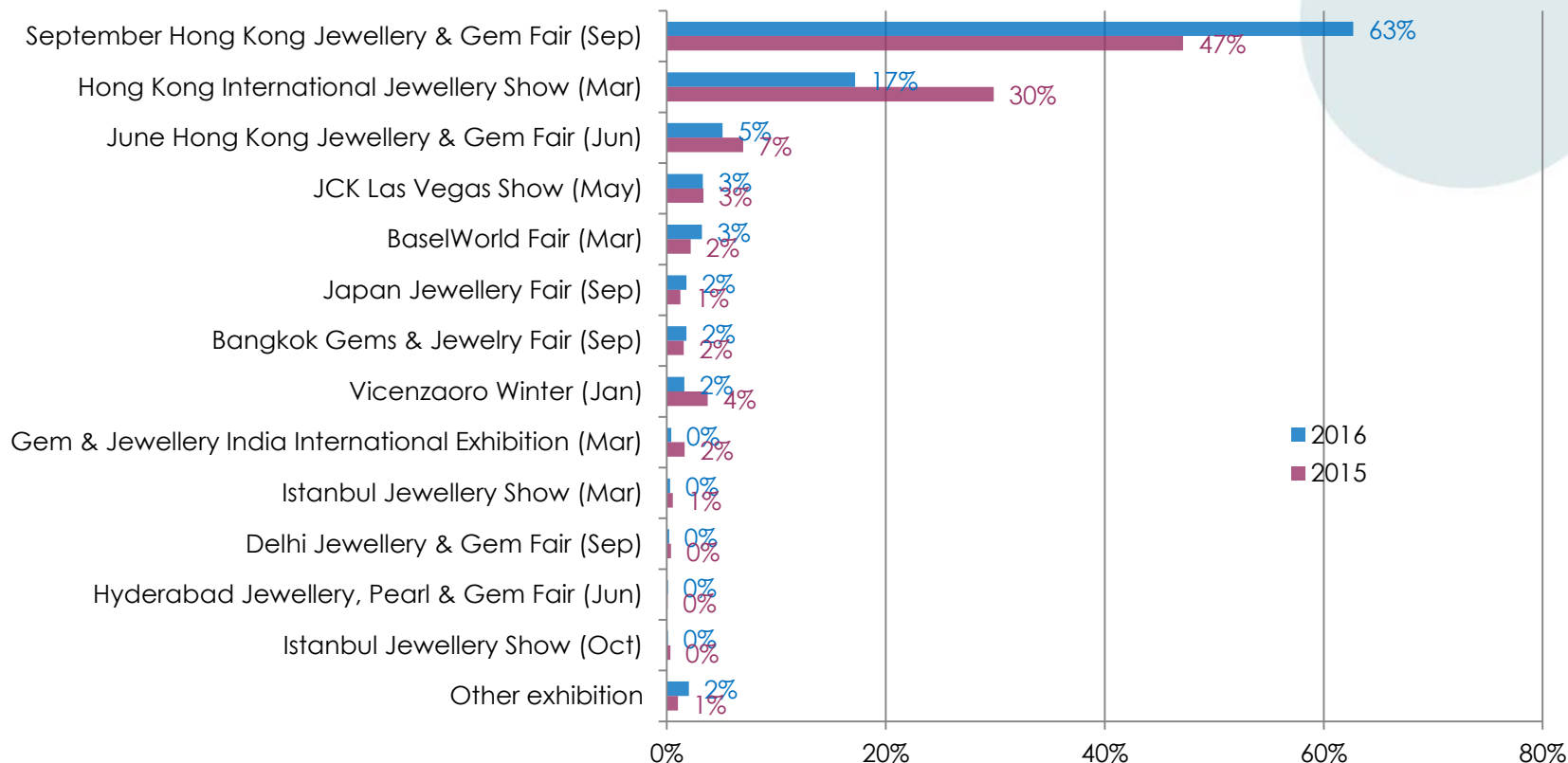
Please select the exhibition that you rate most important for your company. (Please tick only ONE)

2016

Number of Respondents: 930

2015

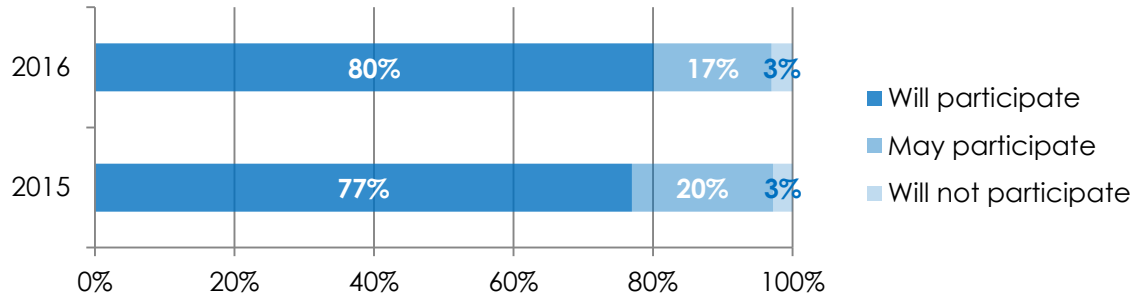
Number of Respondents: 1289



- 63% of the respondents rated the September Fair the most important fair to them, up from 47% in 2015.
- The expectation of the September Fair this year is much higher, as the market is rather slow from the beginning of the year. Most of the exhibitors are looking forward to the number one jewellery event to find business opportunities.
- Drop of importance of March Fair may reflect "short lead" order, e.g. X'mas and New Year, is more important now.

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

2016 Number of Respondents: 1422 **2015** Number of Respondents: 1043



- 80% of the respondents will participate again in next edition.
- Most of the respondents (78%) are looking for a booth of same size as 2016. It reflects most of the exhibitors keep “wait and see” attitude in the September Fair.

Preferences between booth sizes

[Based on exhibitors who will participate the next edition]

