

June Hong Kong Jewellery & Gem Fair 2011

Exhibitor Survey Report



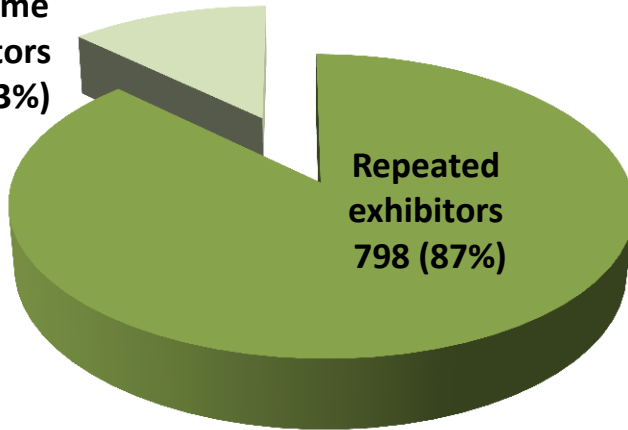
Survey Summary

Total number of exhibitors:	1,596
On-site survey collected:	804
On-site survey response rate:	50%
Invited online survey:	1,588
Online survey collected:	153
Online survey response rate:	9.6%
Total survey collected (on-site + online):	957
Overall survey response rate:	59.1%

Are you a first-time participant in this exhibition?

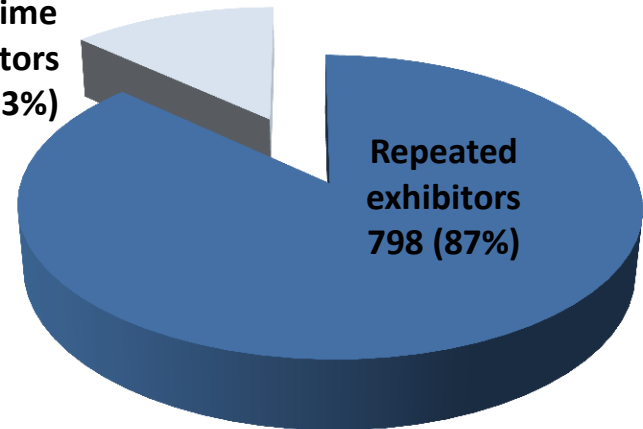
2010 | No. of response: 914 |

First-time exhibitors
116 (13%)



2011 | No. of response: 918 |

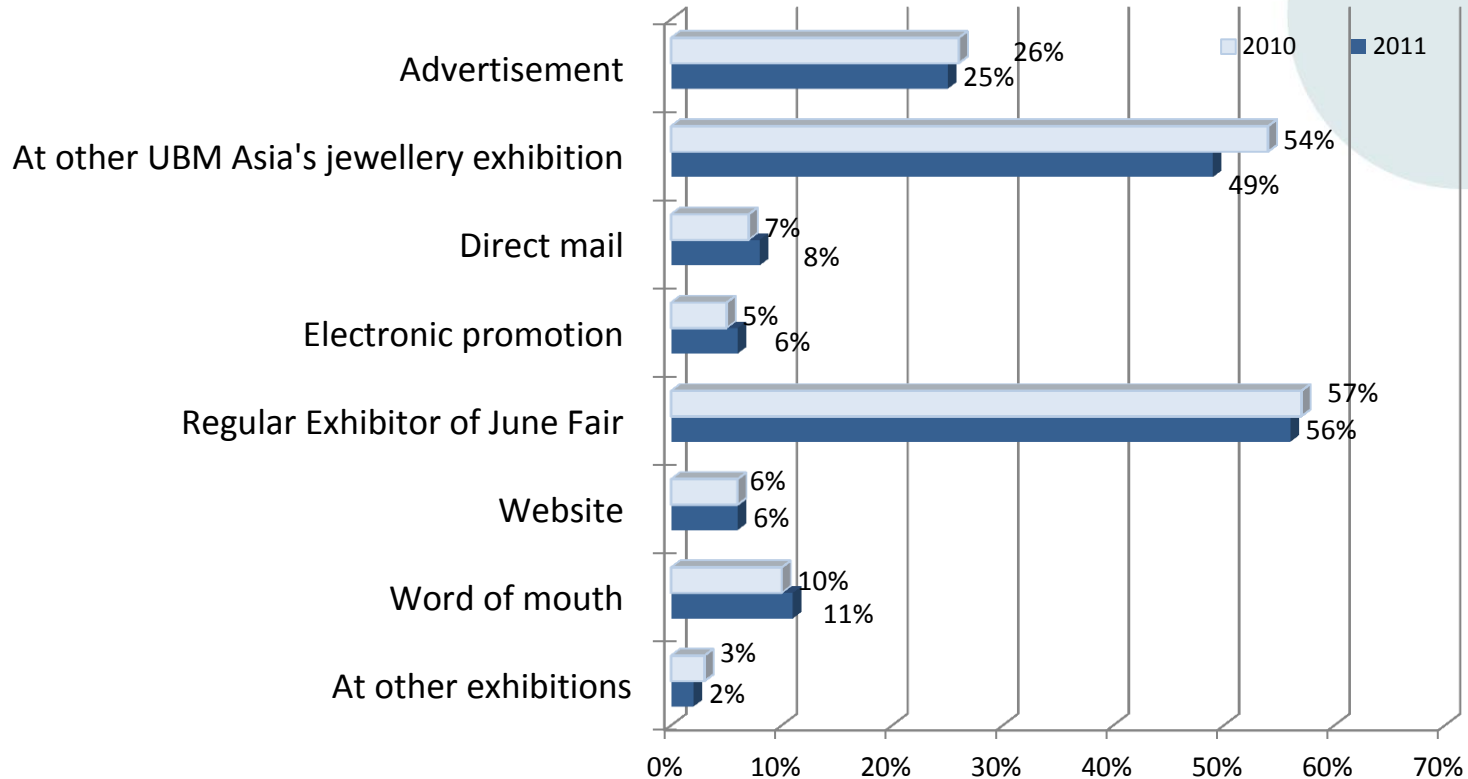
First-time exhibitors
120 (13%)



- Large proportion of repeated exhibitors may imply that the June Fair has gradually being more significant to jewellers' exhibiting plan.

How did you learn about this exhibition?

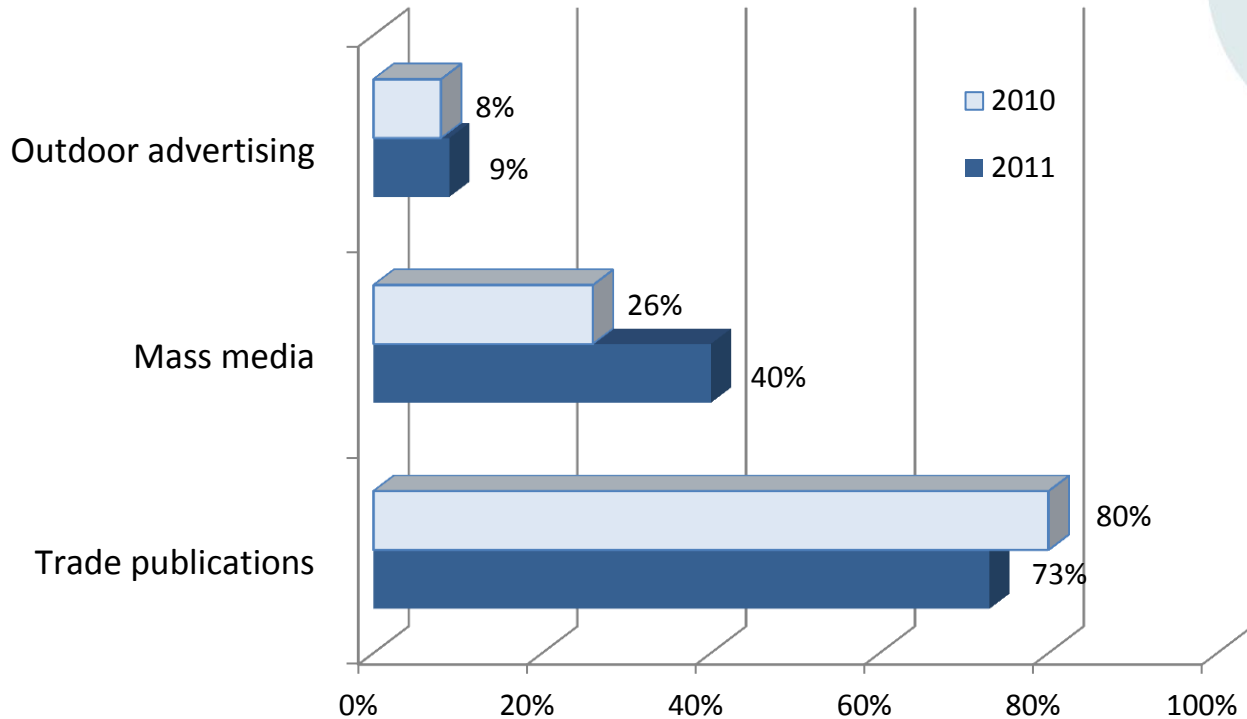
| No. of response: 883 |



- Regular June Fair exhibitors still account for the largest proportion. Despite those regular exhibitors, other UBM Asia's jewellery exhibitions are essential for promoting the June Fair.

How did you learn about this exhibition?

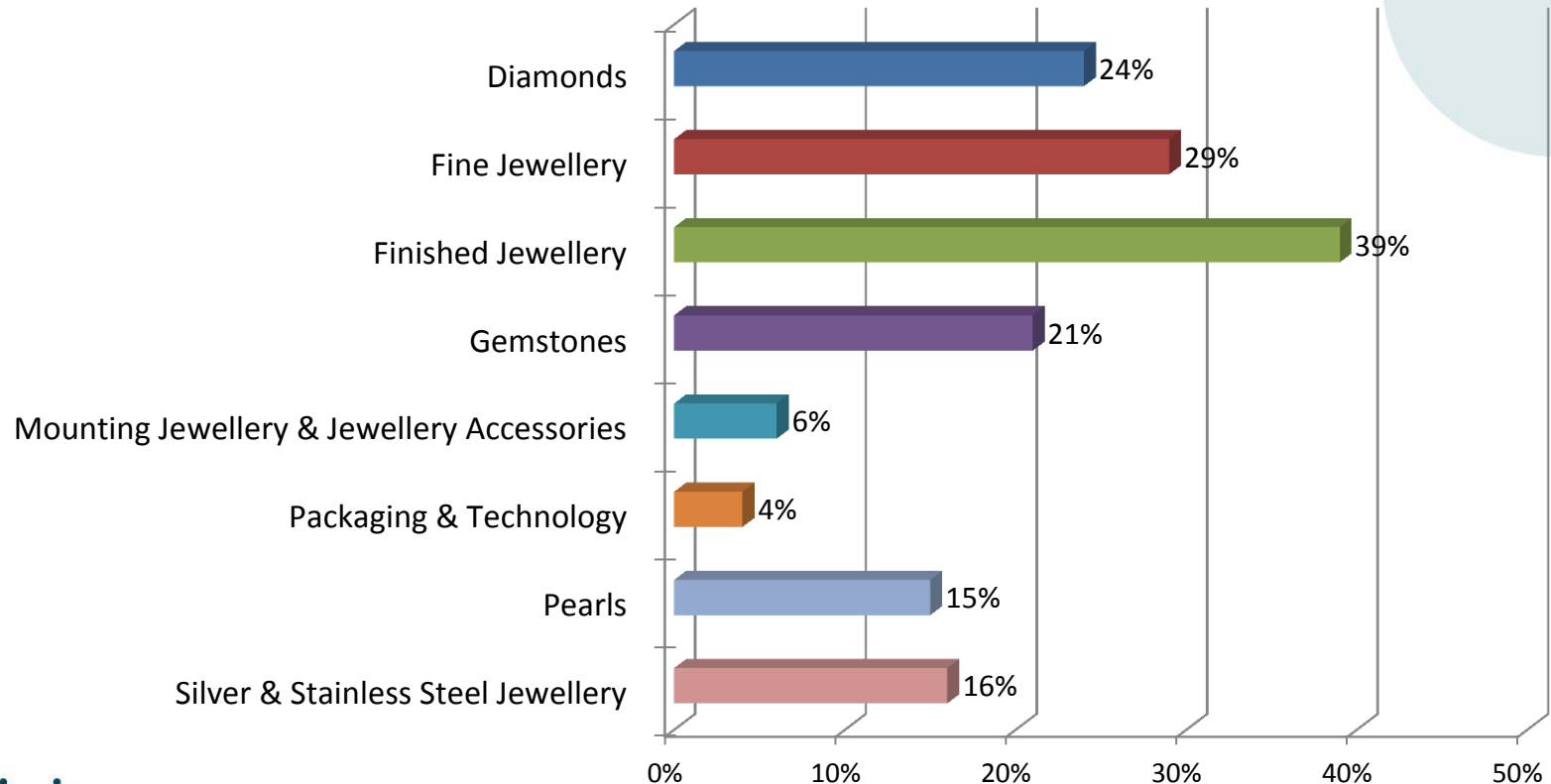
- Base: exhibitors who learnt the show from advertisement | No. of response: 182 |



- Advertisement on trade publications is still the most effective way to promote the June Fair. However advertising in mass media has become more significant as an alternative tool to build awareness.

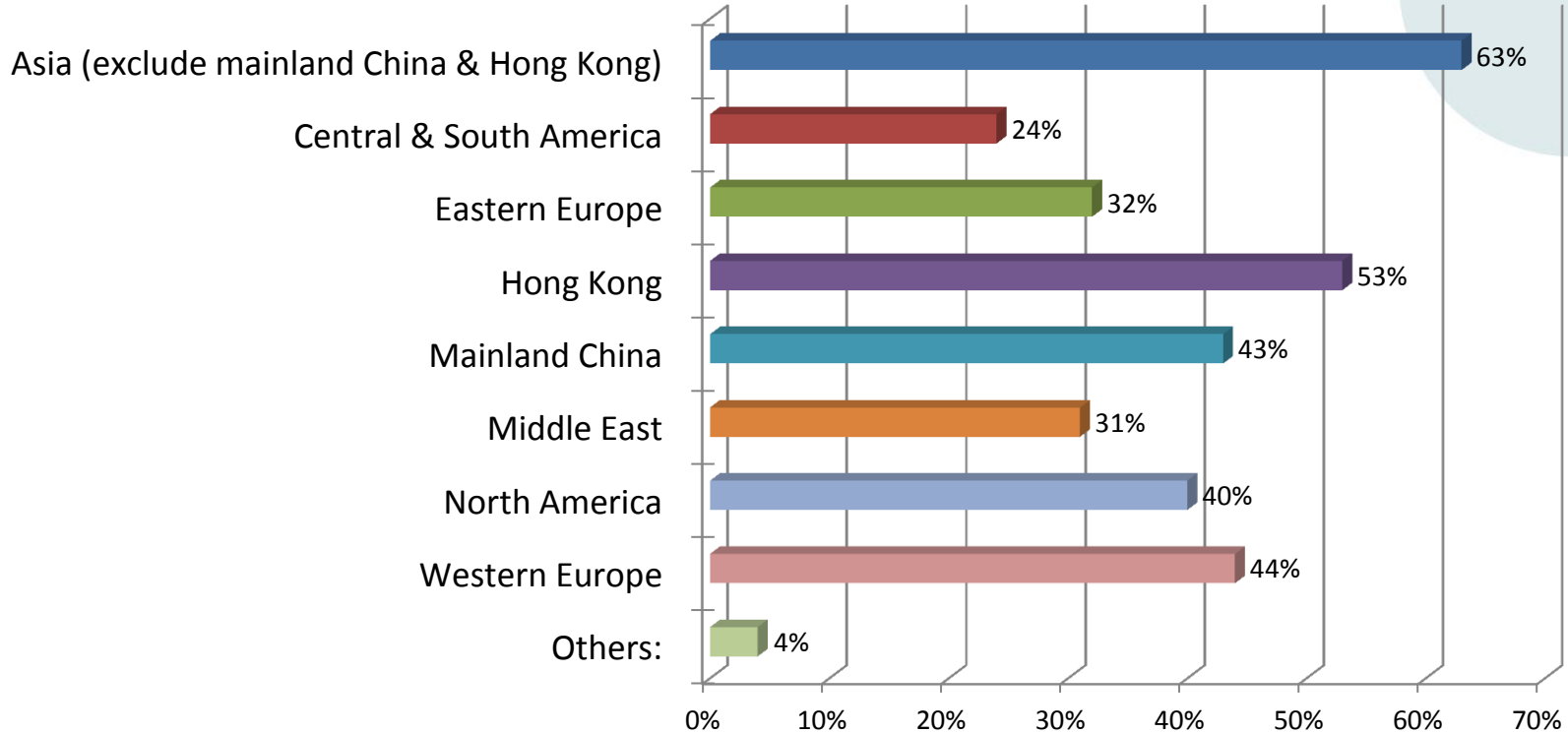
What is your major product category? If your business involves in more than one category, please indicate.

| No. of response: 937 |



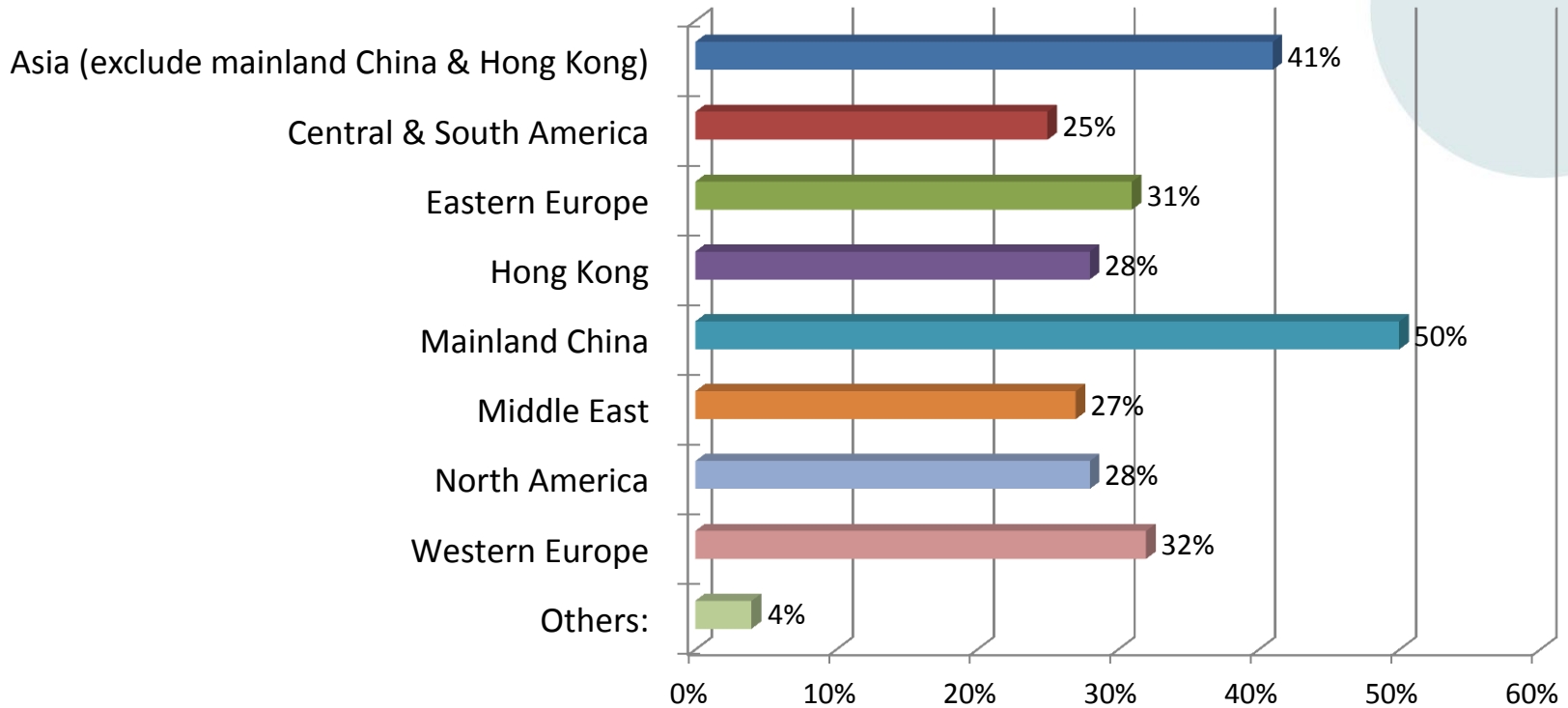
Which are your current (geographical) markets?

| No. of response: 934 |



Which are your new target (geographical) markets?

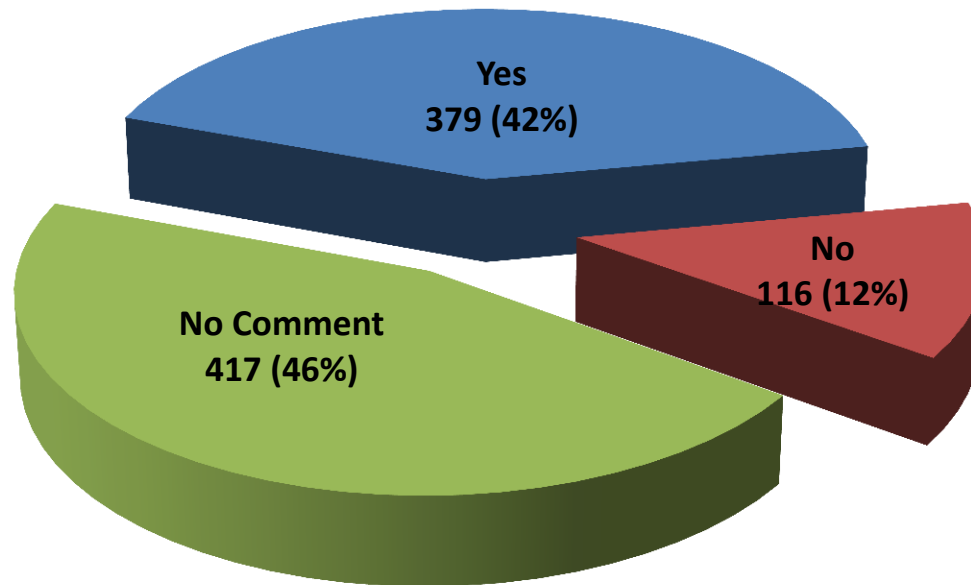
| No. of response: 878 |



- Asia (exclude mainland China & Hong Kong) is currently the major market to our exhibitors. Due to rapid development of mainland China, it has become the target new market to most of the exhibitors.
- To cope with the needs of the exhibitors, resources for visitor promotion in mainland China is essential to recruit quality buyers, and hence enhance the significance of the June Fair.

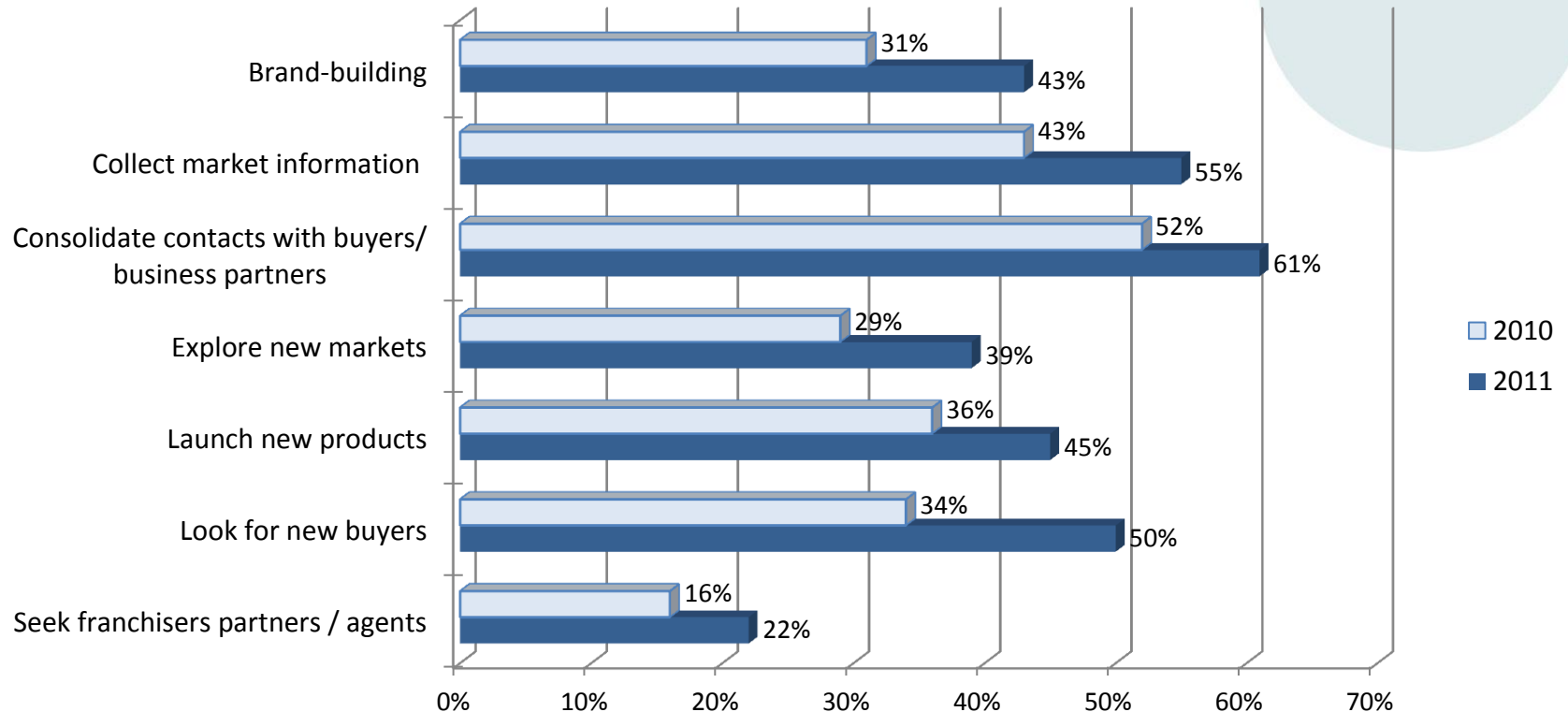
June Hong Kong Jewellery & Gem Fair and the June edition of the Asia's Fashion Jewellery & Accessories Fair are held concurrently at HK CEC this time. Do you think this arrangement is beneficial for your company?

| No. of response: 912 |



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

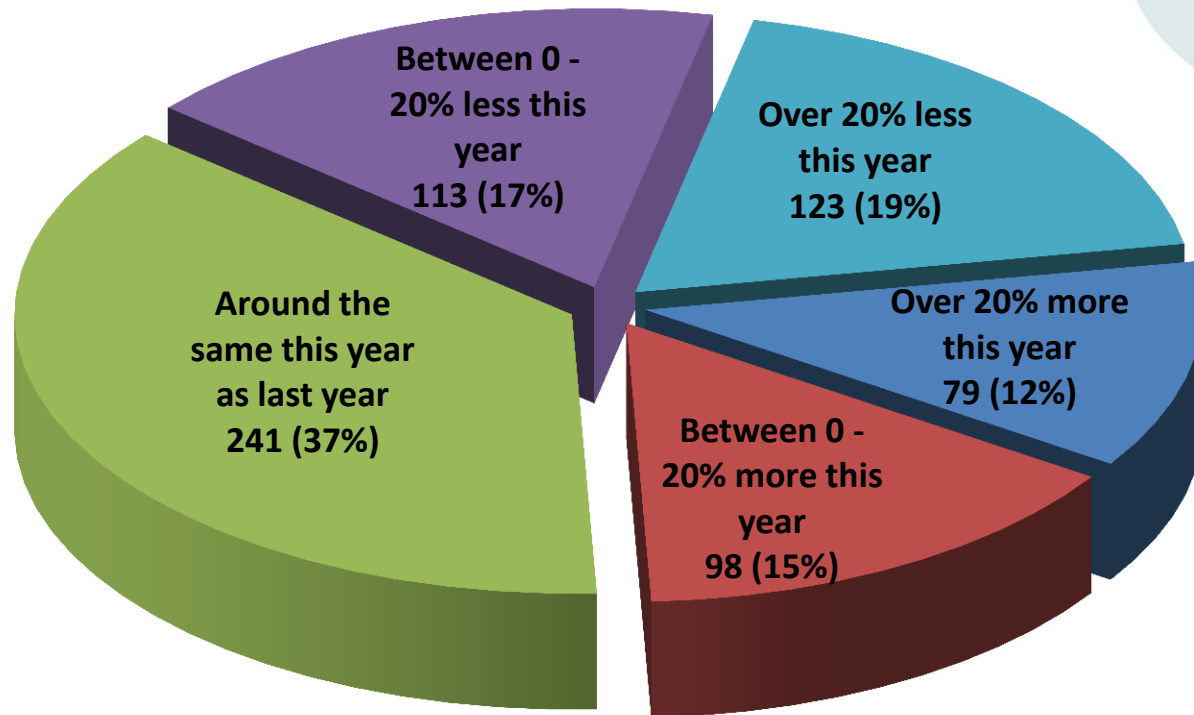
| No. of response: 921 |



- Generally, the overall level of satisfaction is improved in 2011
- “Look for new buyers” increased substantially, from 34% to 50%, implies that the June Fair is an effective platform for worldwide jewellers to meet new buyers.

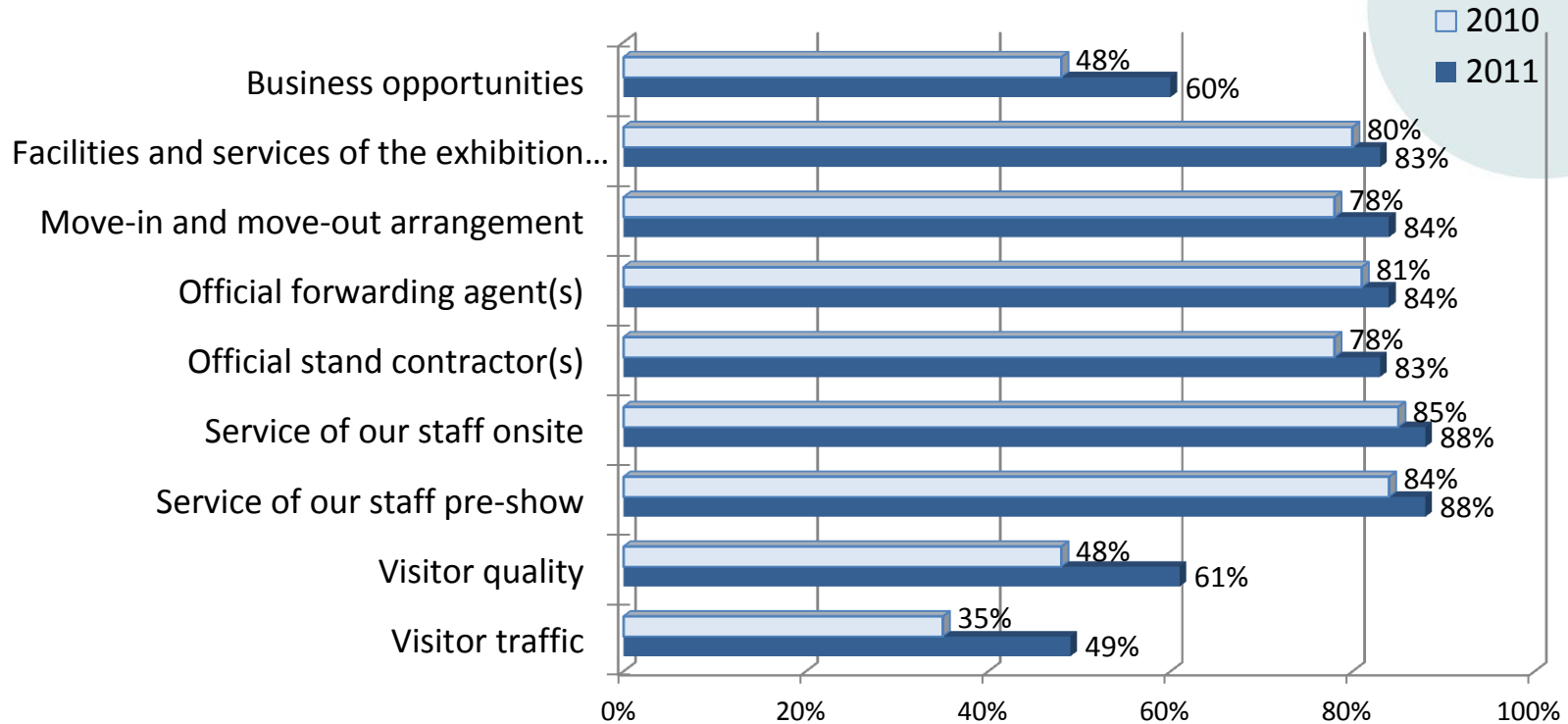
In case you also exhibited at the June Hong Kong Jewellery & Gem Fair 2010, was the US\$ amount of business conducted during the Fair or as a direct result of the Fair more or less than last year?

| No. of response: 654 |



To what extent are you satisfied with the exhibition on the following?

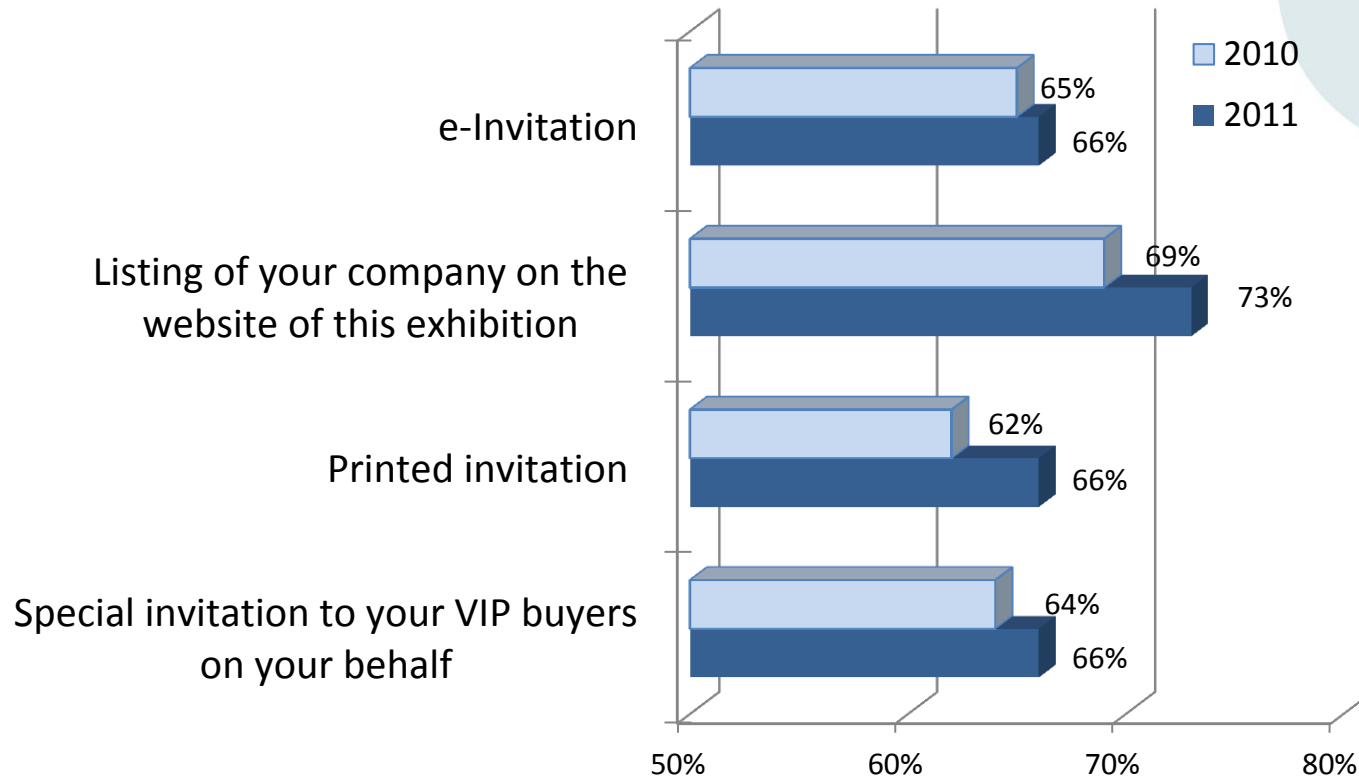
| No. of response: 904 |



- In general, the level of satisfaction has improved.
- Significant increase in “Business opportunities”(>12%), “Visitor quality”(>13%) and “Visitor traffic”(>14%) prove that the June Fair is getting more professional and gained more recognition from exhibitors.
- High level of satisfaction achieved (88%) in both areas of service of our staff onsite and pre-fair.

How useful are the following free marketing materials/ channels provided by the organiser in promoting your presence at the exhibition?

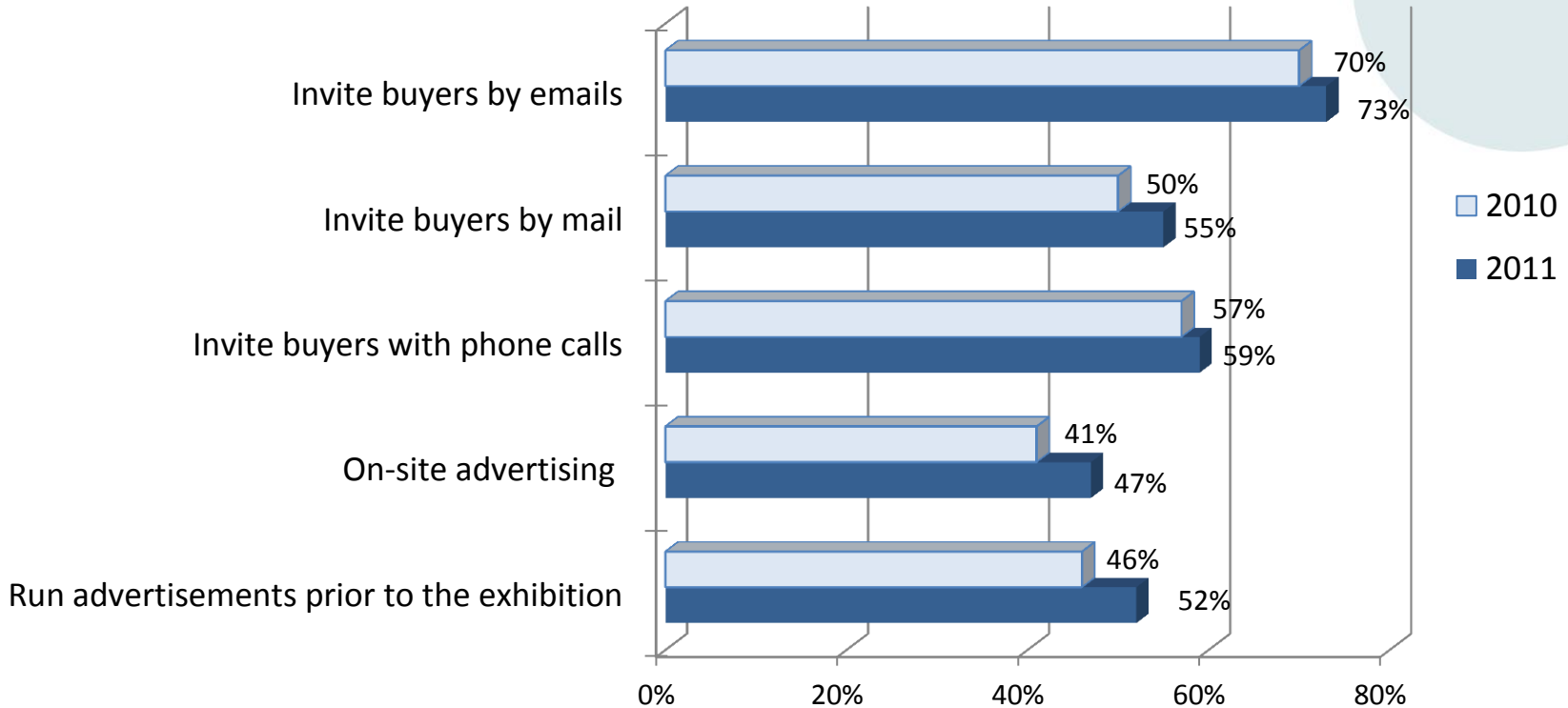
| No. of response: 883 |



- In general, exhibitors found that out marketing materials and channels are quite useful to them, in which detailed information provided in the Fair website and the printed invitations are channels the exhibitors used for promoting their presence at the Fair.

If you promote your presence at this exhibition with your own resources via any of the following channels, please indicate how useful they are.

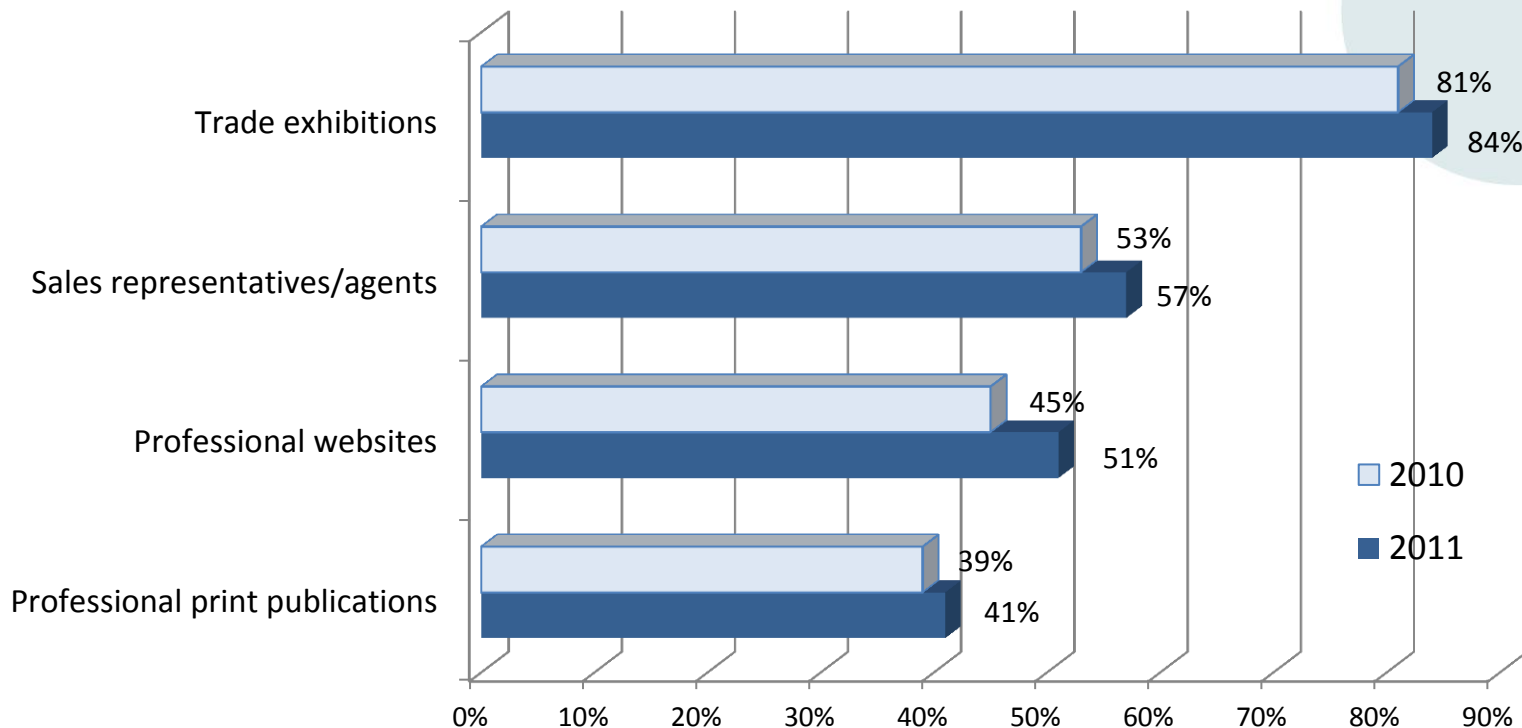
| No. of response: 867 |



- Most exhibitors found that Invite buyers by email is an useful channel to promote their presence oat the Fair, due to online promotion is getting more prevalent. Our e-invitation service should have help in such area.

How often do you make use of the following marketing channels to promote your business?

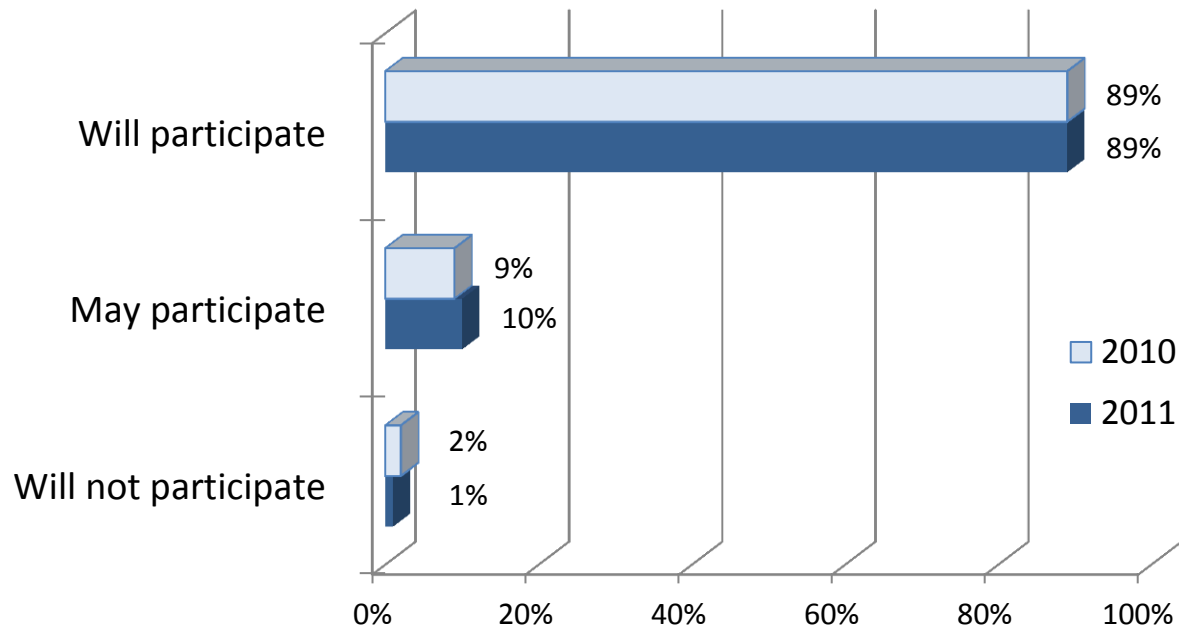
| No. of response: 843 |



- Compared to 2010, the pattern of using different marketing channels for promoting the business is similar.
- Trade exhibitions were still the most important channel for our exhibitors to promote business.
- Compared to last year, more exhibitors made use of professional websites to promote their business (6% higher), proved that the level of importance of online channels is getting higher.

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

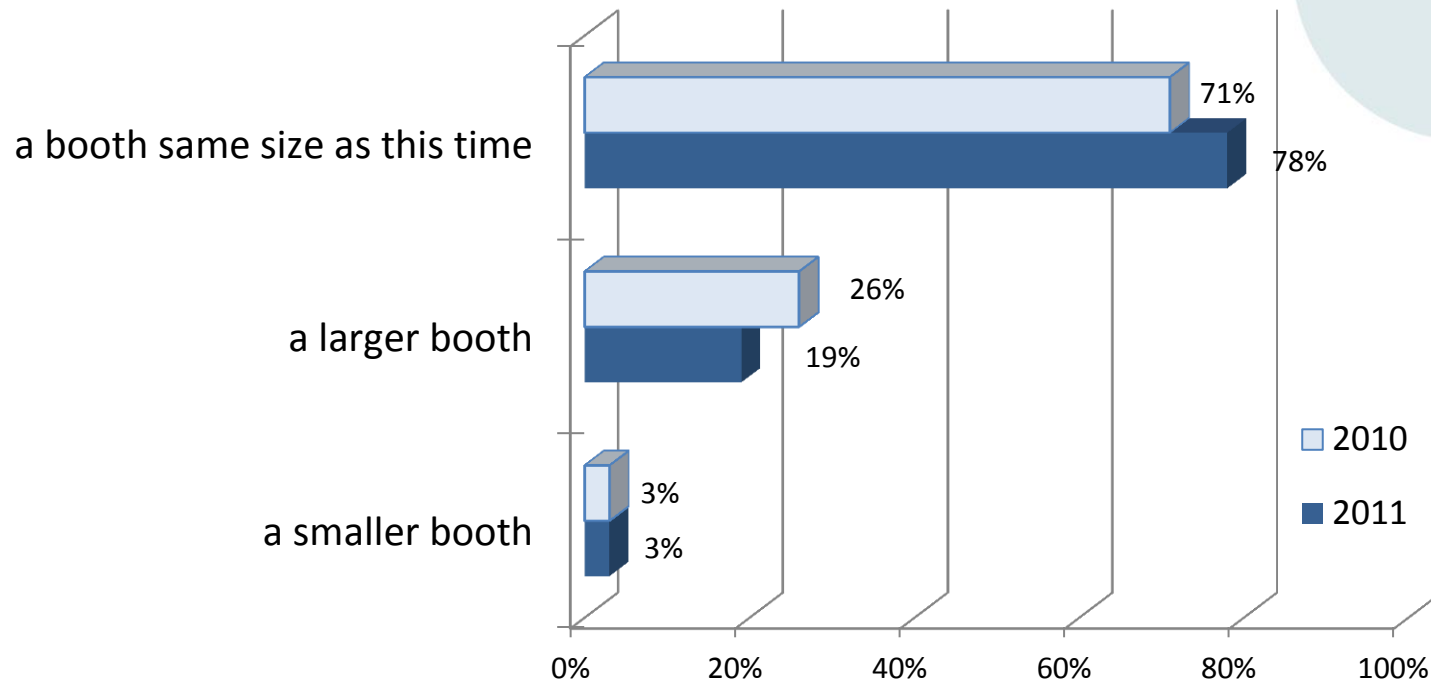
| No. of response: 869 |



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

Base: exhibitors who will participate next year

| No. of response: 661 |



- The demand on the same booth size for next edition increased even the scale of the June Fair further expanded in 2011 to feature more exhibitors already. The high demand of exhibiting space might related to the Fair's significance in the jewellery industry and the rapid growth of economic situation in Asian area.