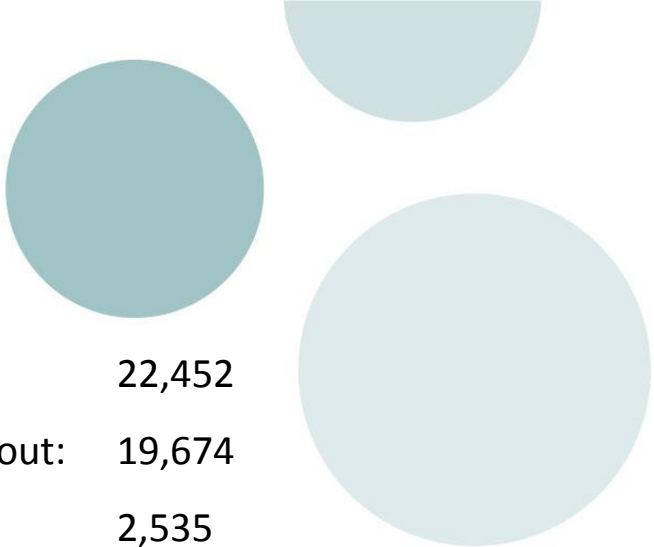


June Hong Kong Jewellery & Gem Fair 2011

Visitor Survey Report



Survey Summary

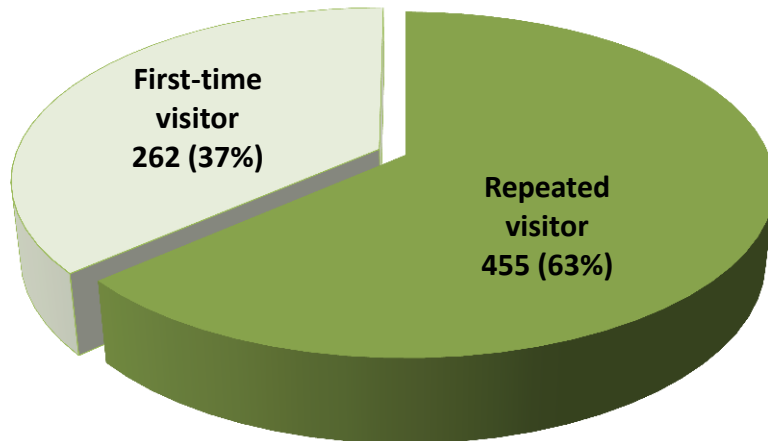


Total number of visitors:	22,452
Total number of online surveys successfully sent out:	19,674
Total number of online surveys opened:	2,535
Total number of surveys collected (online):	752
Overall survey response rate:	3.8% [752 / 19,674]

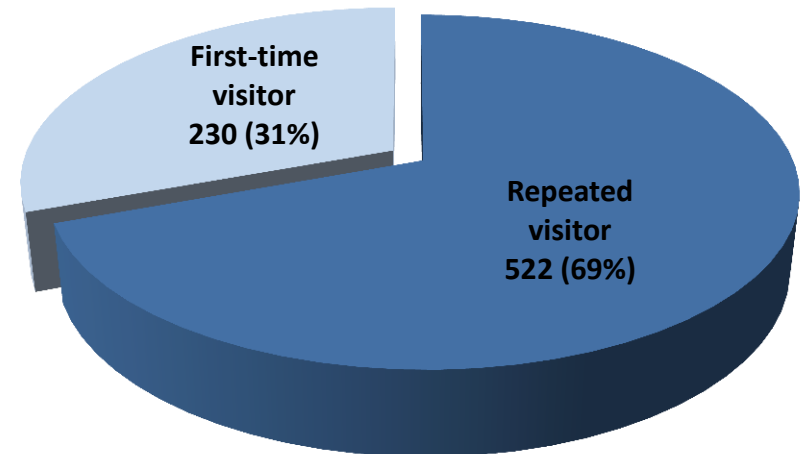
Are you visiting this exhibition for the first time?

| No. of response: 752 |

2010



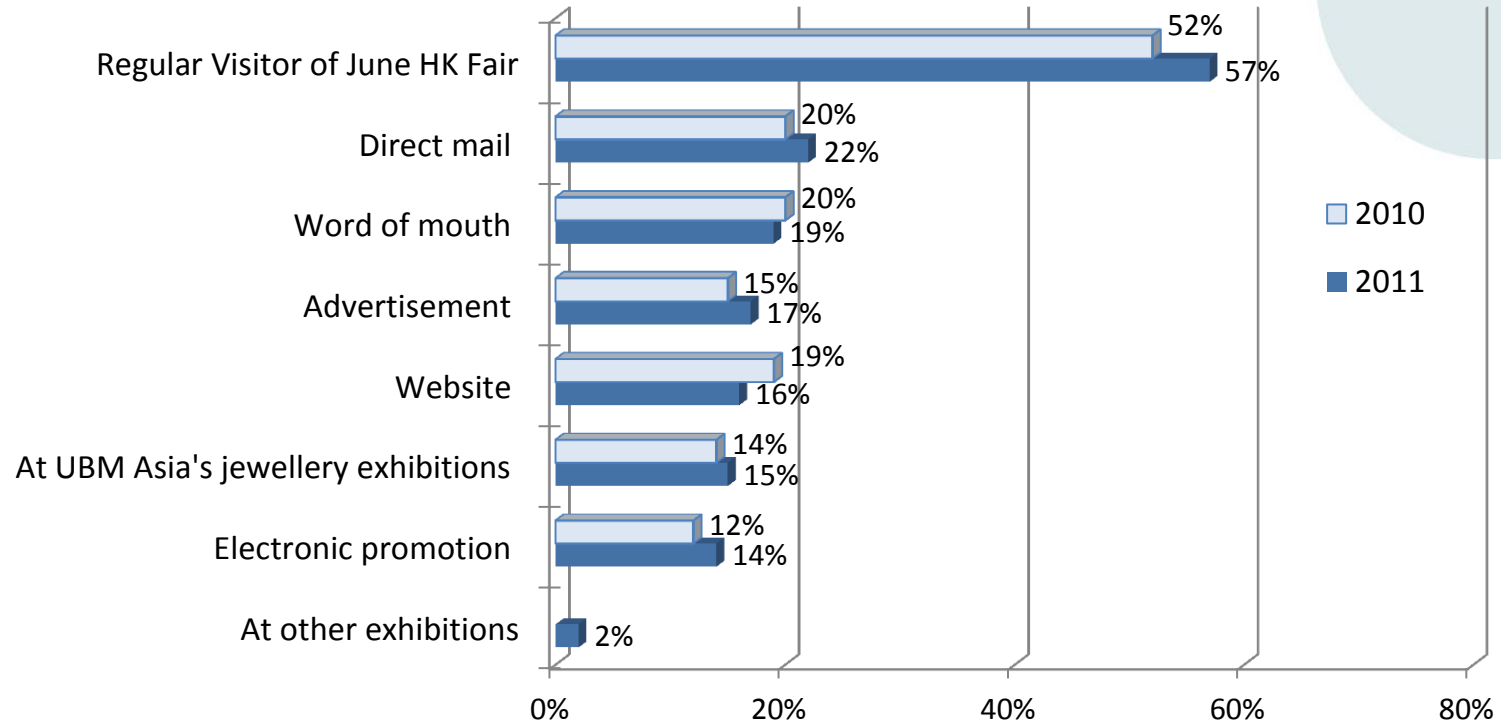
2011



- Increase in repeated visitor indicates the June Fair has attracted and accumulated a group of regular visitors throughout the years.

How did you learn about the Fair?

| No. of response: 752 |

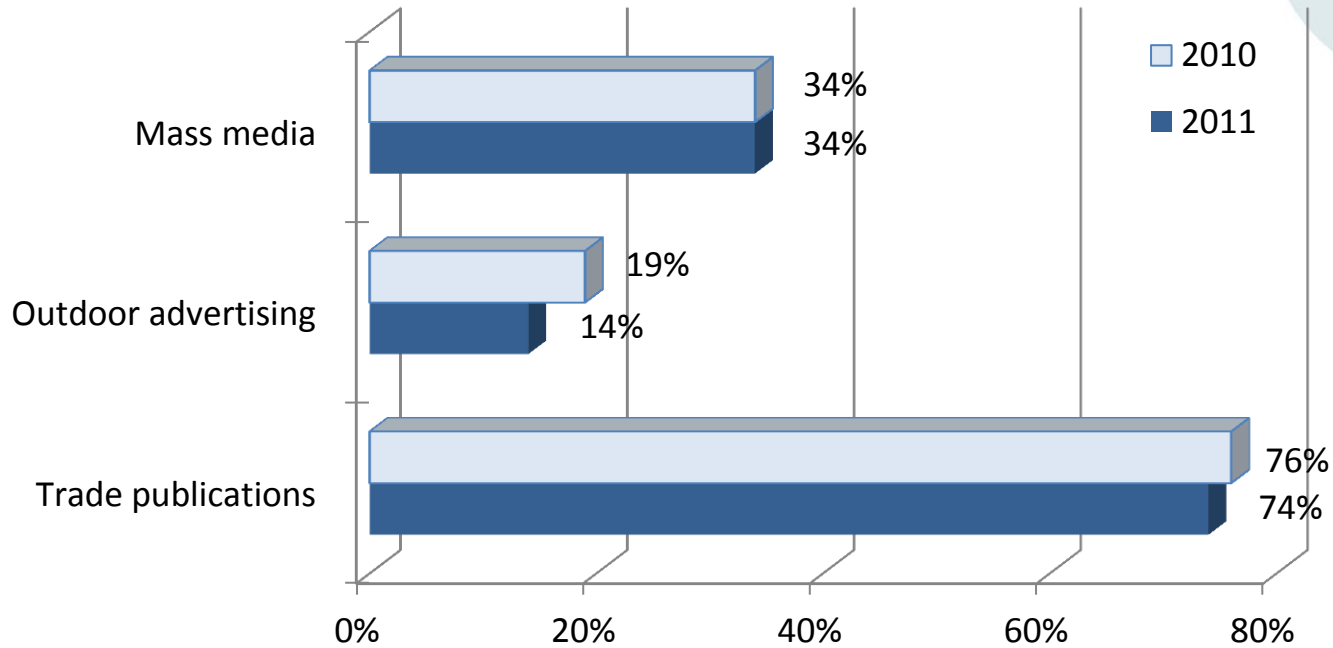


- Increase in percentage of “Regular visitor of June HK Fair” reflects that buyers consider the June Fair is valuable and therefore willing to travel and re-visit.
- “Direct mail” becomes the second-major channel for visitor to learn about the June Fair may relate to an efficient mailing plan of the invitation or other printed matters to target buyers.

How did you learn about the Fair?

- Base: visitors who learnt the show from advertisement

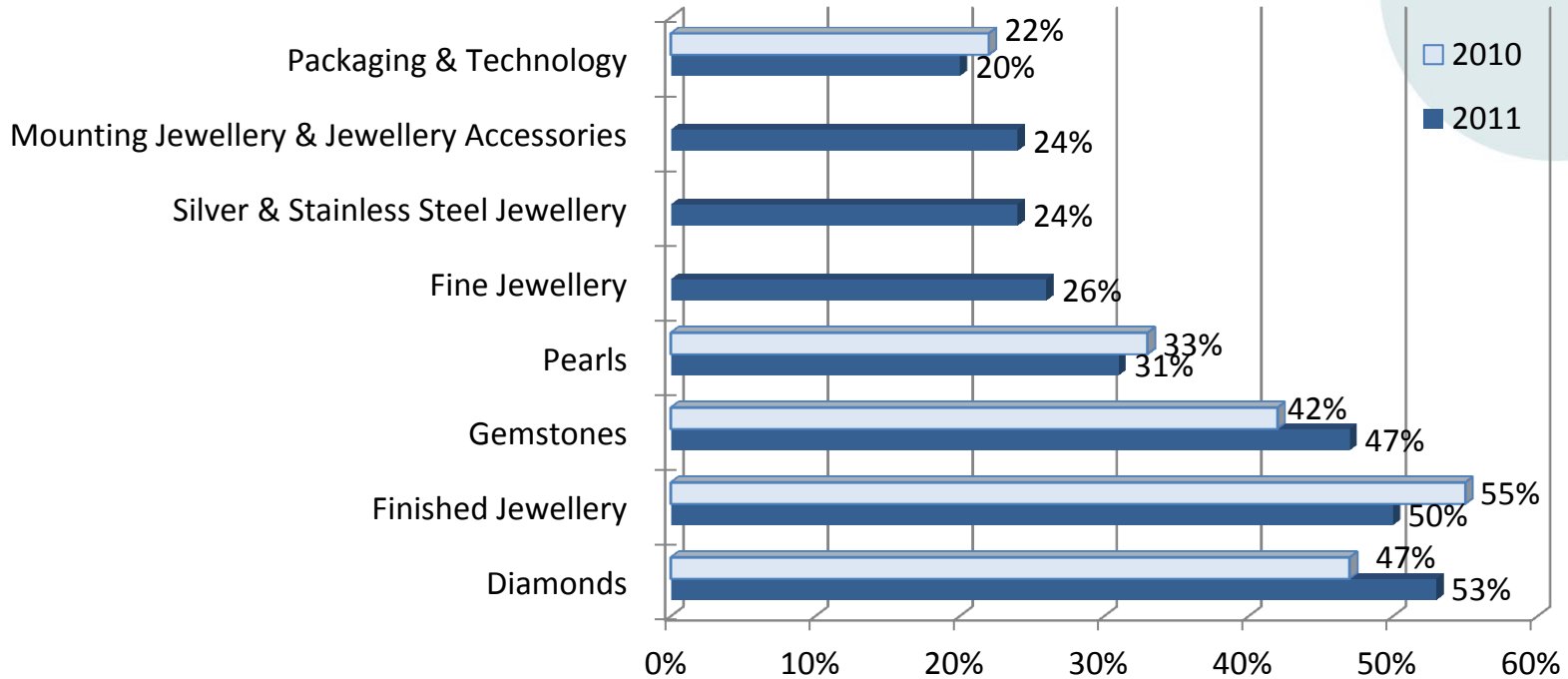
| No. of response: 98 |



- Trade publications is by far the most effective form of advertising though the percentage slightly dropped.

What is the major product you source for?

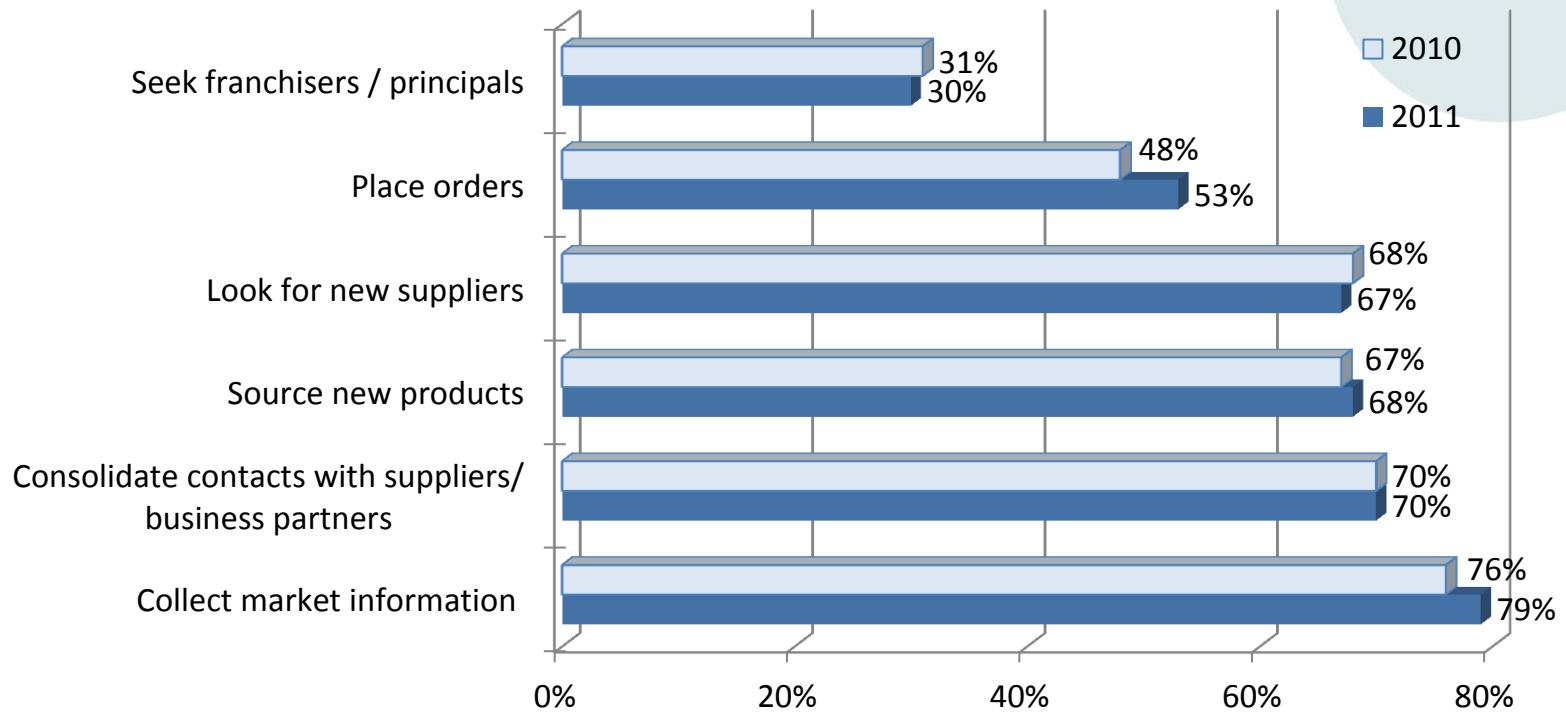
| No. of response: 752 |



- The growing market demand of gemstones and diamonds is reflected on the percentage increased (5% and 6% respectively). To feature more quality gemstones and diamond exhibitors may fit the market trend and attract more buyers.

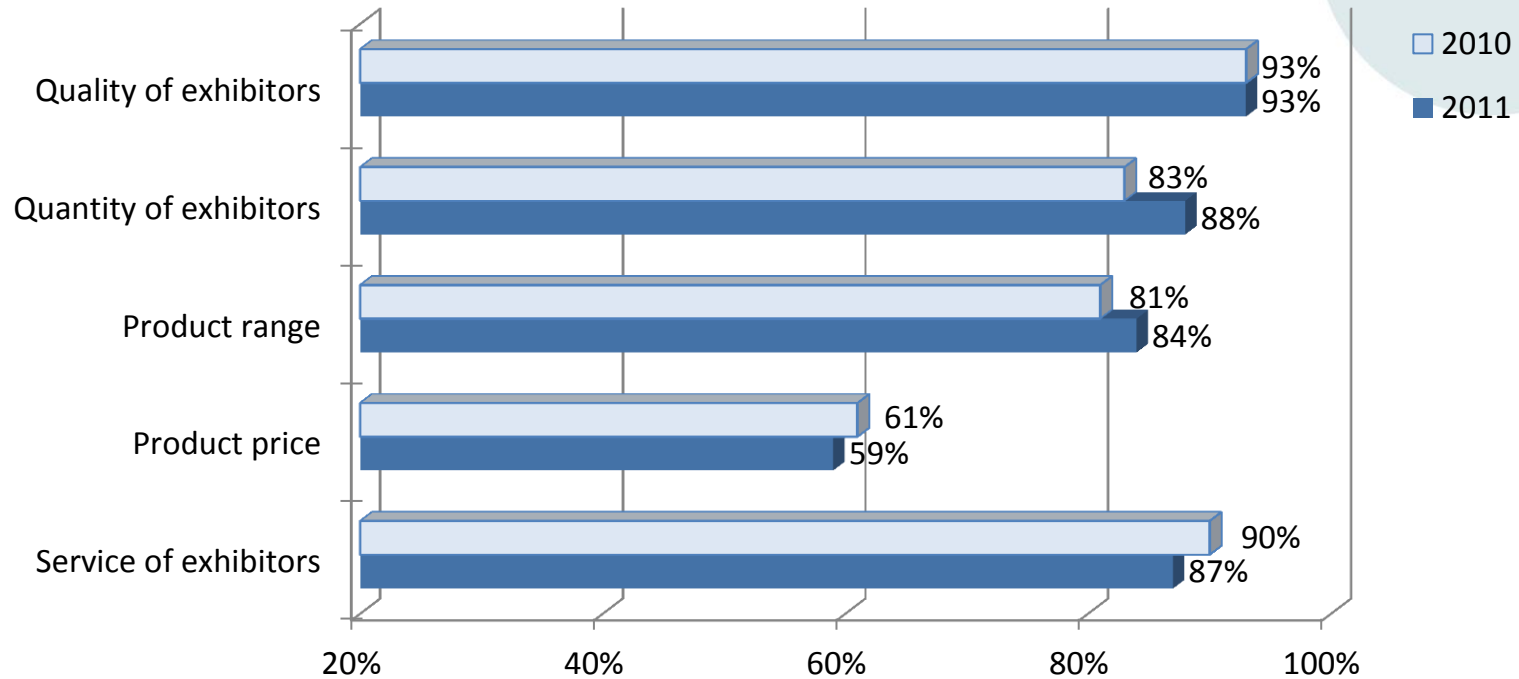
To what extent do you think your objectives for visiting this exhibition have been achieved?

| No. of response: 752 |



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

| No. of response: 752 |

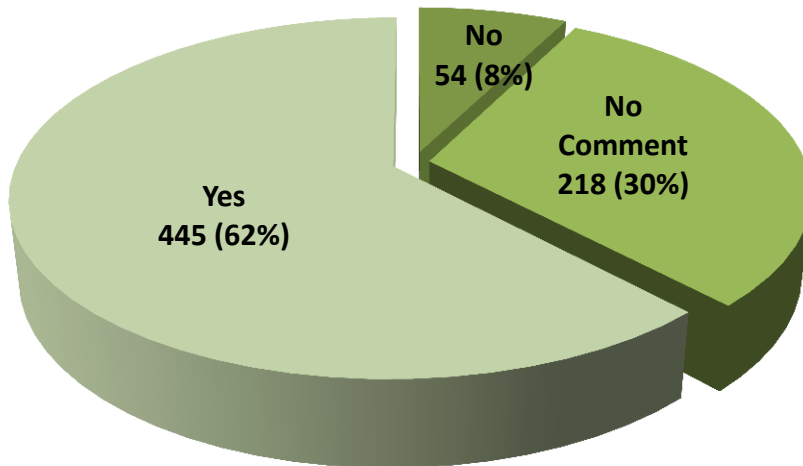


- Expansion of the June Fair results in increase of quantity of exhibitors and hence the product range, which are welcomed by visitors.

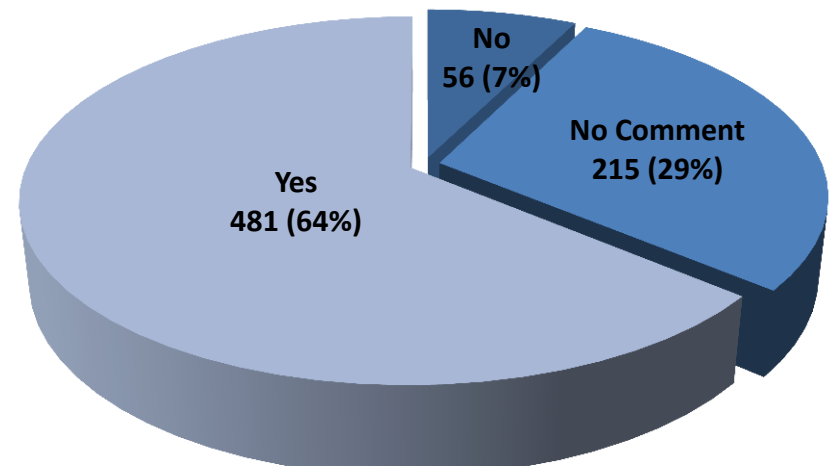
June Hong Kong Jewellery & Gem Fair and the June edition of the Asia's Fashion Jewellery & Accessories Fair are held concurrently at HKCEC this time. Do you think this arrangement is beneficial for your company?

| No. of response: 752 |

2010



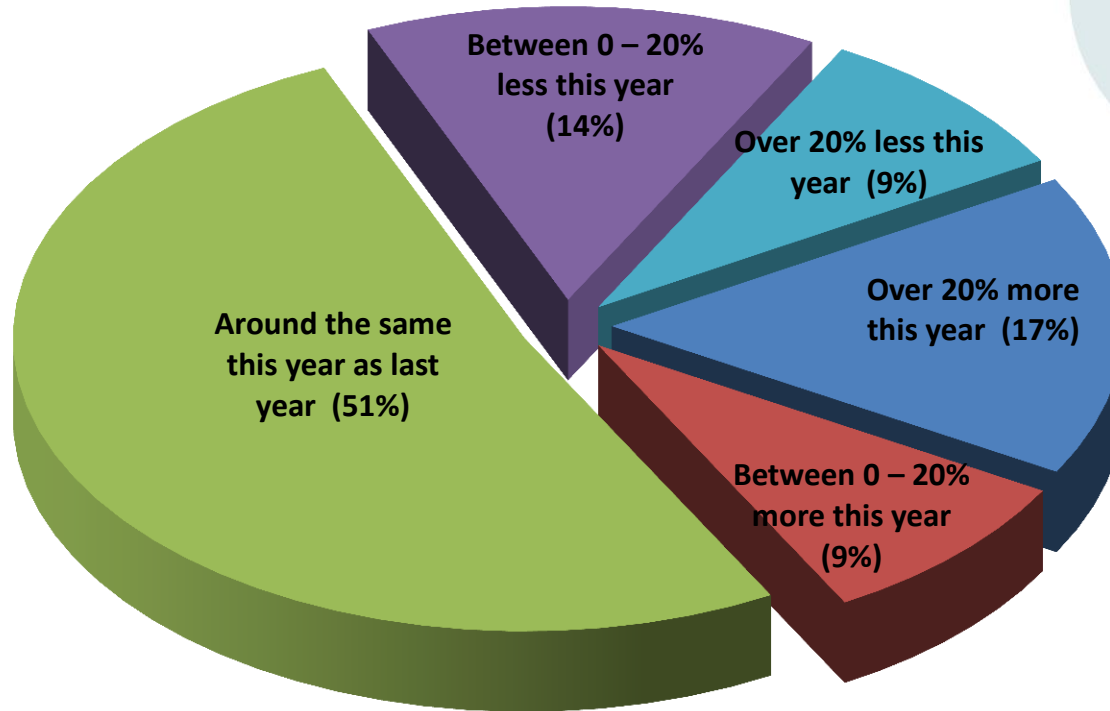
2011



- Same as last year, the June edition of AFJ to be held concurrently at HKCEC is preferred by most visitors and found such arrangement is beneficial for their company.

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

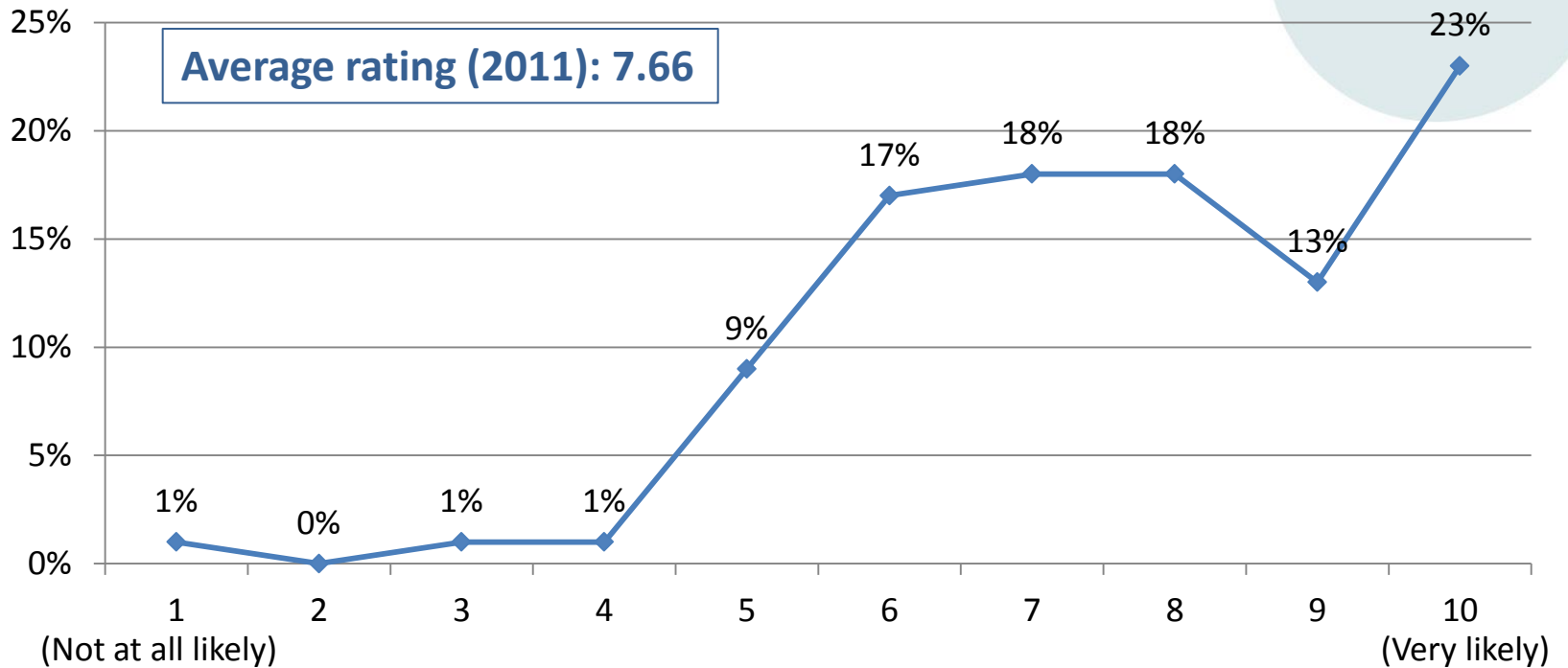
| No. of response: 669 |



How likely are you to recommend future at this event to your colleagues/peers?

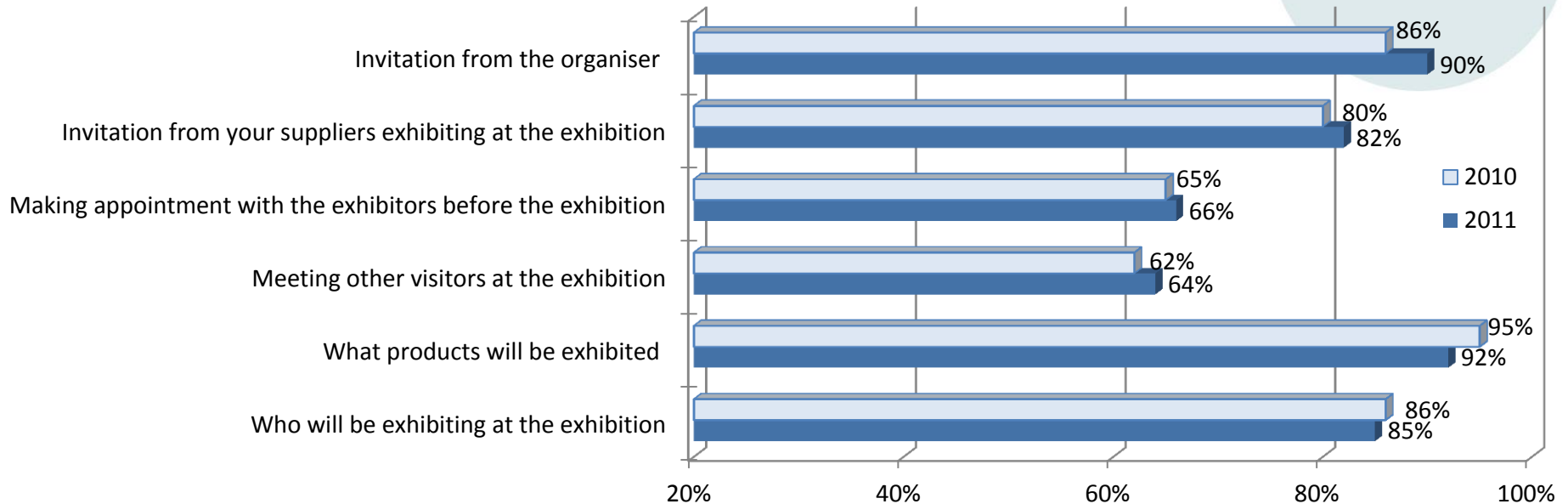
(10= Very likely; 1= Not at all likely)

| No. of response: 752 |



How important are the following to you in your planning to visit this exhibition?

| No. of response: 752 |



- The importance of the Organiser’s invitation is getting higher with 4% growth implies that we might need to review on the mailing plan of the invitation to include more receivers.

Are you interested in other UBM Asia's jewellery exhibitions?

| No. of response: 752 |

