

13 - 16 September 2016
2016年9月13至16日

Asia's Fashion Jewellery & Accessories Fair – September 2016

Exhibitor Survey Report



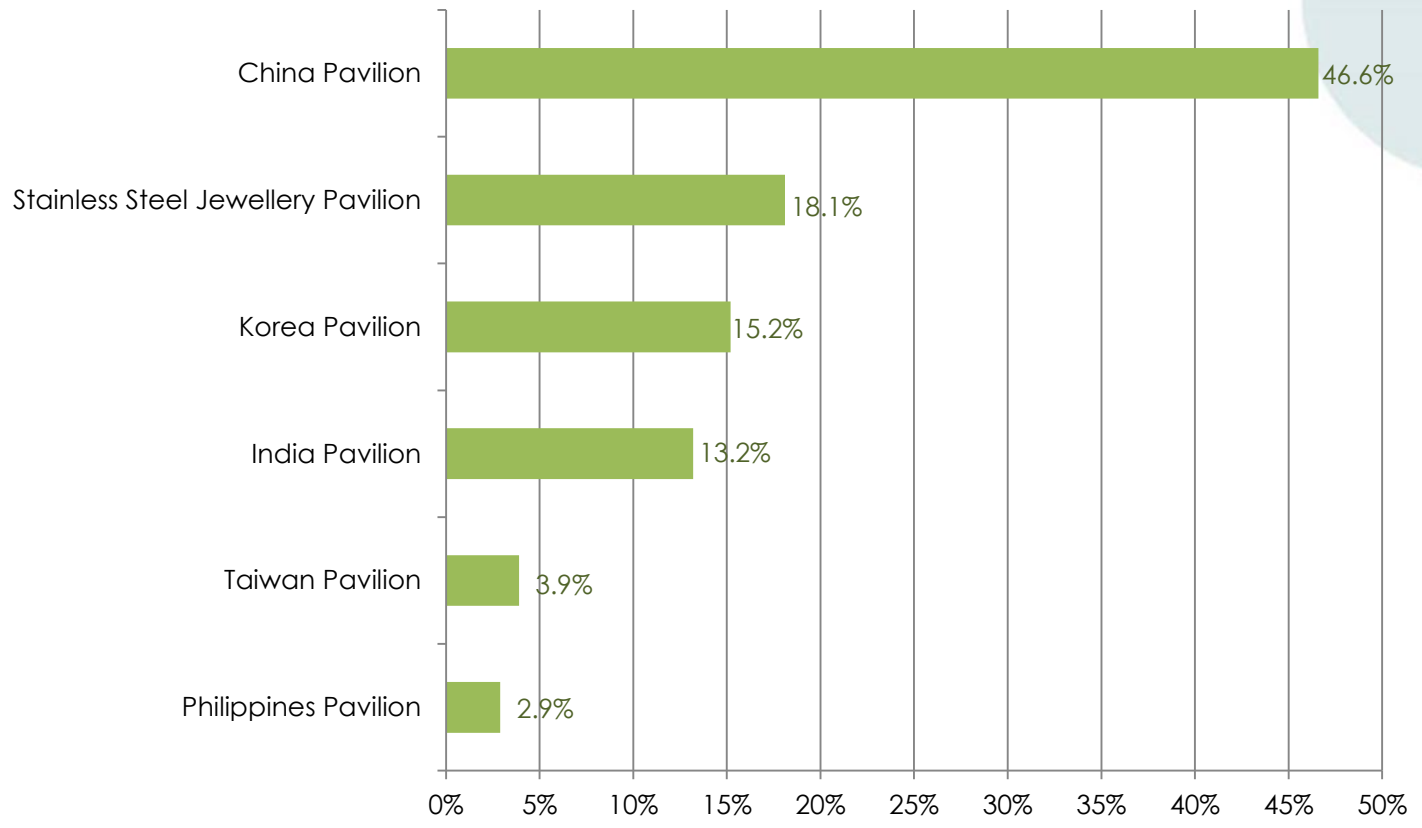
Survey Summary

Total number of exhibitors	402
Total number of collected onsite survey	291
Onsite survey response rate	72.4% [291/402]
Total number of online survey successfully sent out	393
Total number of collected online survey	26
Online survey response rate	6.6% [26/393]
Total number of collected survey (onsite + online)	317
Overall response rate	78.9% [317/402]
Schedule:	
The date of online survey started	26 September 2016
The date of reminder sent	3 October 2016
The date of the closing of the online survey:	10 October 2016
The date of survey data input completed	26 October 2016
The date of submission of the report	4 November 2016

Exhibitors in Theme Pavilions or Group Pavilions

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2016 Number of Respondents: 204

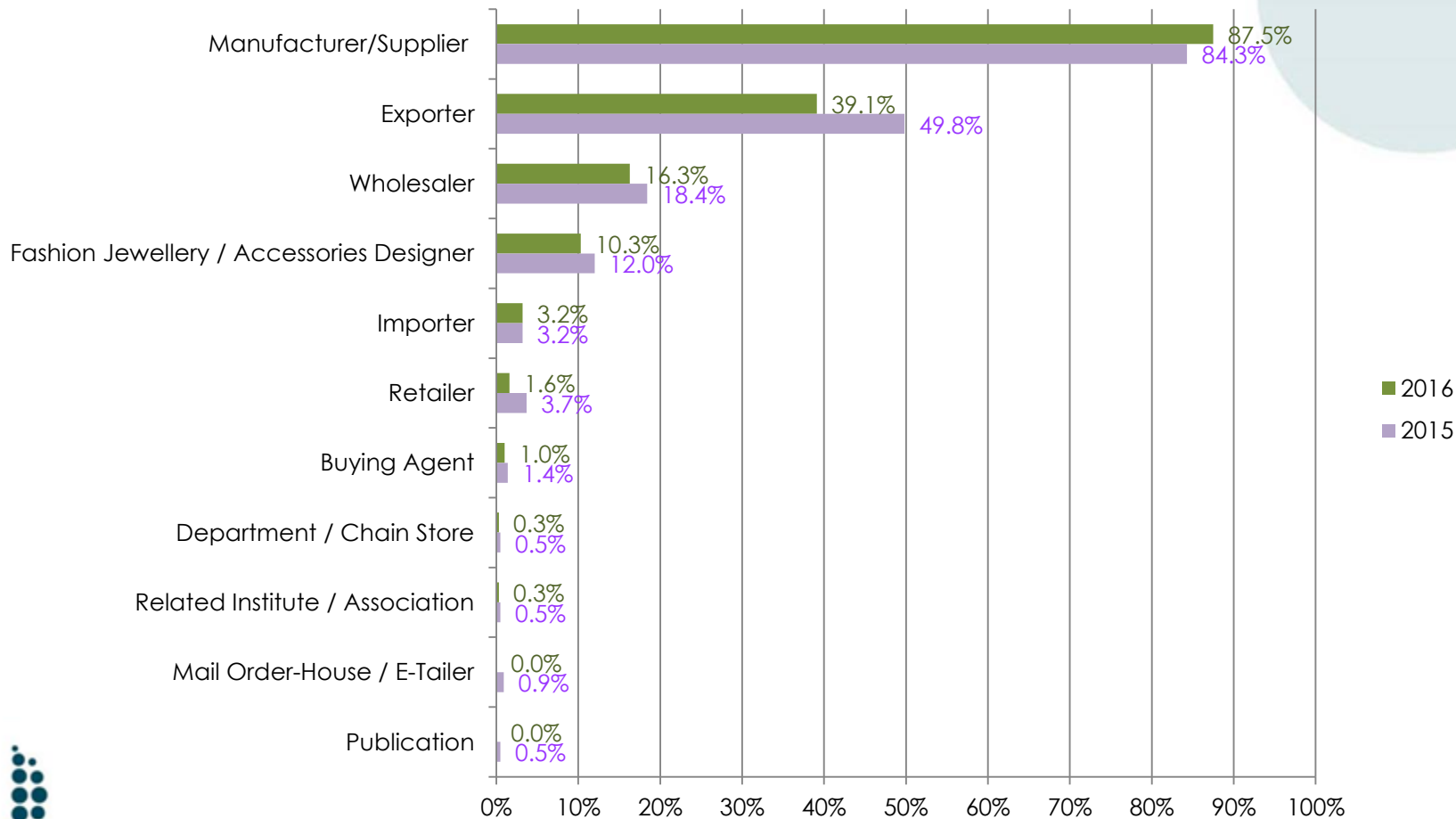


Nature of Business(es)

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2016 Number of Respondents: 312

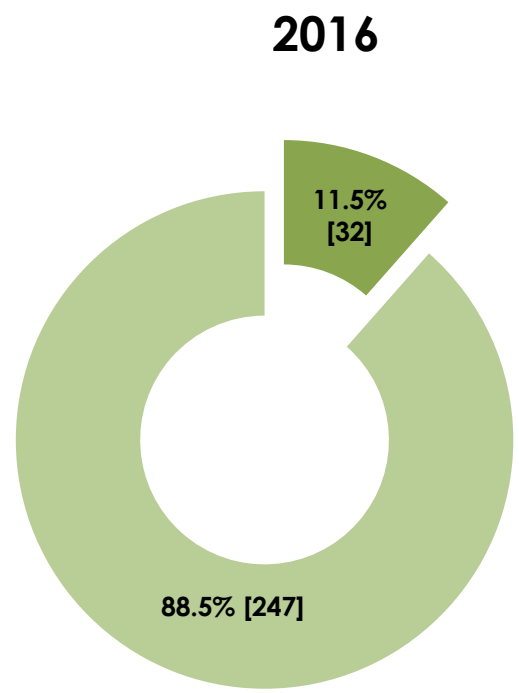
2015 Number of Respondents: 217



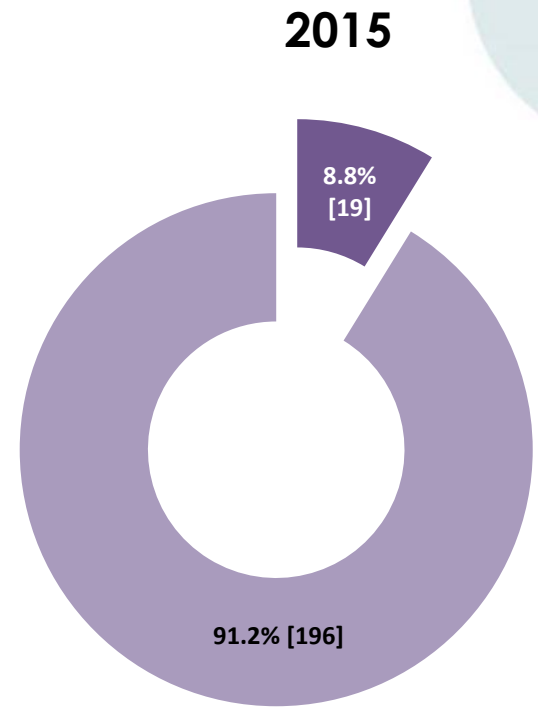
Q1. Is your company a first-time participant in this exhibition?

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2016	Number of Respondents: 279	2015	Number of Respondents: 215
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■ Yes
■ No



■ Yes
■ No

Percentage of first-time exhibitors has increased, indicating more new exhibitors.

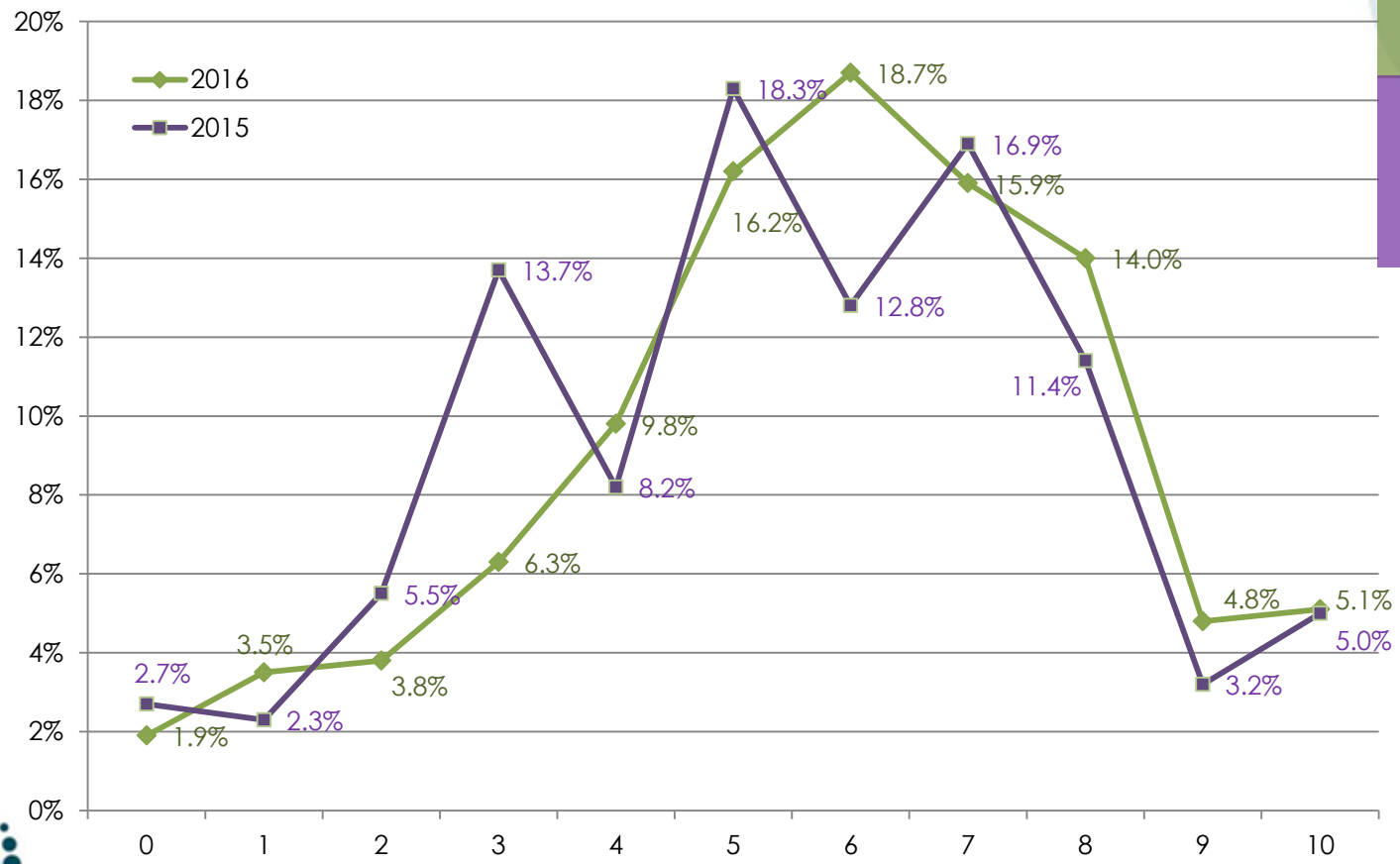
Q2. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – September?

(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2016
 Number of Respondents: 315
 Number of Skipped: 2

2015
 Number of Respondents: 219
 Number of Skipped: 1

Average Rating 2016
5.79
 Average Rating 2015
5.44



CSAT has increased compared to last year. Around 60% of exhibitors gave a rating 6 or above.



Q3. How likely would you be to attend Asia's Fashion Jewellery & Accessories Fair – September again in the future?

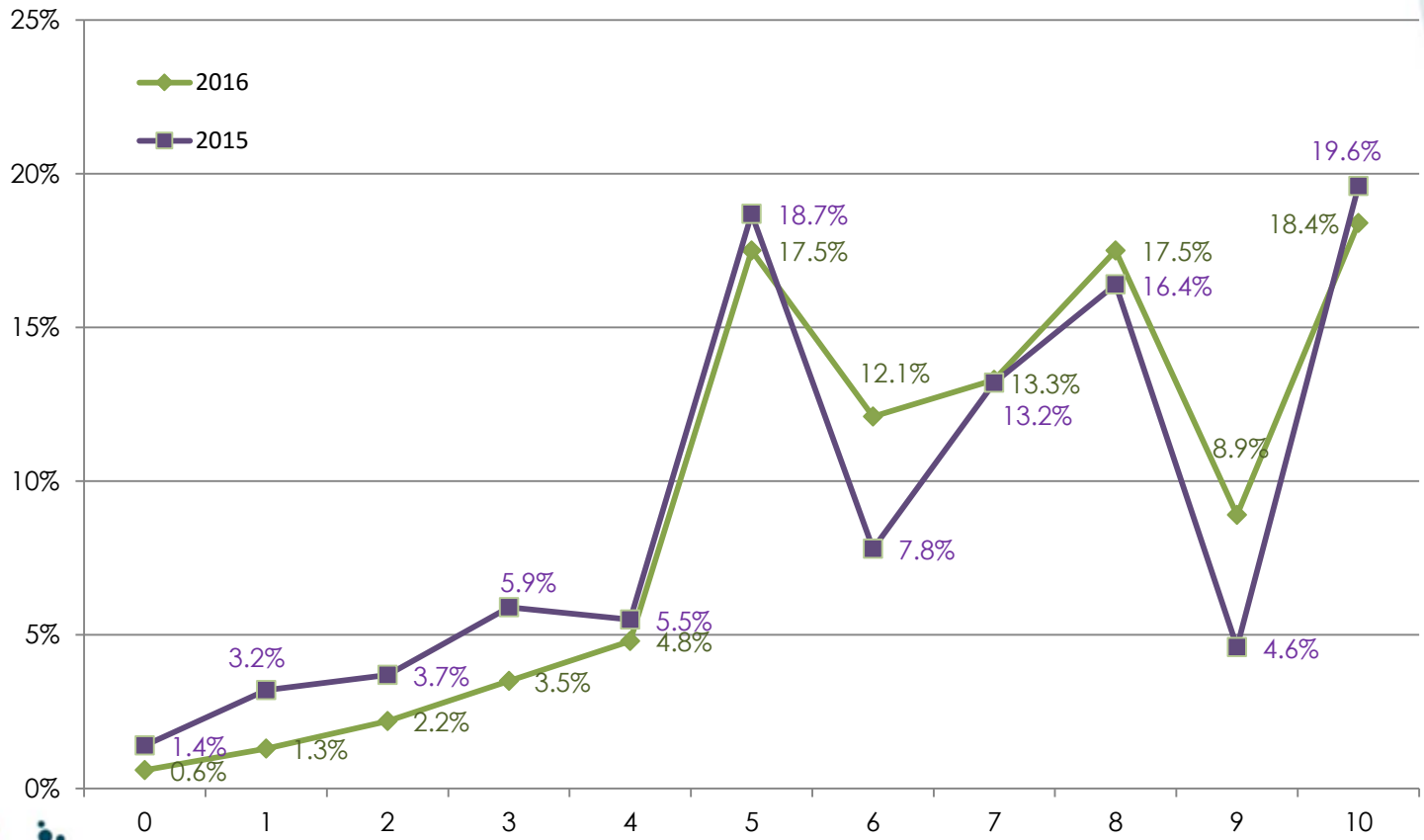
(0 = Not at all likely, 10 = Extremely likely)

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2016	Number of Respondents: 315	2015	Number of Respondents: 219
	Number of Skipped: 2		Number of Skipped: 1

Average Rating
2016
6.92

Average Rating
2015
6.52



The Loyalty score has increased in general compared to 2015.



Q4. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – September to a friend or colleague?

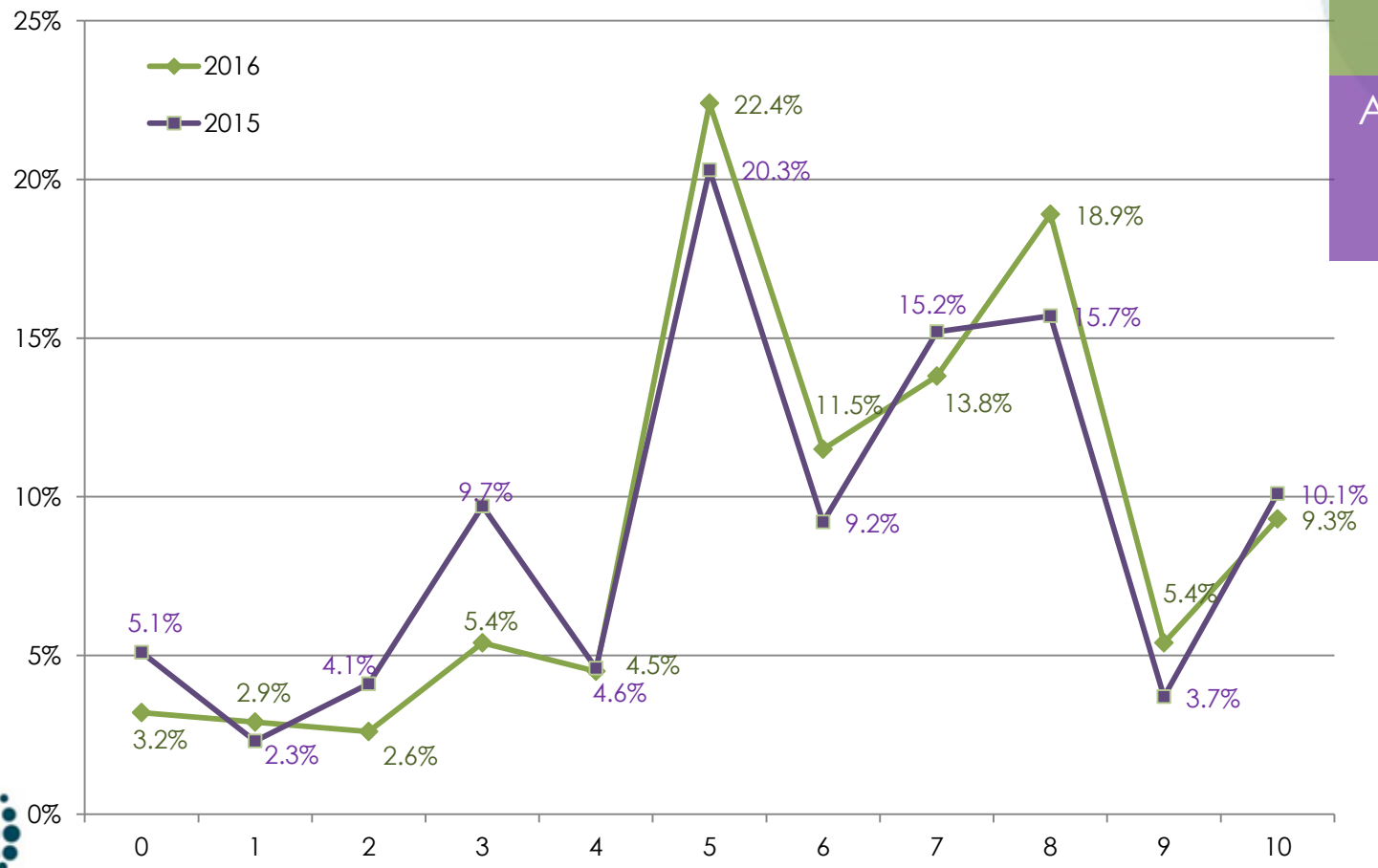
(0 = Not at all likely, 10 = Extremely likely)

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2016
 Number of Respondents: 312
 Number of Skipped: 5

2015
 Number of Respondents: 217
 Number of Skipped: 3

Average rating
 2016
6.13
 Average rating
 2015
5.81



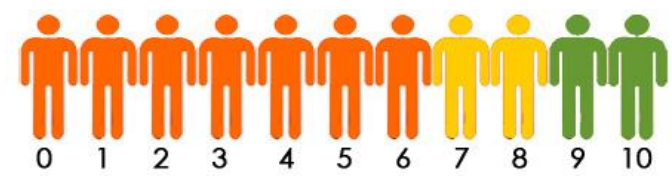
Q4.1. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – September to a friend or colleague?

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

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2016 Number of Respondents: 312
Number of Skipped: 5

Scale	# of respondents	Ratings Breakdown %
0	10	3.2%
1	9	2.9%
2	8	2.6%
3	17	5.4%
4	14	4.5%
5	70	22.4%
6	36	11.5%
7	43	13.8%
8	59	18.9%
9	17	5.4%
10	29	9.3%



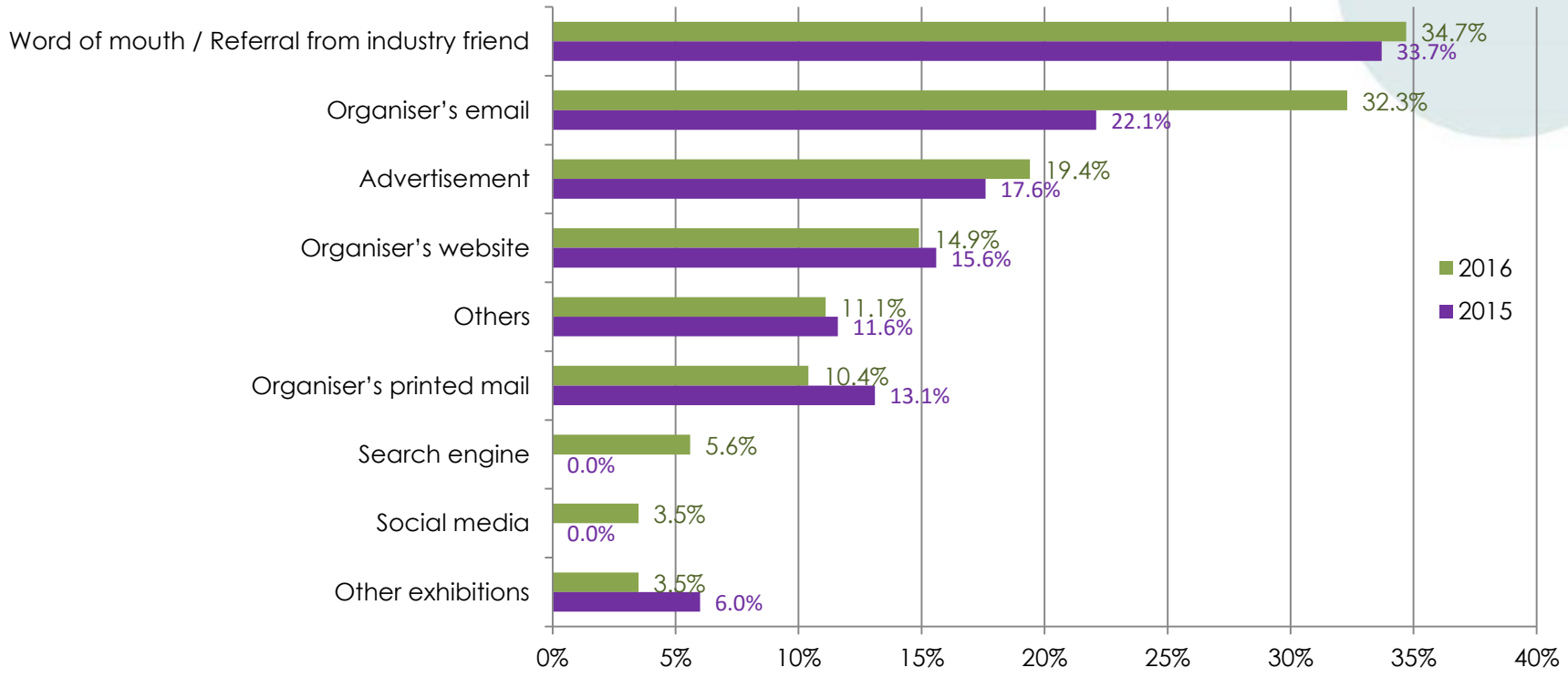
Detractors	52.5%
Passives	32.7%
Promoters	14.7%

NPS -38

Q5a. How did you learn about this exhibition?

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2016	Number of Respondents: 288	2015	Number of Respondents: 199
	Number of Skipped: 29		Number of Skipped: 21



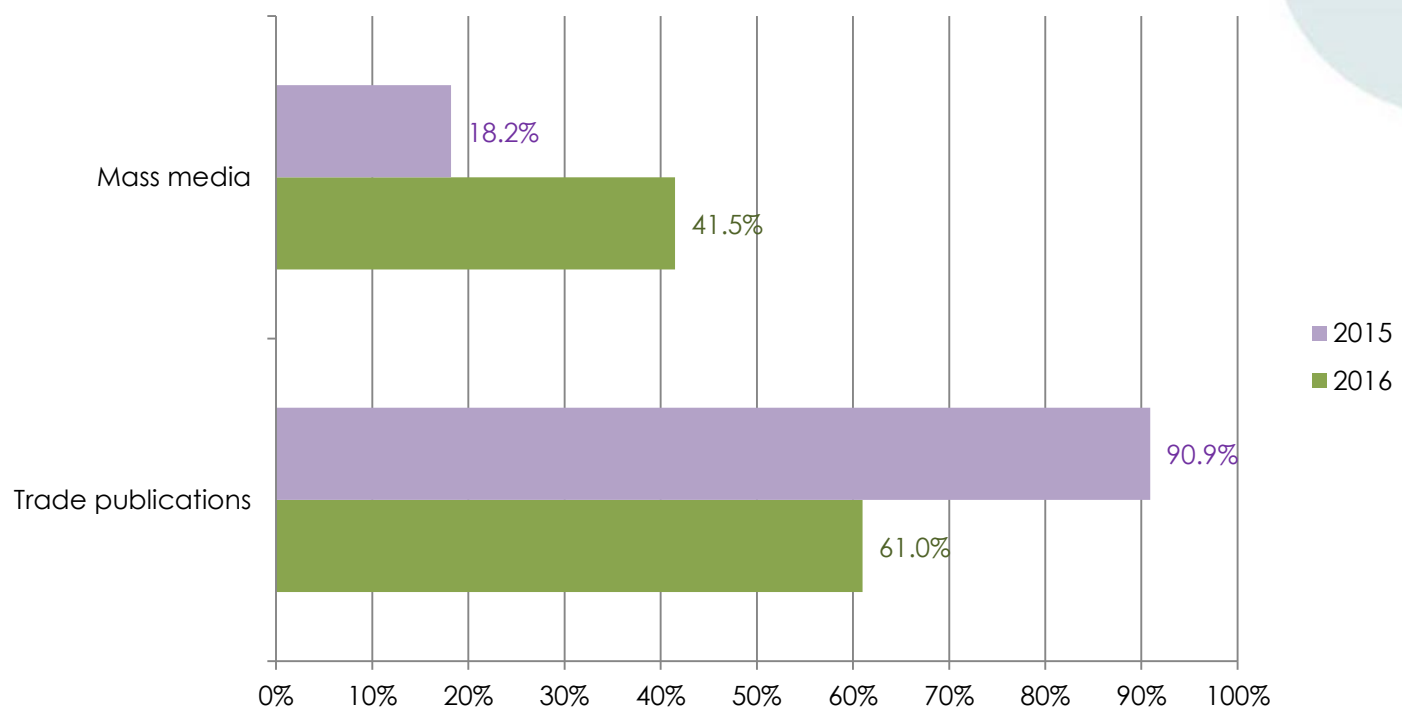
The top three channels are "Word of mouth/Referral from industry friend", "Organiser's email", and "Advertisement". We had sent out more emails (fair enews and AsiaFJA enews) prior the Fair therefore there is a drastic increase of "Organiser's email". "Other exhibitions" included FAME CEBU, EPCH India, HKTDC, and other UBM jewellery fairs. In "Others", respondents specified that they are regular exhibitors and learnt about 9FJ from our agent. "Search engine" and "Social media" are new questions in 2016.



Q5a.1. How did you learn about this exhibition?

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

2016	Number of Respondents: 288	2015	Number of Respondents: 199
	Number of Skipped: 29		Number of Skipped: 21



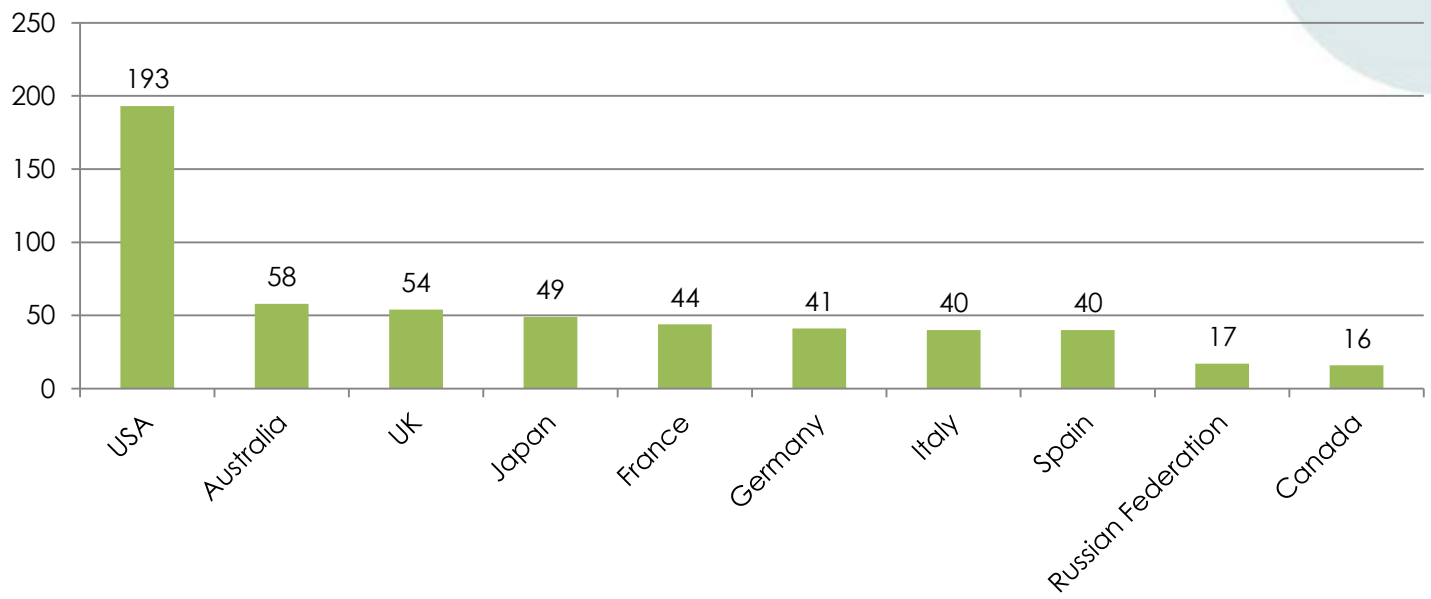
The percentage of mass media has increased because we have placed newspaper advertisement and TV commercial (in MTR stations) alongside with 9JG.

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

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2016 Number of Respondents: 286
 Number of Skipped: 31

Top 10 of 32



The countries and regions not shown on the above chart are: China, Poland, Mexico, Belgium, Brazil, Dubai, Taiwan, Korea, India, Netherlands, Indonesia, Portugal, Saudi Arabia, Thailand, Turkey, Armenia, Austria, Denmark, Finland, Greece, Saudi Arabia, and Libya.

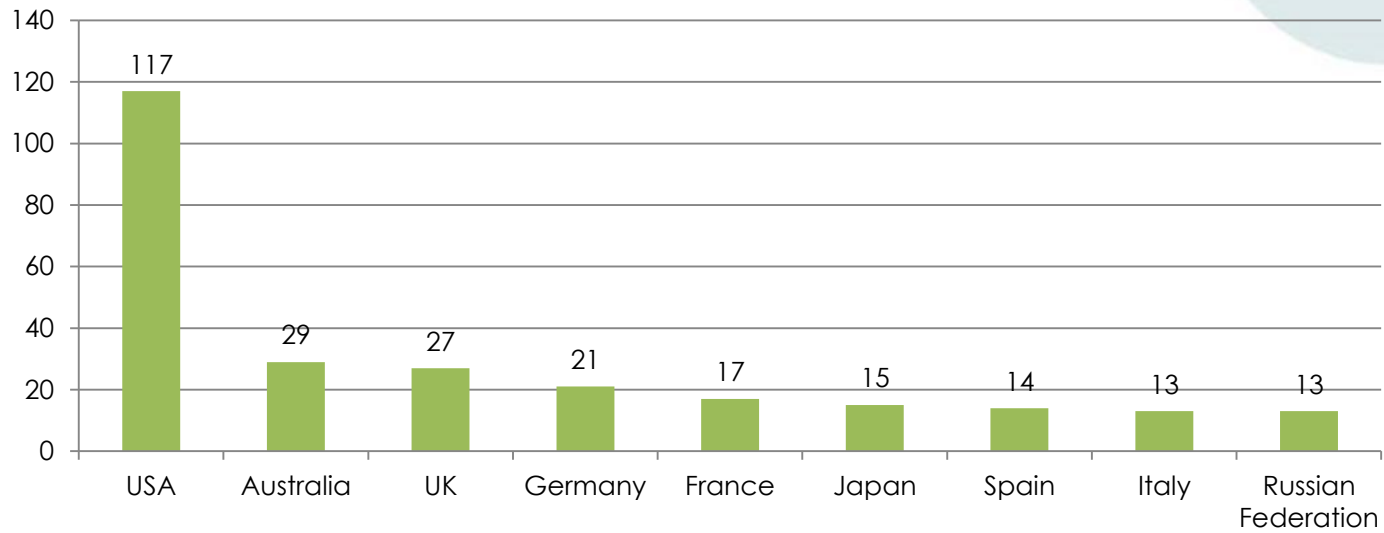
Exhibitors also filled in continents instead of countries, for example, worldwide, North America, South America, South East Asia, and Europe.

Q7. My target 3 markets (countries/regions) currently are:

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2016 Number of Respondents: 264
 Number of Skipped: 53

Top 10 of 30



The countries and regions not shown on the above chart are: Canada, China, Brazil, Switzerland, Korea, Dubai, India, Mexico, Norway, South Africa, Iran, Denmark, Austria, Belgium, Greece, Hong Kong, Indonesia, Israel, New Zealand, Portugal, Sweden

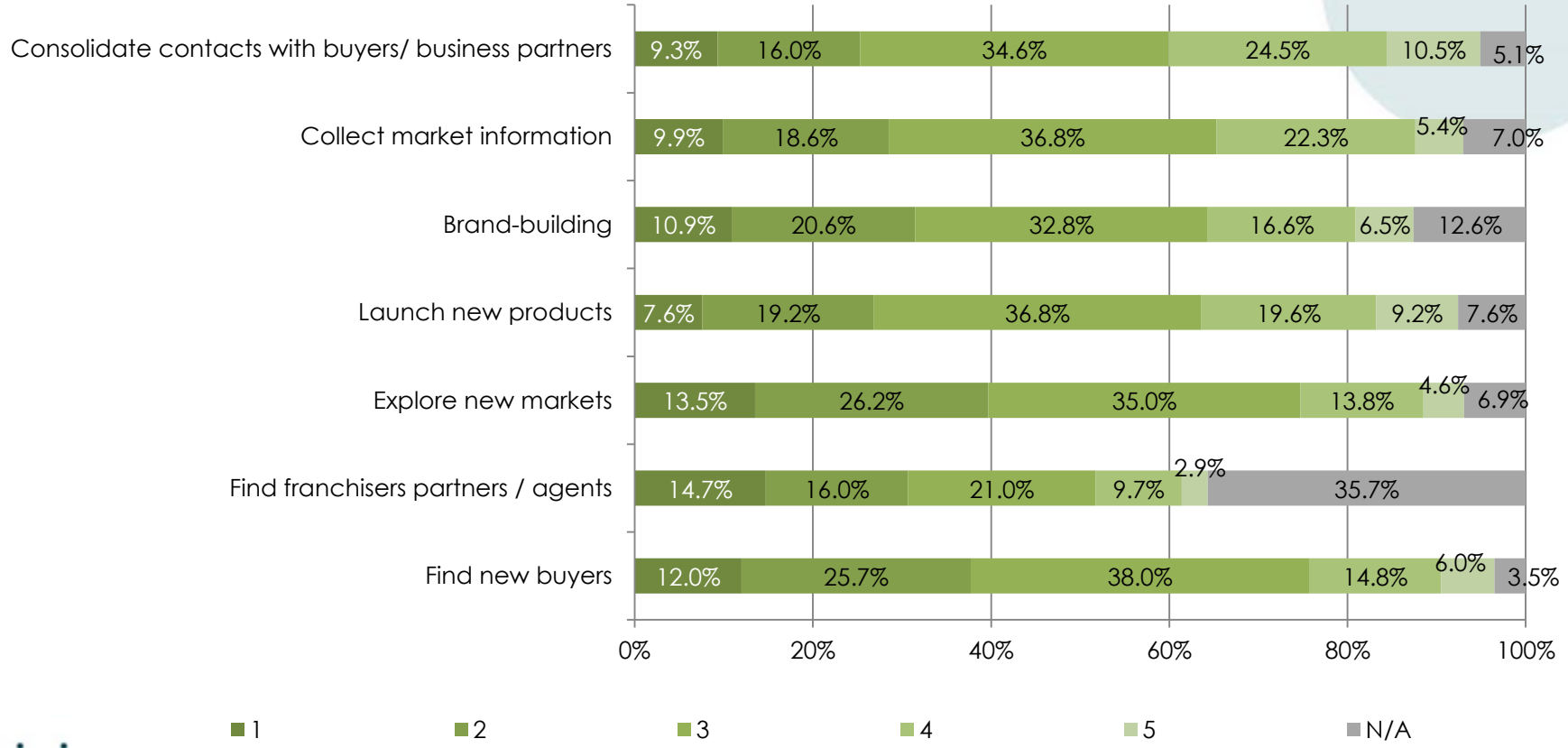
Exhibitors also filled in continents instead of countries, for example, worldwide, North America, South America, South East Asia, and Europe.

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

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

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2016 Number of Respondents: 292
Number of Skipped: 25



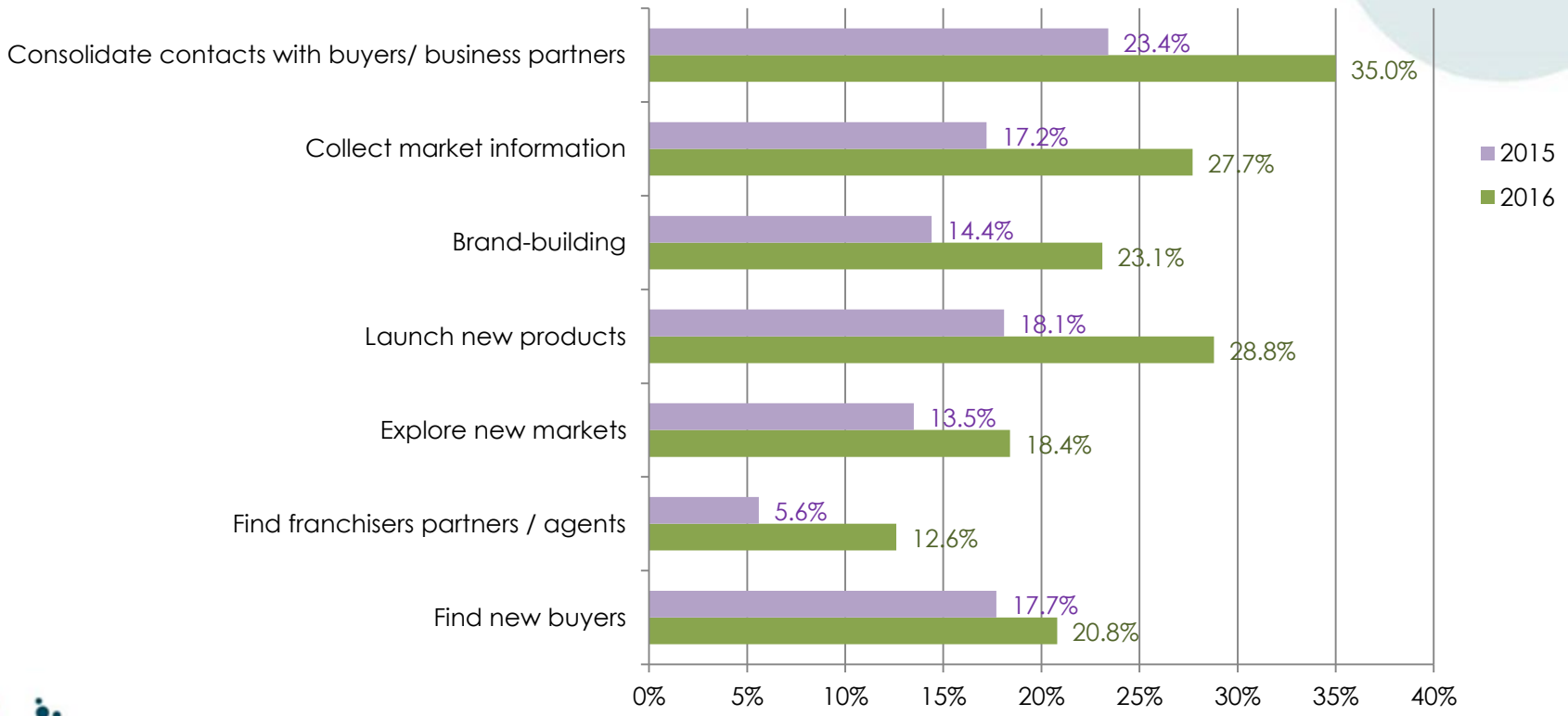
The top three objectives for exhibiting in 9FJ are "Consolidate contacts" (35%), "Launch new products" (28.8%), and followed by "Collect market information" (27.7%).

Q8.1. To what extent have your objectives for exhibiting in this exhibition been achieved?

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

2016	Number of Respondents: 292	2015	Number of Respondents: 215
	Number of Skipped: 25		Number of Skipped: 5

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



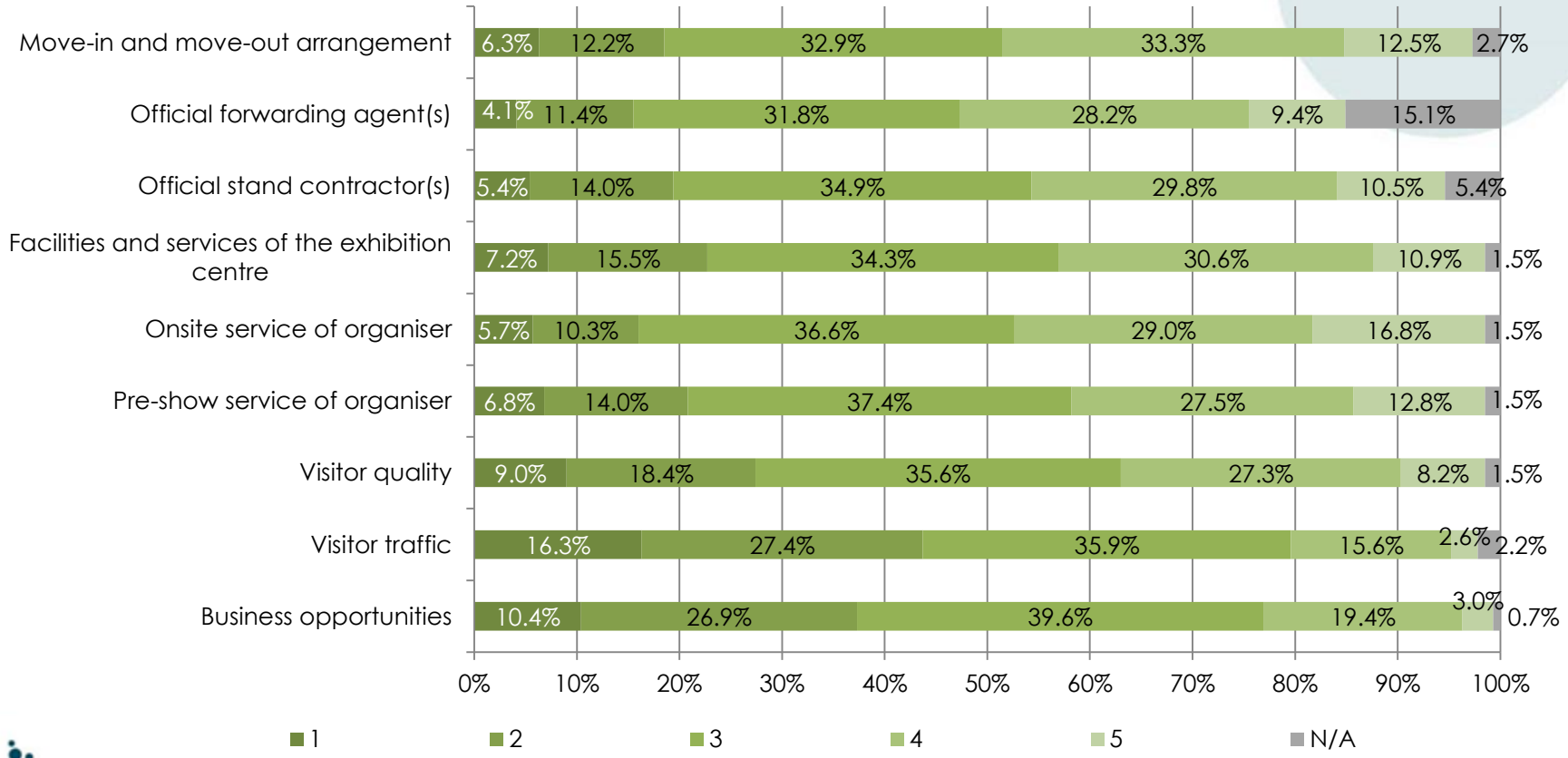
All objectives are performing better this year. After combing Rating 4 and Rating 5, the top three objectives are "Consolidate contacts"(35%), "Launch new products"(28.8%), and "Collect market information"(27.7%).

Q9. To what extent are you satisfied with the exhibition in the following aspects?

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

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2016 Number of Respondents: 285
Number of Skipped: 32



The top three aspects are "Onsite service of organiser" (45.8%), "Move-in and move-out arrangement" (45.8%), and "Facilities and services of the exhibition centre" (41.5%)
The exhibitors are satisfied with our service provided in general.



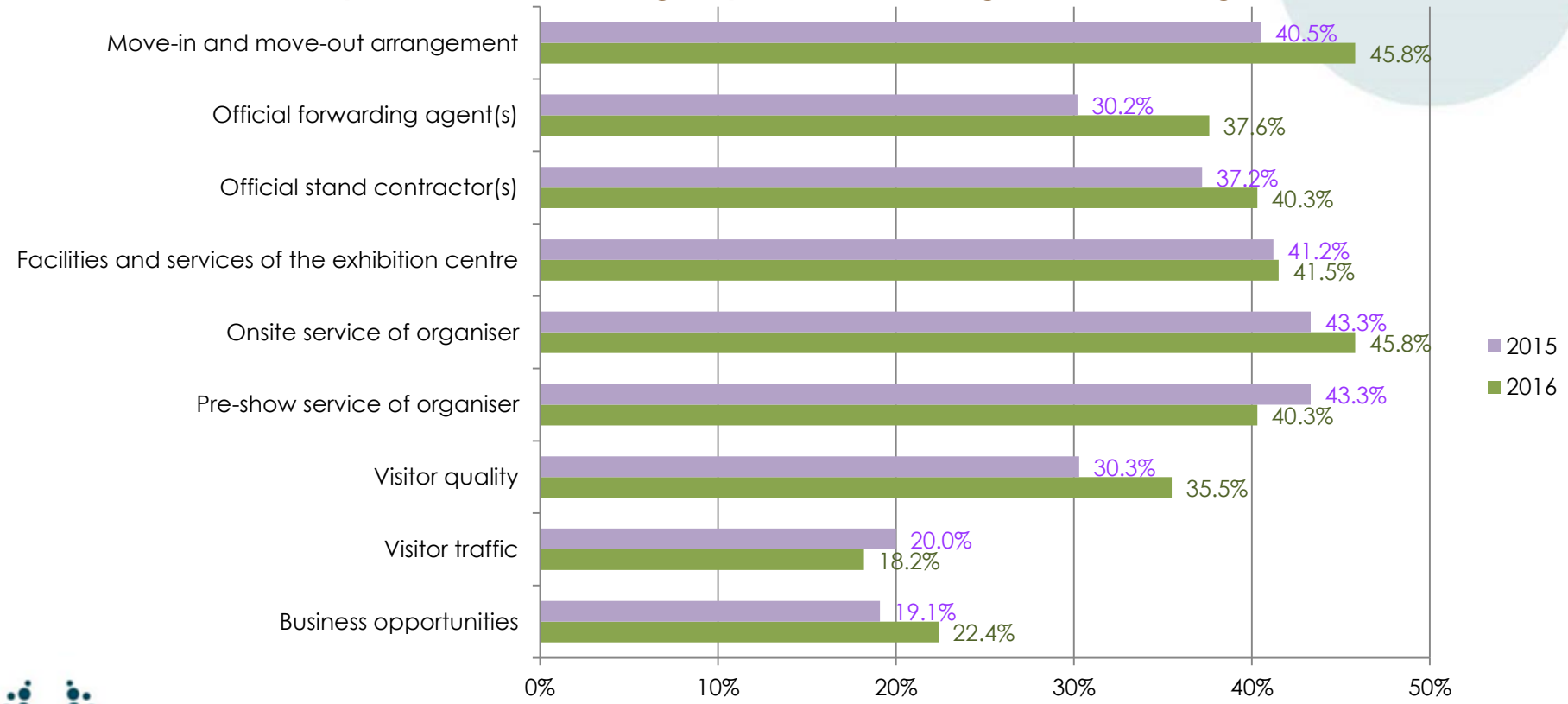
Q9.1. To what extent are you satisfied with the exhibition in the following aspects?

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

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2016	Number of Respondents: 285	2015	Number of Respondents: 219
	Number of Skipped: 32		Number of Skipped: 1

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

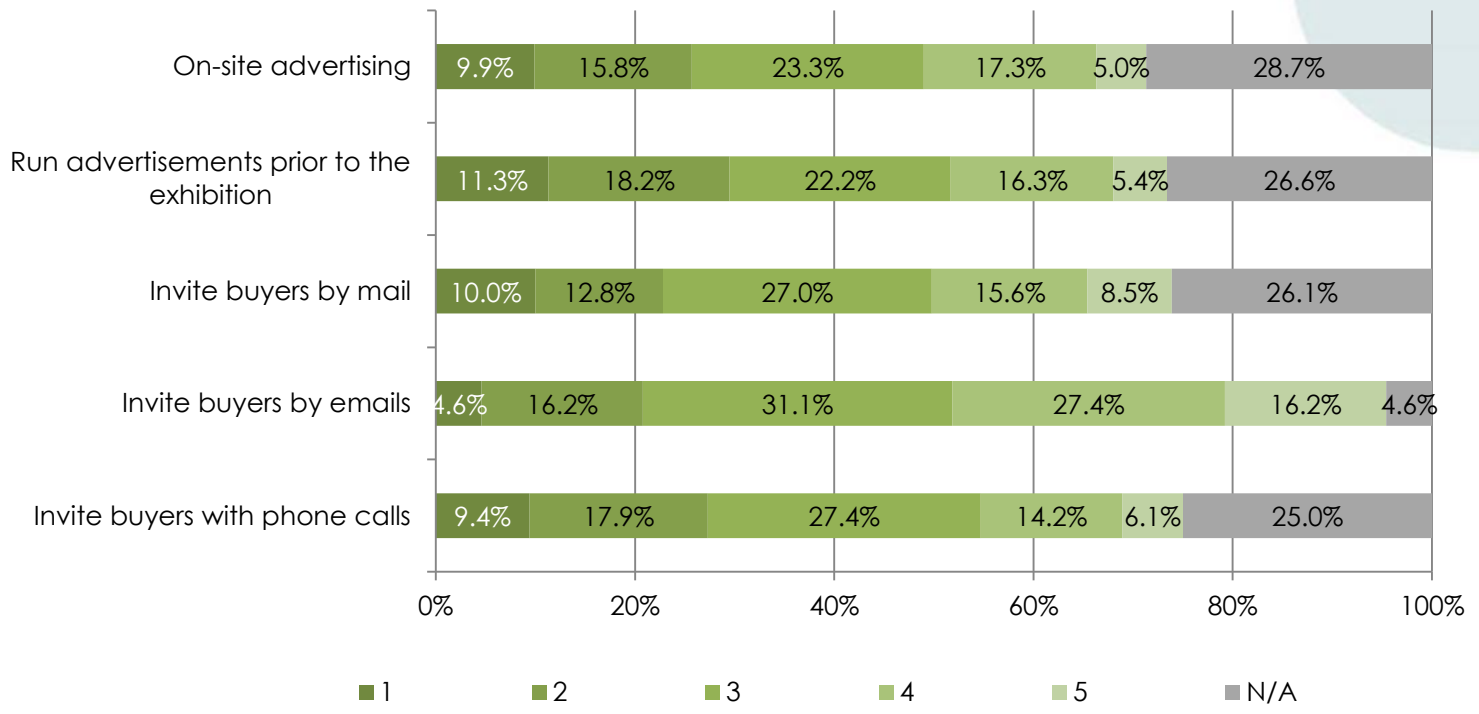


The satisfaction rate has increased in all aspects except for "Visitor traffic" and "pre-show service of organiser".

Q10. If you promote your presence at this exhibition with your own resources via any of the following channels, please indicate how useful they are.

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

2016 Number of Respondents: 256
Number of Skipped: 61



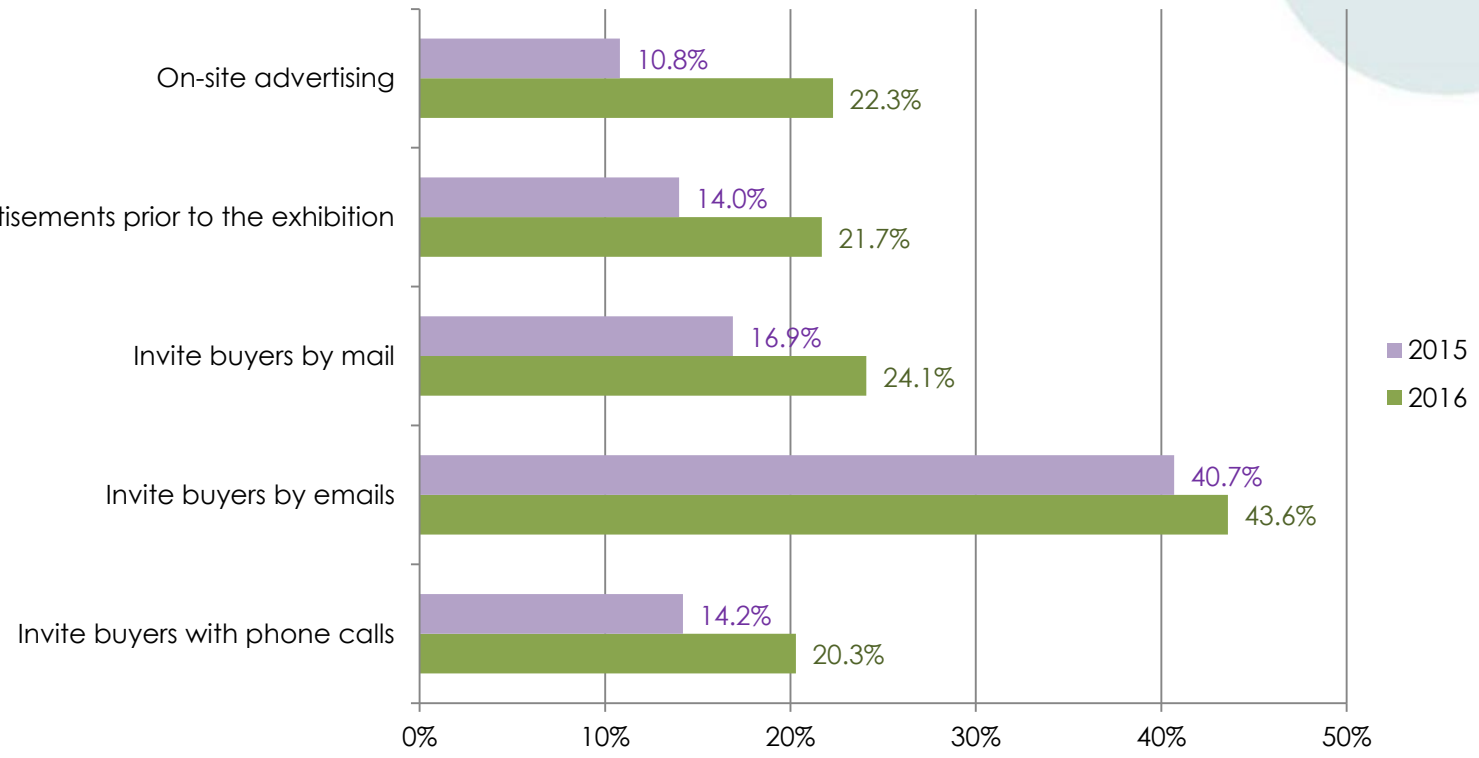
The top three effective promotional channels are "Invitation by emails" (43.6%), then "Invitation by mail" (24.1%), and "Onsite advertising" (22.3%).

Q10.1. If you promote your presence at this exhibition with your own resources via any of the following channels, please indicate how useful they are.

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

2016	Number of Respondents: 256	2015	Number of Respondents: 214
	Number of Skipped: 61		Number of Skipped: 6

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

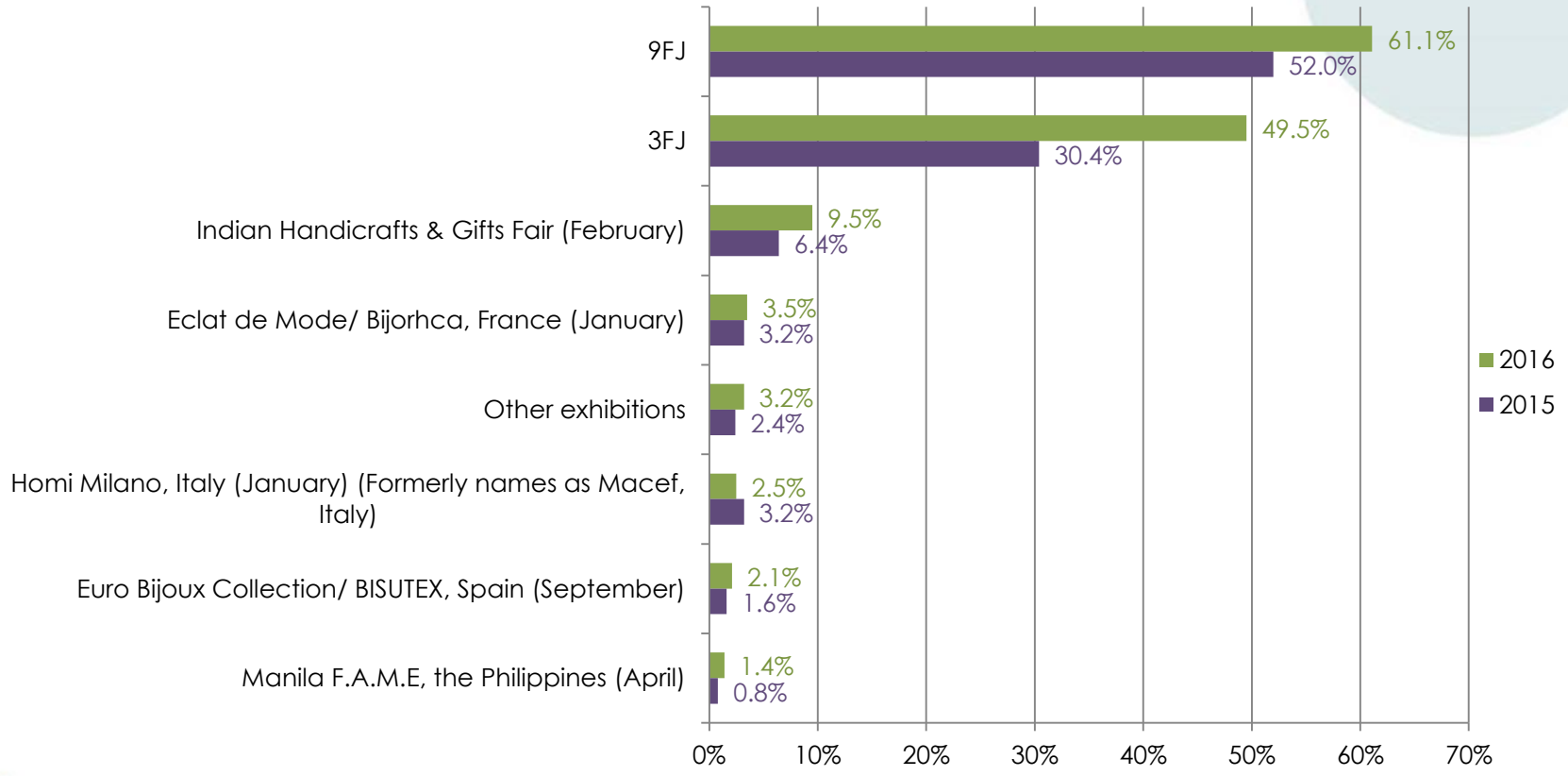


After combining Rate 4 and Rating 5, the top three promotional channels are "Invitation by emails" (43.6%), "Invitation by mail" (24.1%), and "On-site advertising" (22.3%).

Q11. Please select the exhibition(s) that you rate most important for your company.

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2016	Number of Respondents: 285 Number of Skipped: 32	2015	Number of Respondents: 125 Number of Skipped: 95
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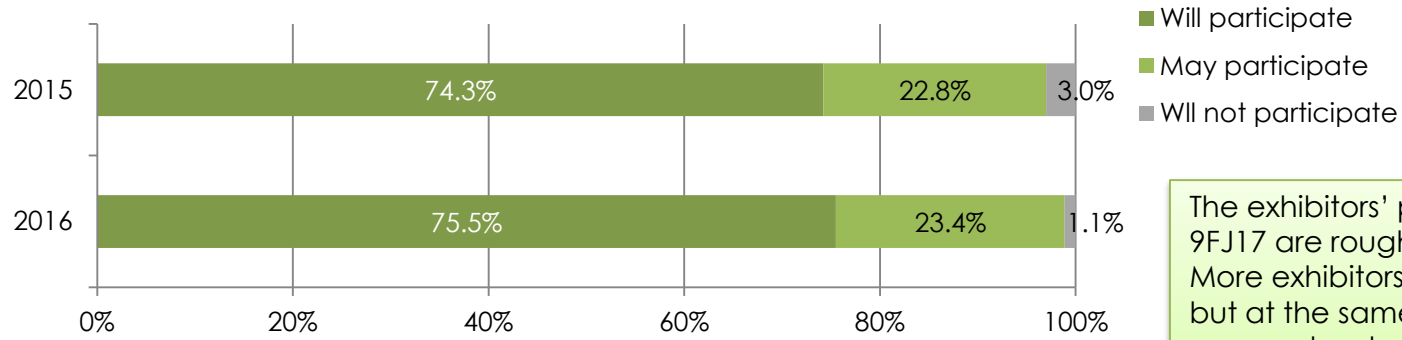


9FJ is the dominant exhibition in the industry.
Other exhibitions included TDC fairs, Global Sources, and Magic, Las Vegas.

Q12. What are your plans for participating in this exhibition next year?

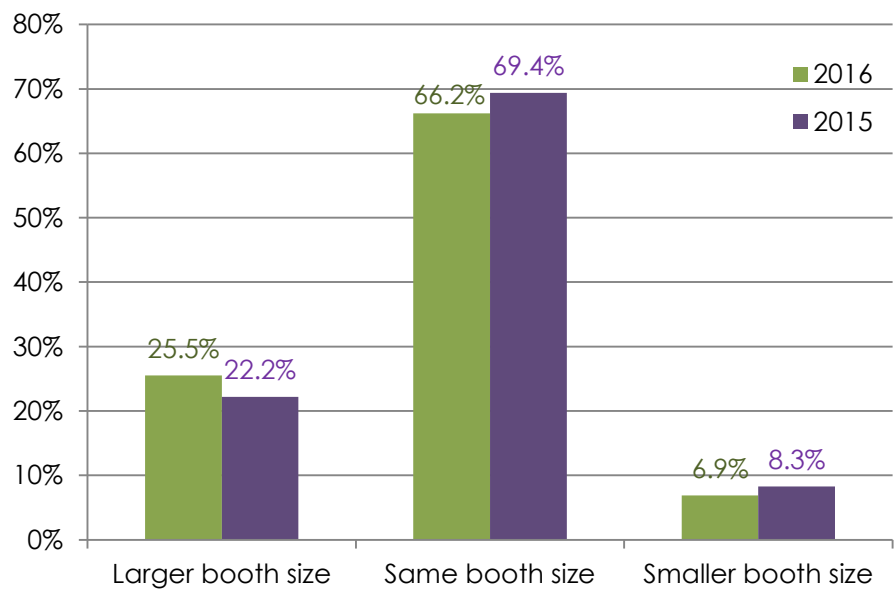
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2016 Number of Respondents: 278 **2015** Number of Respondents: 202



The exhibitors' plan for participating in 9FJ17 are roughly the same as last year. More exhibitors said they will participate but at the same time more exhibitors are unsure about next year's plan.

Preferences between booth sizes [Based on exhibitors who will participate the next edition]



For those who planned to exhibit again in 9FJ17, around 25% of them would want a larger booth. Roughly 66% exhibitors want a same-sized both and 7% of exhibitors want a smaller booth.