



# ASIA'S FASHION JEWELLERY + ACCESSORIES FAIR - SEPTEMBER 2018



UBM

# EXHIBITOR SURVEY REPORT



UBM

## Survey Summary



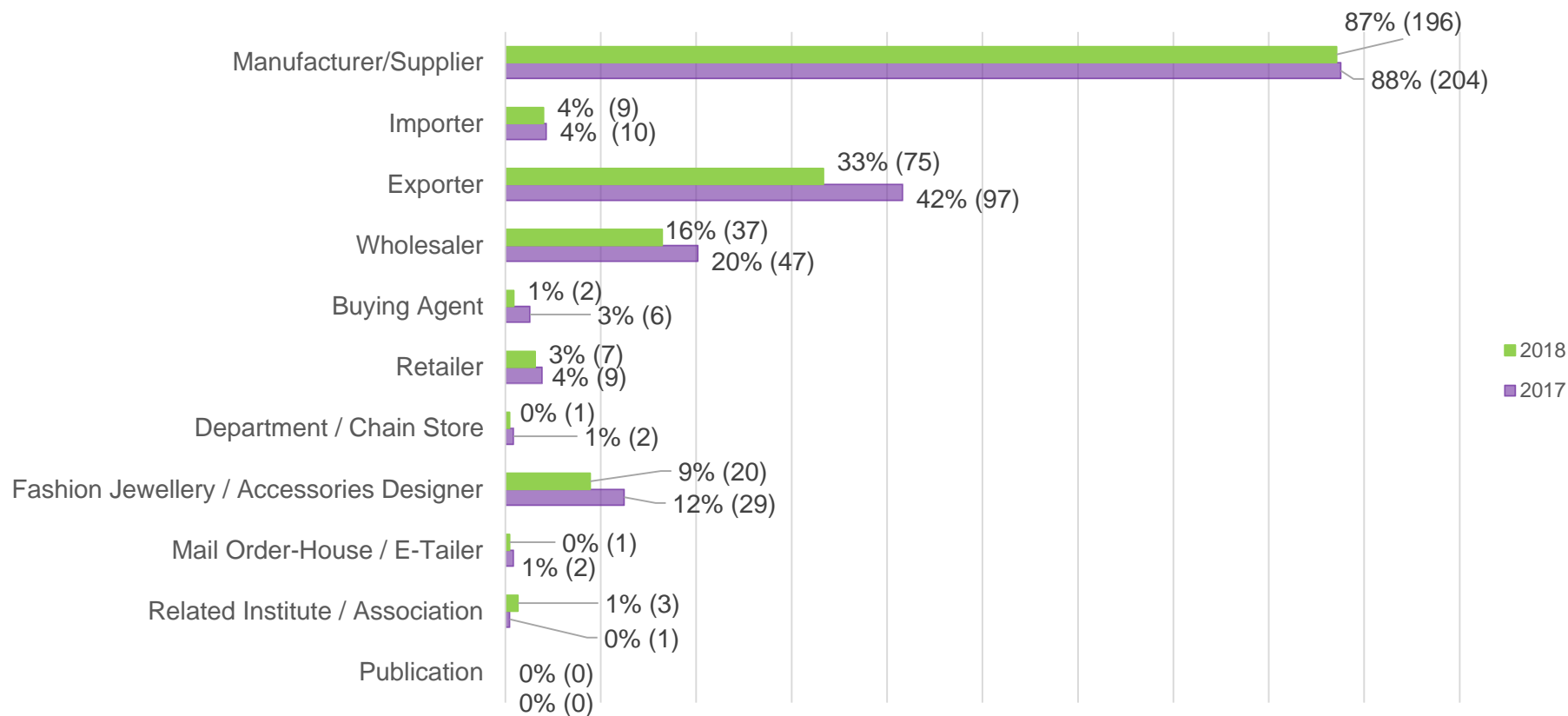
Total number of exhibitors	345
Total number of collected onsite survey	206
<b>Onsite survey response rate</b>	<b>59.71% [206/345]</b>
Total number of online survey successfully sent out	338
Total number of collected online survey	21
<b>Online survey response rate</b>	<b>6.21% [21/338]</b>
Total number of collected survey (onsite + online)	205 (exclude 22 duplicated)
<b>Overall response rate</b>	<b>59.42% [205/345]</b>
<b>Schedule:</b>	
The date of online survey started	21 September 2018
The date of 1 <sup>st</sup> reminder sent	28 September 2018
The date of the closing of the online survey:	5 October 2018
The date of survey data input completion	12 October 2018
The date of submission of the report	12 November 2018

## Exhibitor's nature of business(es)

(Exhibitors may carry more than one business natures, so the overall percentage exceed 100%)



2018 Number of Respondents: 225 Number of skipped: 2



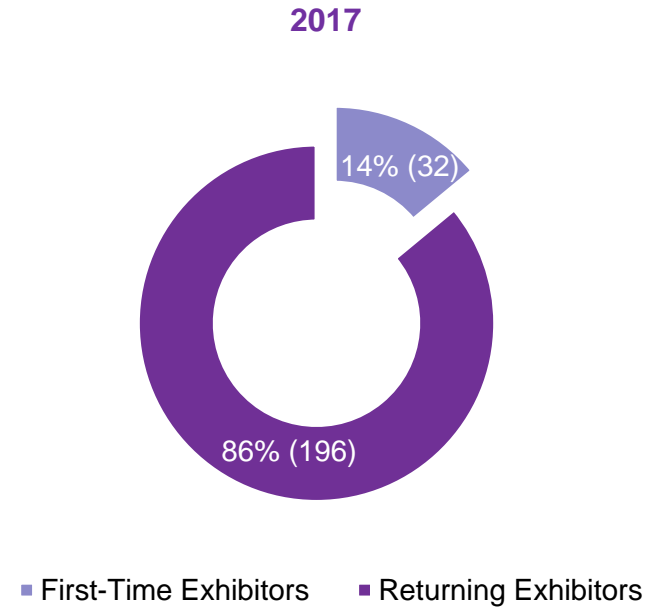
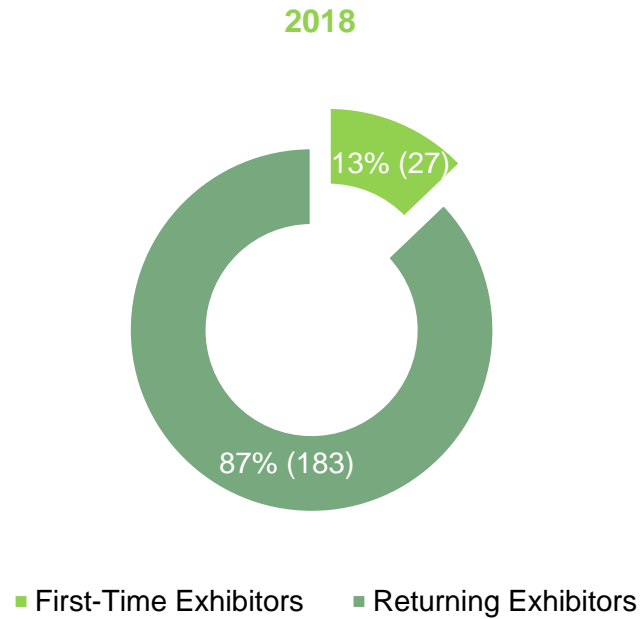
- Same as last year, Manufacturer/Supplier, Exporter and Wholesaler remained the top three business nature among exhibitors in 2018.

## Are you a first-time participant in this exhibition?



2018 Number of Respondents: 210 Number of skipped: 17

2017 Number of Respondents: 233 Number of skipped: 5



• The returning exhibitors percentage increased from 86% in 2017 to 87% in 2018, provided that the satisfaction and loyalty of the customers were high.

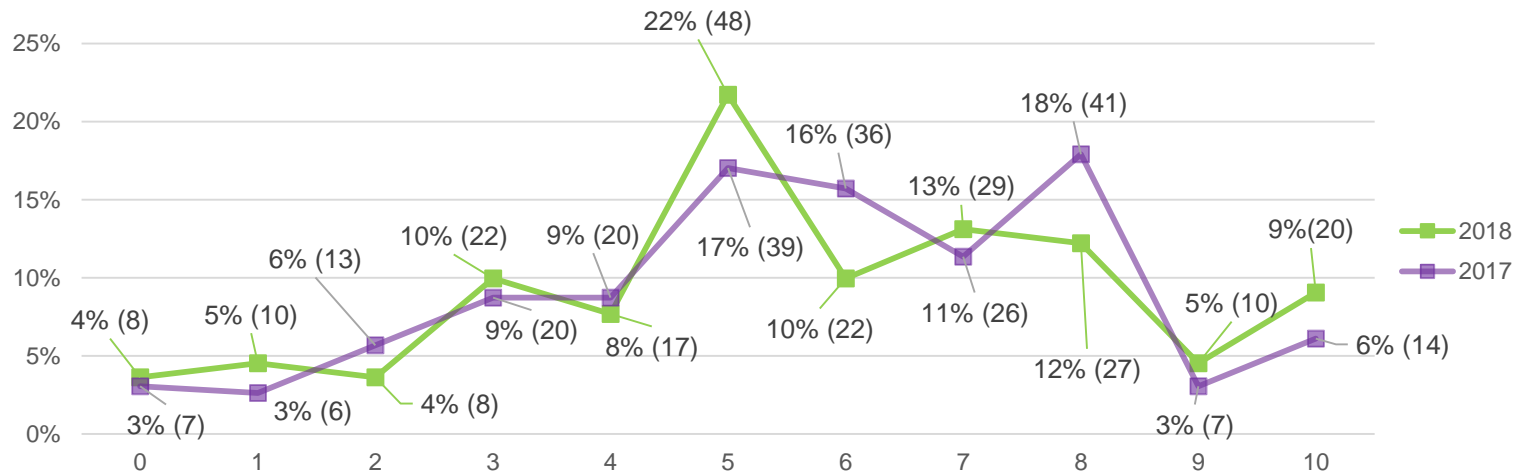
# Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – September?



(0 = Extremely dissatisfied, 10 = Extremely satisfied)

2018 Number of Respondents: 221 Number of skipped: 6

2017 Number of Respondents: 229 Number of skipped: 9



**CSAT 2018**  
5.62

**CSAT 2017**  
5.66

- The satisfaction level among exhibitors were on average level. The CSAT of 2017 and 2018 are very similar, a very slight decrease (0.04) from 2017.
- 26% of exhibitors gave rating 8 -10 in 2018 and 27% in 2017, with a 1% decrease from 2017.

## (Cont'd): Satisfaction rating by exhibitors - Returning exhibitors vs First-time exhibitors

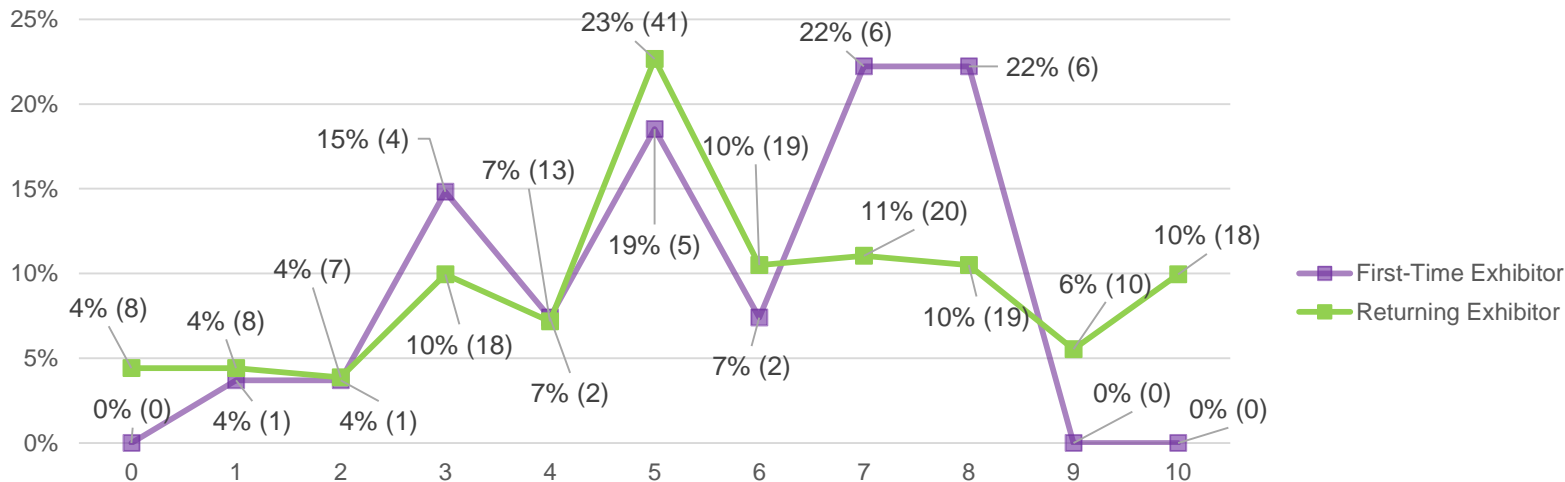
(0 = Extremely dissatisfied, 10 = Extremely satisfied)

### Returning Exhibitors:

Number of Respondents: 181 Number of skipped: 2

### First-Time Exhibitors:

Number of Respondents: 27 Number of skipped: 0



Returning exhibitors' CSAT: 5.57

First-time exhibitors' CSAT: 5.56

- The customer satisfaction among returning exhibitors and first-time exhibitors are similar, a slight (0.01) difference in between.

**(Cont'd): Satisfaction rating by exhibitors - By business nature**  
(0 = Extremely dissatisfied, 10 = Extremely satisfied)



Business Nature	Response Count	CSAT 2018	CSAT 2018 VS CSAT 2017	CSAT 2017
Manufacturer/Supplier	191	5.64	-0.1	5.74
Importer	7	6.29	0.19	6.1
Exporter	60	6.00	0.41	5.59
Wholesaler	27	6.37	1.02	5.76
Buying Agent	2	8.50	2.69	6.83
Retailer	5	6.60	2.66	6.63
Department / Chain Store	1	5.00	-5	10
Fashion Jewellery / Accessories Designer	13	6.08	-0.46	6.54
Mail Order-House / E-Tailer	0	0	-6.5	6.5
Related Institute / Association	2	9.50	3.5	6

- Different from last year, related institute / association gave the highest CSAT.
- Rating of Importer, Exporter, Wholesaler, Retailer, Buying Agent, Related Institute / Association ranging from 0.19 CSAT to 3.5 CSAT while the rating of Manufacturer/Supplier, Fashion Jewellery / Accessories Designers, Department / Chain Store and Mail Order-House / E-Tailer decreased.



## (Cont'd): Satisfaction rating by exhibitors - By country/region (0 = Extremely dissatisfied, 10 = Extremely satisfied)



Country/Region	Responses Count	CSAT 2018	CSAT 2018 VS CSAT 2017	CSAT 2017
Afghanistan	2	1.50	-	-
Chile	3	6.00	-	-
China	119	6.13	-0.16	6.29
Honduras	2	4.50	-	-
Hong Kong	26	4.84	0.16	4.68
Iceland	1	2.00	-	-
India	32	4.66	-1.21	5.87
Indonesia	1	4.00	-1.00	5.00
Japan	1	7.00	-	-
Korea	11	5.64	1.53	4.11
Philippines	8	5.63	0.08	5.55
Taiwan	7	4.86	-1.50	6.36
Thailand	13	6.50	-1.50	8.00
USA	1	6.00	-	-

- In 2018, Japan gave the highest CSAT.
- Rating of Philippines, Hong Kong and Korea ranging from 0.08 CSAT to 1.53 CSAT while the rating of China, Indonesia, India, Taiwan, Thailand decreased.

**(Cont'd): Satisfaction rating by exhibitors - By pavilion**  
(0 = Extremely dissatisfied, 10 = Extremely satisfied)



Pavilion	Response Count	CSAT 2018	CSAT 2018 VS CSAT 2017	CSAT 2017
China Pavilion	66	6.00	-0.1	6.10
India Pavilion	23	4.48	-1.04	5.52
Korea Pavilion	9	5.67	1.38	4.29
The Philippines Pavilion	5	4.60	-0.53	5.13
Taiwan Pavilion	5	5.60	-0.76	6.36
Stainless Steel Jewellery Pavilion	38	6.24	0.34	5.90

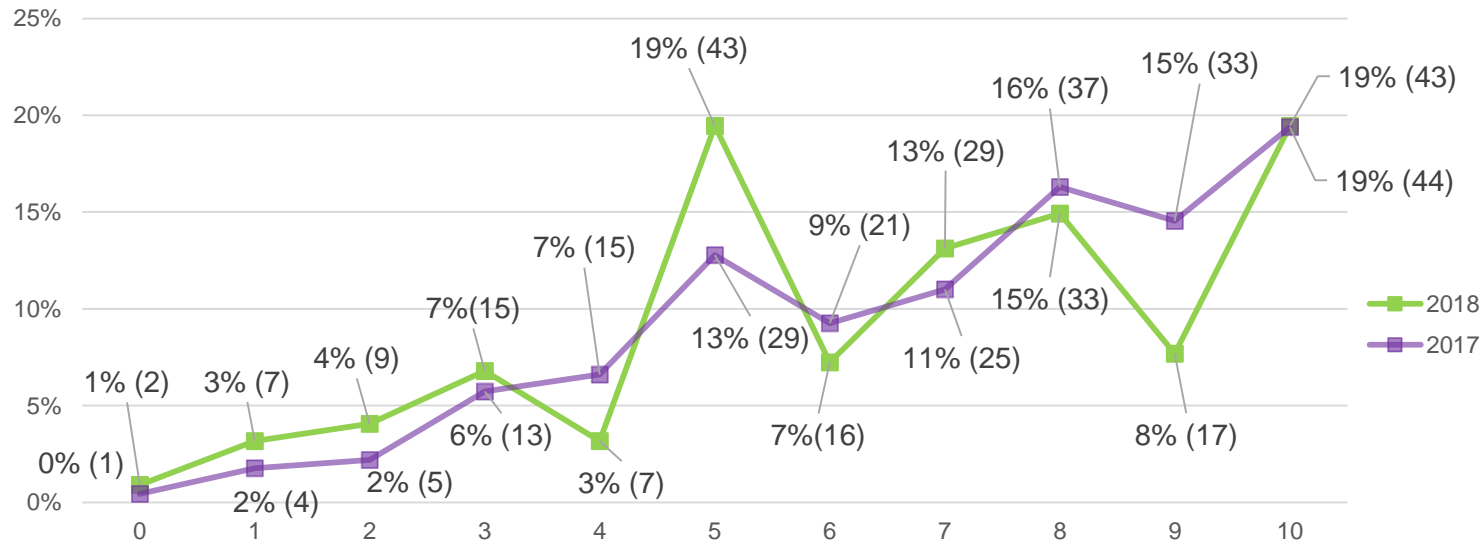
- CSAT of China Pavilion, India Pavilion, the Philippines Pavilion, Taiwan Pavilion decreased, which ranging from 0.53 CSAT to 0.1 CSAT.
- Rating of Stainless Steel Jewellery Pavilion and Korea Pavilion both increased.

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



2018 Number of Respondents: 221 Number of skipped: 6

2017 Number of Respondents: 227 Number of skipped: 11



Loyalty Score  
2018  
6.60

Loyalty Score  
2017  
7.01

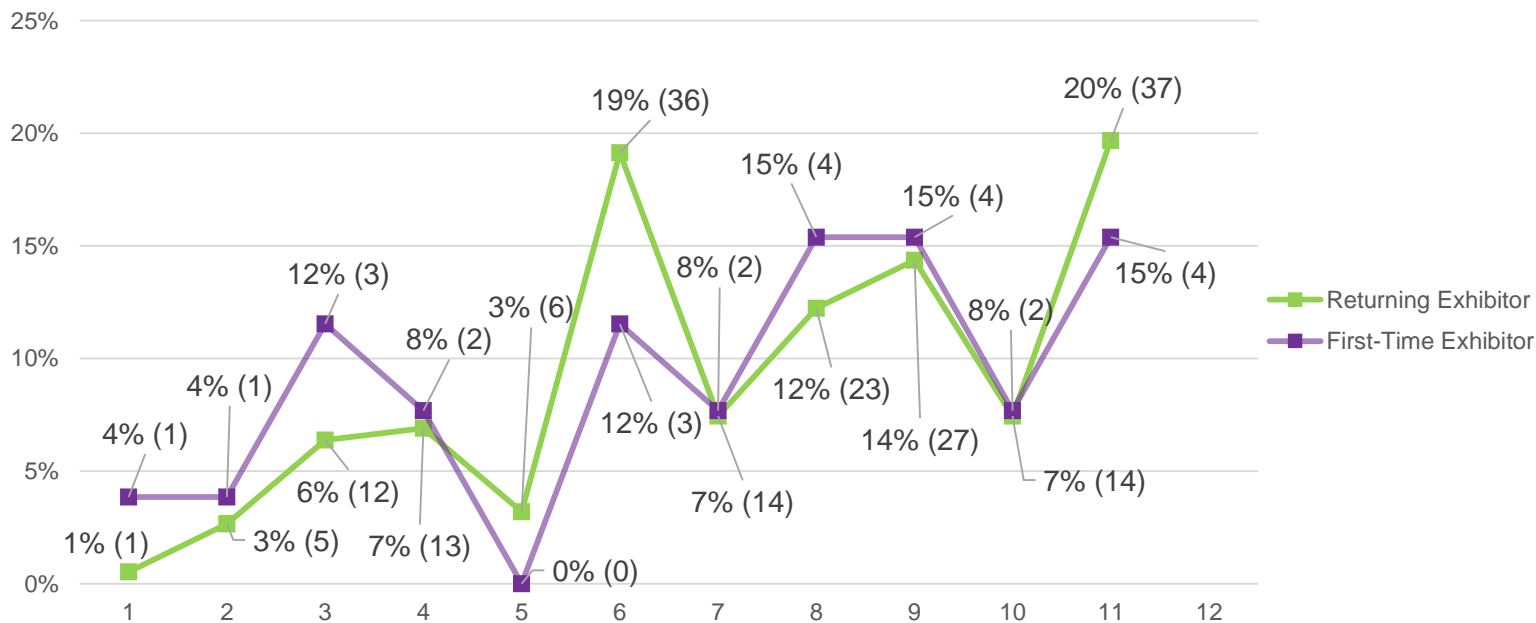
- The loyalty score among exhibitors was slightly lower than 2017 (-0.41 CSAT).

# (Cont'd): Loyalty to exhibit again - Returning exhibitors vs First-time exhibitors (0 = Not likely at all , 10 = Extremely likely)



**Returning Exhibitors:**  
Number of Respondents: 182 Number of skipped: 1

**First-Time Exhibitors:**  
Number of Respondents: 26 Number of skipped: 1



**Returning exhibitors' Loyalty Score: 6.69**

**First-time exhibitors' Loyalty Score: 6.08**

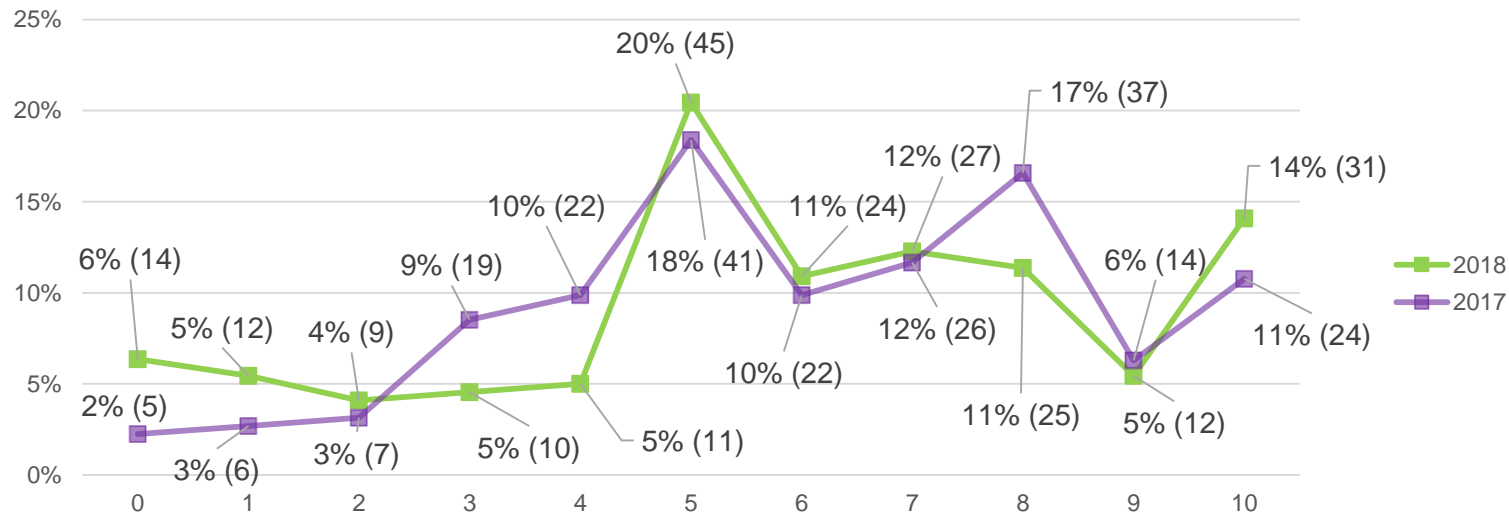
- Rating from returning exhibitors was higher than first-time exhibitor. It indicated that there is a particular amount of exhibitors intended to join again.
- 25% of exhibitors, including both returning and new, showed their strong interest (rated 9 – 10) in joining the fair again.

# How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – September to a friend or colleague? (0 = Not likely at all , 10 = Extremely likely)



2018 Number of Respondents: 220 Number of skipped: 7

2017 Number of Respondents: 223 Number of skipped: 15



**NPS Average**  
**2018**  
**5.82**

**NPS Average**  
**2017**  
**6.04**

- NPS Average decreased from 6.04 (2017 rating) to 5.82 (2018 rating).
- In 2017 & 2018, there were over 32% of exhibitors, including both returning and new, showed their strong intention (rated 8 – 10) in recommending the fair to others.

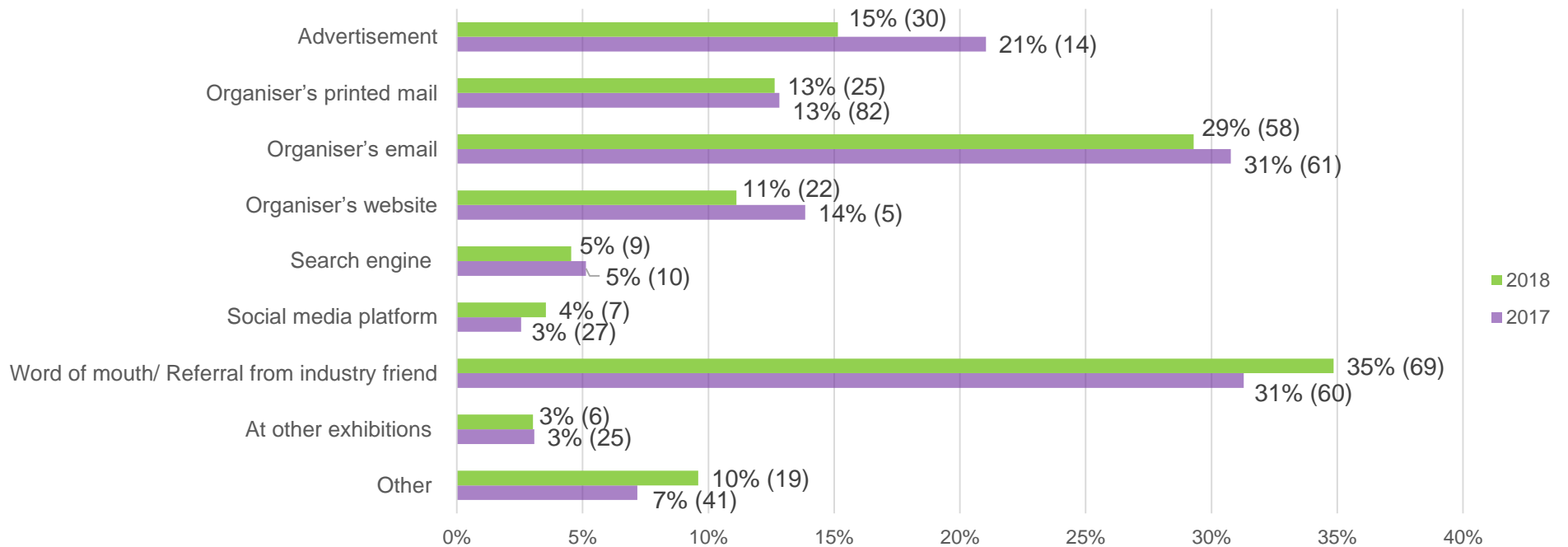
## How did you learn about this exhibition?

(Exhibitors may take more than one options, so the overall percentage exceed 100%)



2018 Number of Respondents: 198 Number of skipped: 29

2017 Number of Respondents: 195 Number of skipped: 43



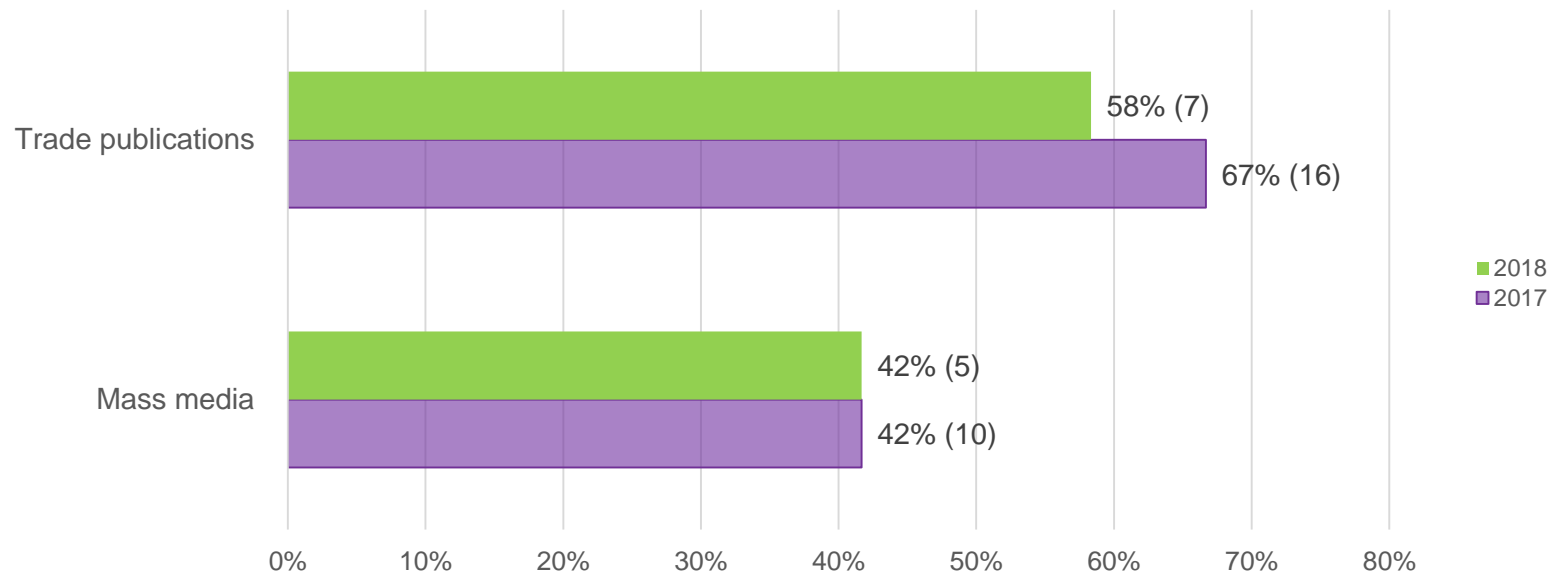
- Word of mouth/ Referral from industry friend, Organizer's email, and Advertisement were the top 3 channel to reach the exhibitors successfully.
- NPS marks in promoters increased explains why the rating of "Word of mouth/ Referral from industry friend" increased 4%.

## (Cont'd): How did you learn about this exhibition? - Types of Advertisement



2018 Number of Respondents: 12 Number of skipped: 215

2017 Number of Respondents: 24 Number of skipped: 214

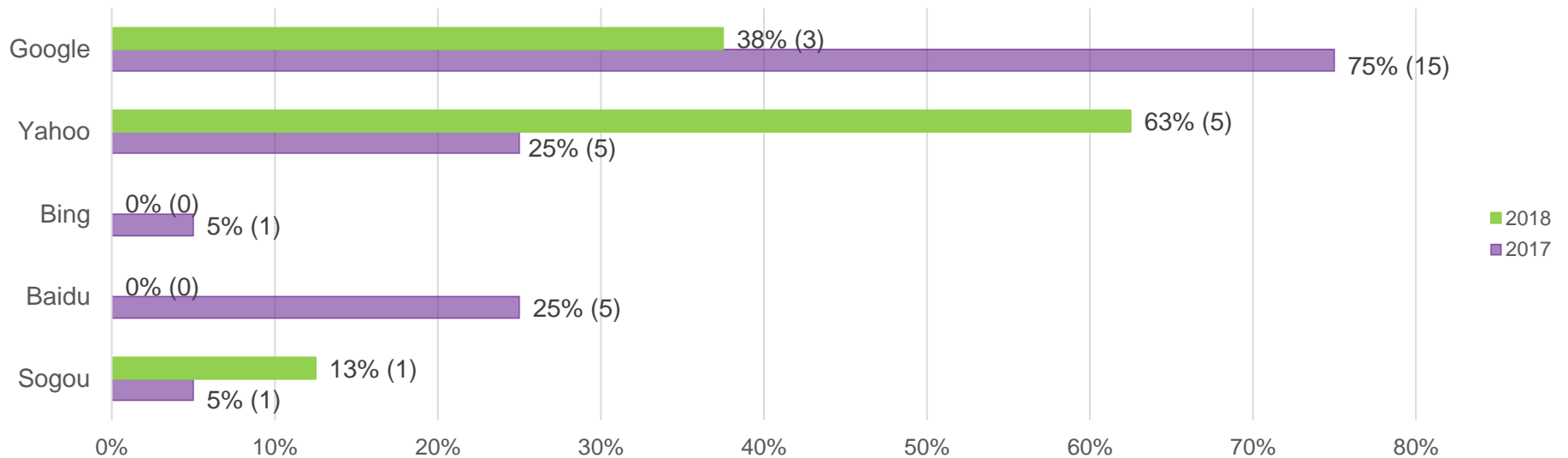


- Although a 9% decrease from 2017, “Trade publications” remained the top source of advertisement in 2018.

## (Cont'd): How did you learn about this exhibition? - Search Engine

2018 Number of Respondents: 8 Number of skipped: 219

2017 Number of Respondents: 20 Number of skipped: 218



- Different from 2017, Yahoo became the most effective search engine for people to know more about the Fair.

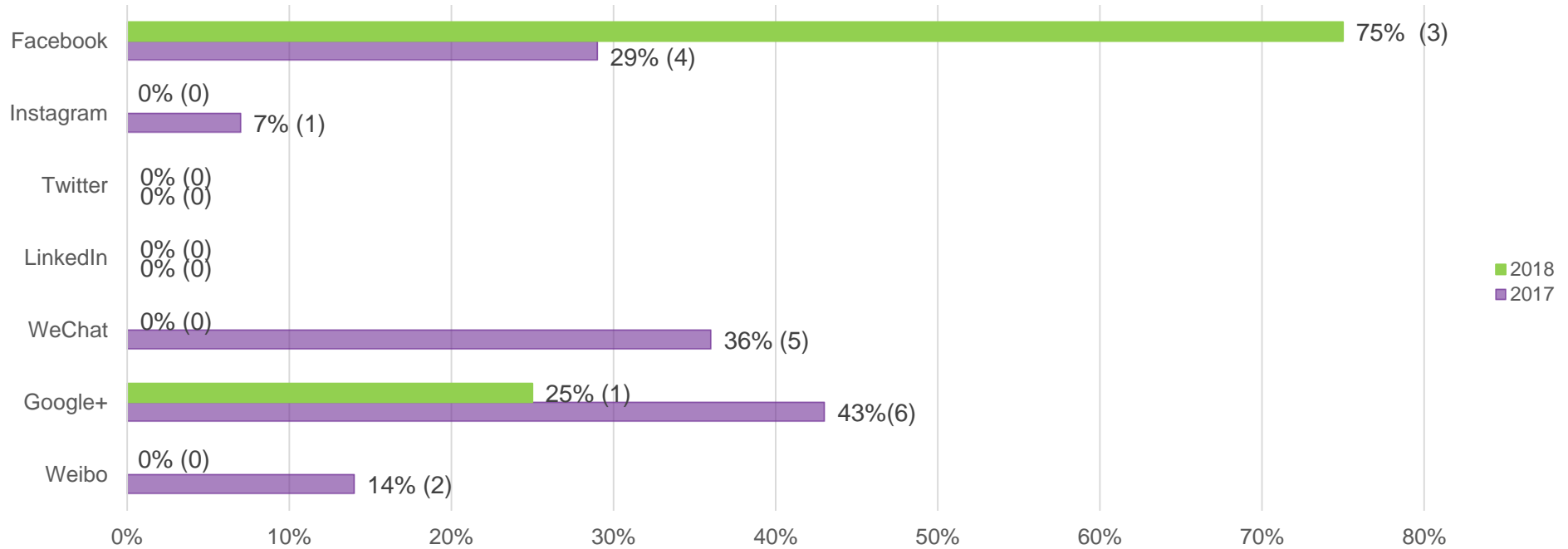


## (Cont'd): How did you learn about this exhibition? - Social Media



2018 Number of Respondents: 4 Number of skipped: 223

2017 Number of Respondents: 14 Number of skipped: 224

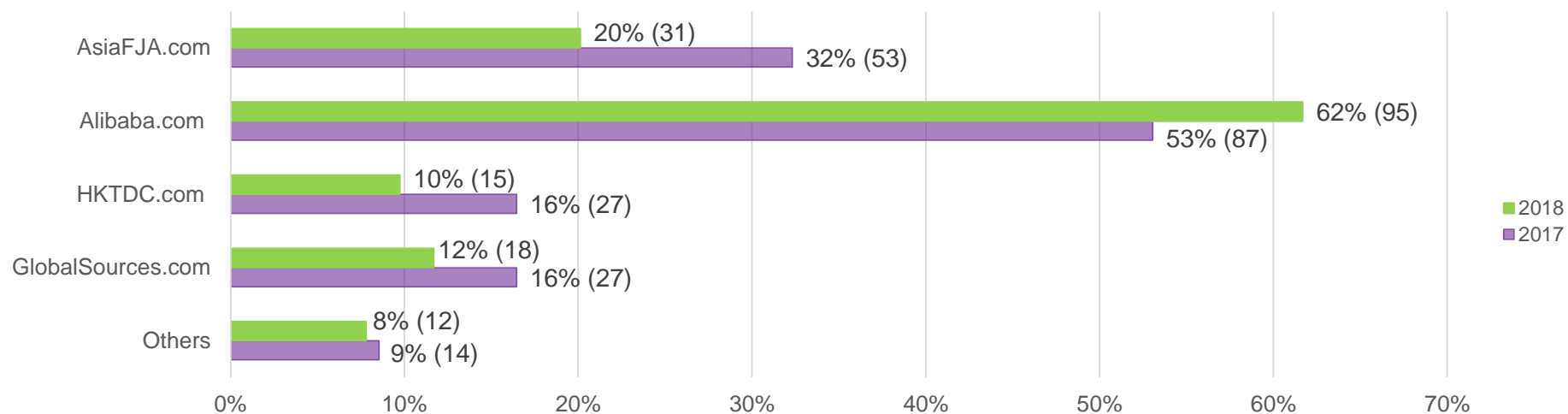


- For social media, Facebook is the top channel in 2018.
- Google+ decreased a lot from 43% in 2017 to 25% in 2018.

## Which online platform do you usually use to source your products?

2018 Number of Respondents: 154 Number of skipped: 73

2017 Number of Respondents: 164 Number of skipped: 74



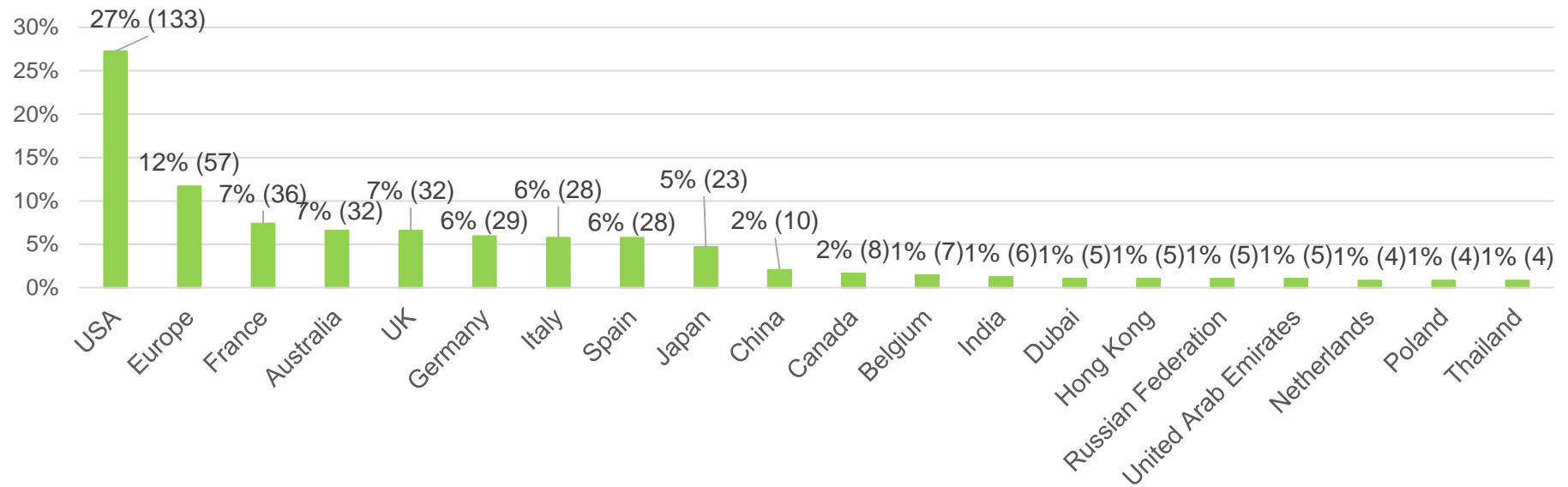
• With its popularity, 62% exhibitors use Alibaba.com as their sourcing tool, which makes Alibaba.com the top online sourcing platform among exhibitors in 2018.

## My top 3 markets (countries) currently are:



2018 Number of Respondents: 190 Number of skipped: 37

### Top 20 out of 38

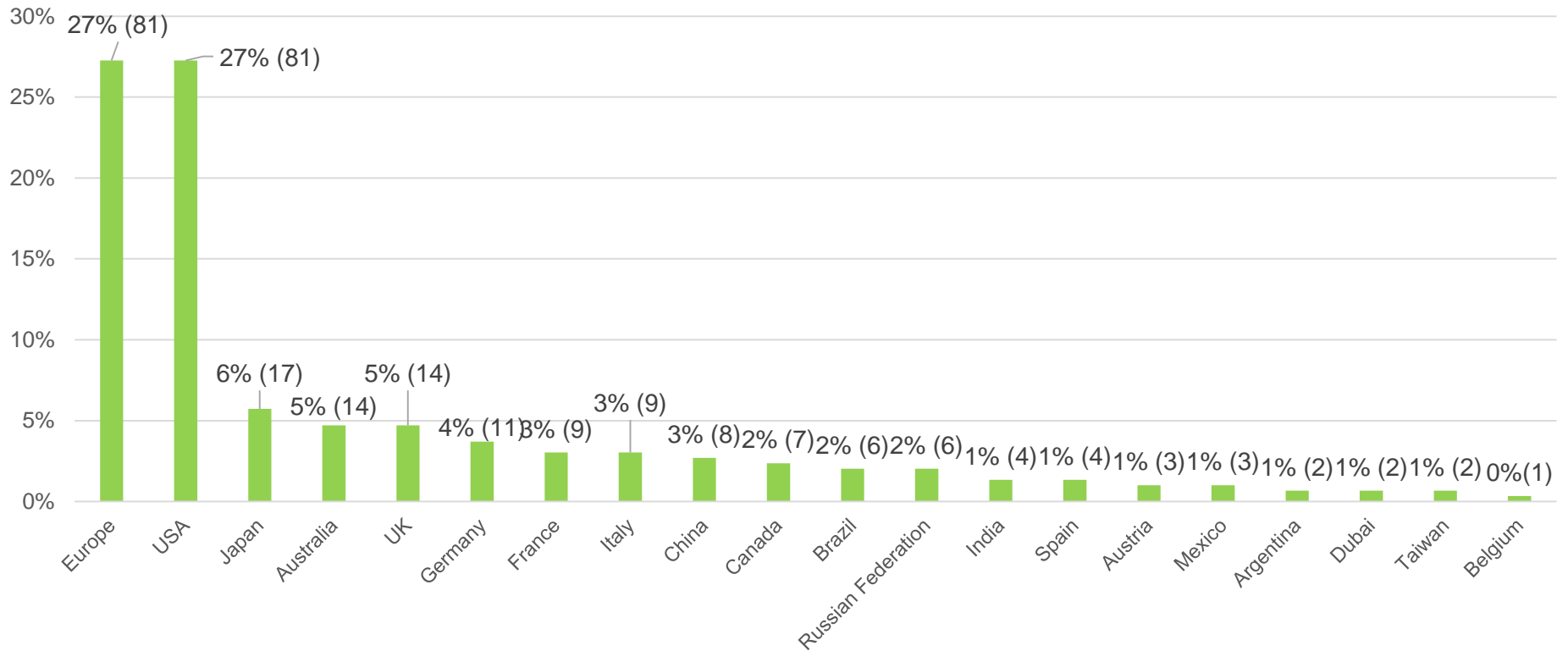


- USA, Europe and France were the top three markets of the exhibitors.
- The countries and regions not shown on the above chart are: Austria, Afghanistan, Colombia, Denmark, Greece, Iceland, Ireland, Korea, Malaysia, Mexico, New Zealand, Pakistan, the Philippines, Portugal, Singapore, Sweden, Switzerland, Taiwan

## My target markets (countries) are:

2018 Number of Respondents: 182 Number of skipped: 45

### Top 20 out of 33



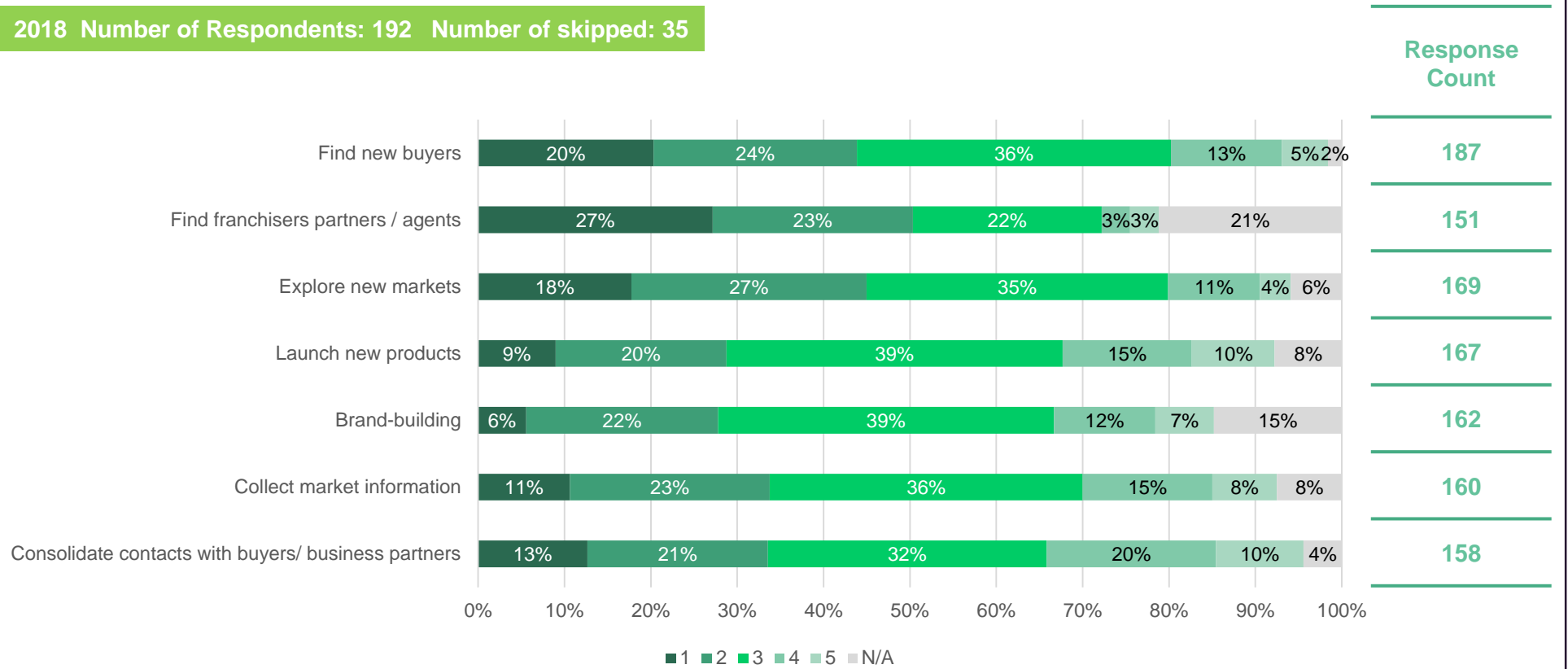
- Exhibitors' top 3 target markets were Europe, USA and Japan.
- The countries and regions not shown on the above chart are: Colombia, Ecuador, Greece, Korea, Lithuania, Netherlands, New Zealand, the Philippines, Poland, South Africa, Sweden, Switzerland, Turkey

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

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



2018 Number of Respondents: 192 Number of skipped: 35



• The top three objectives for exhibiting in 9FJ are “Consolidate contacts with buyers/business partners” (30%), “Launch new products” (25%), and followed by “Collect market information” (23%).

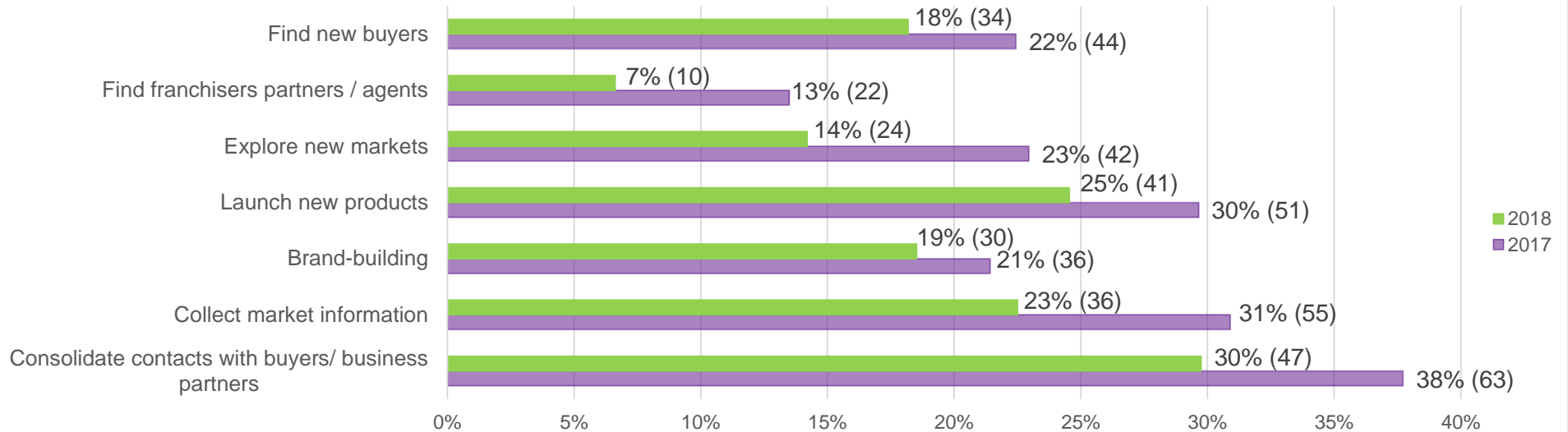
## (Cont'd): Objectives' achievement level - Comparison of combining Ratings 4 & 5

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



2018 Number of Respondents: 192 Number of skipped: 35

2017 Number of Respondents: 201 Number of skipped: 37

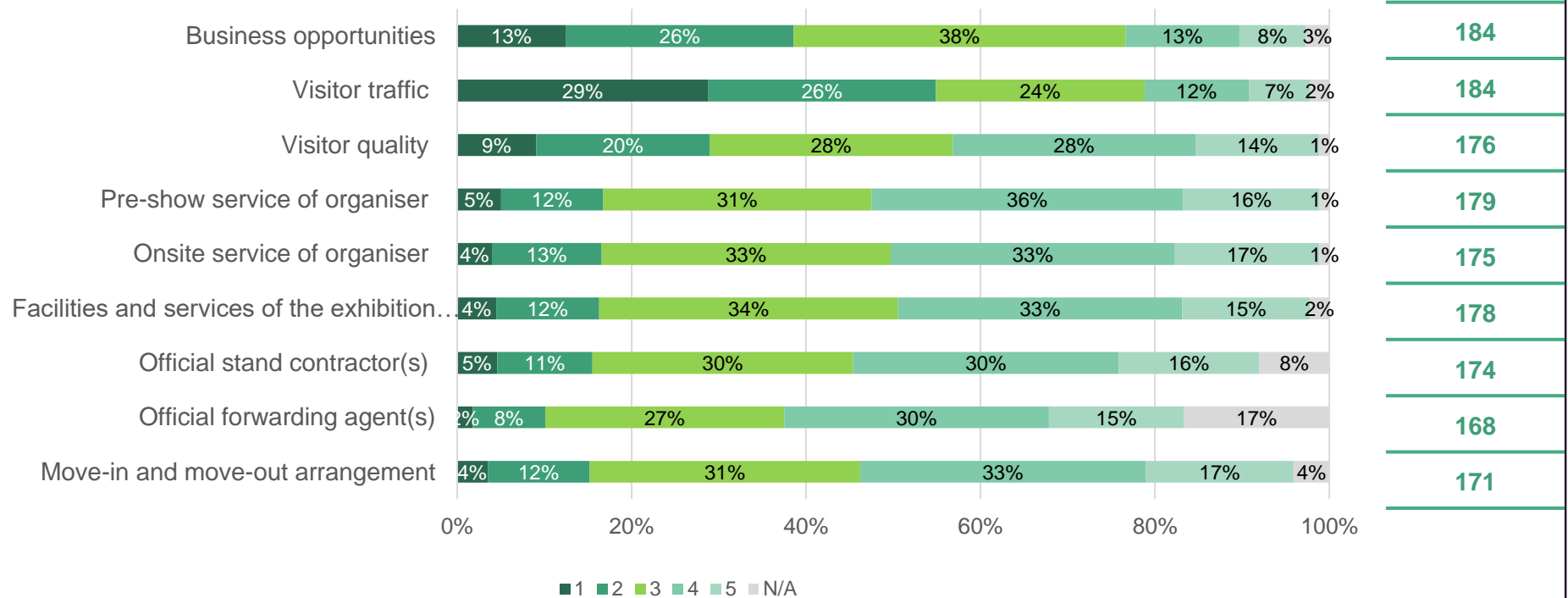


- The ranking of all the objectives' dropped from 2017.

## To what extent are you satisfied with the fair in the following aspect? (1 = Not satisfied at all, 5 = Extremely satisfied)



2018 Number of Respondents: 192 Number of skipped: 35



• Exhibitors are very satisfied with the “Pre-show service of organiser”, 52% exhibitors rated 4 & 5.

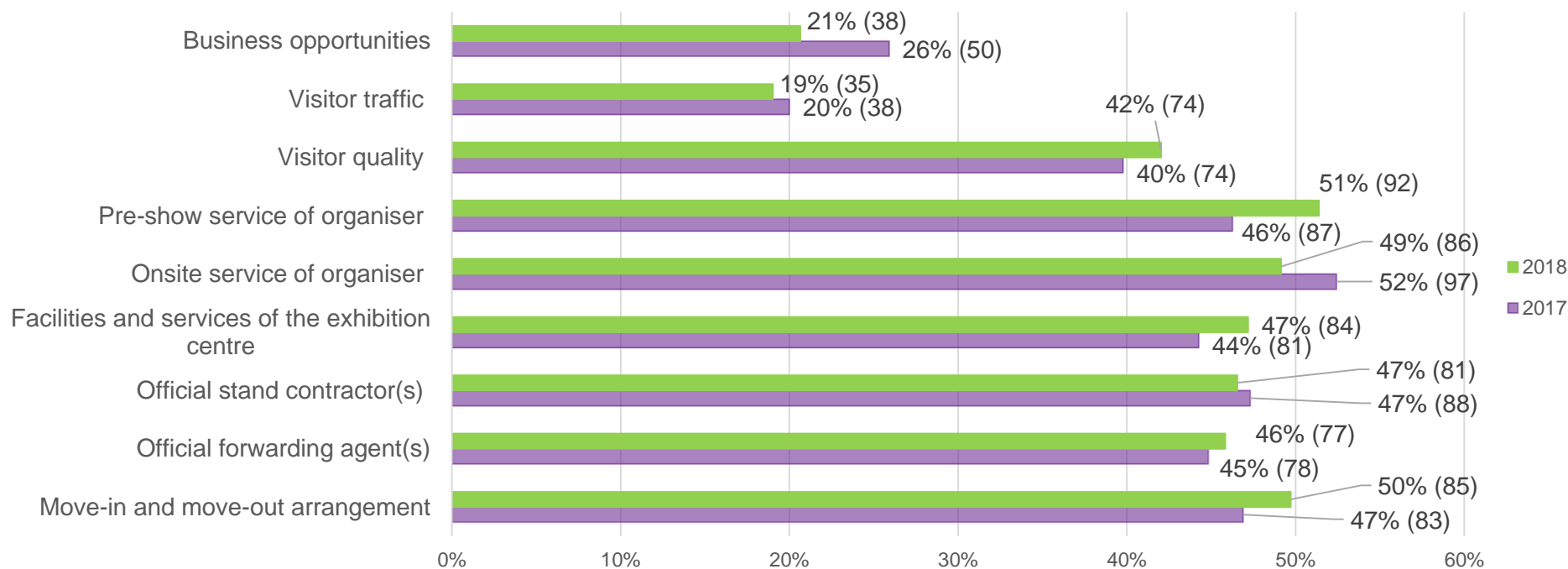
## (Cont'd): Fair aspects' satisfaction level - Comparison of combining Ratings 4 & 5

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



2018 Number of Respondents: 192 Number of skipped: 35

2017 Number of Respondents: 197 Number of skipped: 41



- The satisfaction level of all the objectives were basically similar in both 2017 and 2018.
- The satisfaction level in both “Visitor quality”, “Pre-show service of organiser”, “Facilities and services of the exhibition centre”, “Official forwarding agent(s)” and “Move-in and move-out arrangement” were increased.