

SHOW REPORT ON 28th Hong Kong International Jewellery Show (04th March – 08th March, 2011)

The Hong Kong International Jewellery Show has reported a record number of exhibitors at its 2011 show, with jewellery brands hoping to cash in on the lucrative Chinese market and showcase their goods to an international audience.

The show opened on March 4 to March 08 at the Hong Kong Convention and Exhibition Centre with a record 2,800 exhibitors from 46 countries and regions. Permanent secretary for commerce and economic development Andrew Wong, chairman of the Hong Kong Trade and Development Council (HKTDC) Jewellery Advisory Committee and the Fair Organising Committee of the Hong Kong International Jewellery Show Lawrence Ma and HKTDC executive director Fred Lam officiated the ceremony to both local and international press. Speaking at the launch, Ma said: "With the global jewellery market back on its stylish feet, these are promising times. The upswing is driven, in good part, by the Chinese mainland and its growing appetite for jewellery. Last year jewellery sales on the mainland totaled some \$30bn (US). And the mainland is expected to become the world's biggest market for luxury goods over the next decade." Ethiopia has taken part in this year's fair for the first time, and Italy has become the fair's official "partner country" and has the largest international pavilion at the show with 120 exhibitors.

Other pavilions include: Brazil, Chinese mainland, Columbia, Germany, India, Japan, Korea, Malaysia, the Phillipines, Singapore, Spain, Sri Lanka, Taiwan, Thailand, Turkey and the United States.

There were also buying missions from leading retailers including Argentina's Diamonds DC and Jose Peskin e Hijos SA, Brazil's Amsterdam Sauer, Folic and Vivara; Canada's Ann-Louise Jewellers and Sears Canada Inc; Japan's GSTV; Paraguay's Luxor SA; Saudi Arabia's Farsi Jewellery; the United Arab Emirates' Joy Alukkas. This year's show attracted 37,000 buyers during its five-day run at the Hong Kong Convention and Exhibition Centre. Buyers attending the show increased 16% against last year and overseas buyers increased 23%, led by Hong Kong's three major export markets for fine jewellery. The United States saw an increase of 22%, there was a 6% increase in Swiss buyers and a 30% rise in buyers from France.

The growing strength of the emerging markets was demonstrated by a 33% increase in Chinese buyers; a 41% increase in Indian buyers, a 27% increase in Russian buyers and a 29% increase in buyers from Brazil. There was also a 16% rise in buyers from the more mature market of Japan.

Fair Dates

4-8 March 2011 (Friday - Tuesday)

Venue:

Hong Kong Convention & Exhibition Centre
Halls 1, 2, 3, 5 & 7, Grand Hall, Expo Drive Hall, Convention Foyer,)
Mezzanine 1 & 2, 200 and 400 Series Meeting Rooms

Opening Hours:

4-8 March 10 am – 6.00 pm

Admission:

Trade only. Visitors under 18 will not be admitted.
(Free admission)

Organizers:

Hong Kong Trade Development Council
Unit 13, Expo Galleria, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong
Tel 852 2584 4333
Fax: 852 2169 9710
Email: exhibitions@tdc.org.hk , Website: www.hkjewellery.com

Report on Indian Pavilion:

Number of Exhibitors: 60
Number of Booths: 90

This year India Pavilion was at 4 places and the council booth in altogether different hall (a) Hall 5 B – Jewellery Section. (b) Hall 3E for loose diamond. (c) Hall 5E coloured stones. (d) Expo drive Hall, 5CON-18 was Council Booth.

Mr. Gaddam Dharmendra the new consul general of India in Hong Kong could not visit the show reason being he was not well, instead of consul general, Shri Chander Bhan, Consul visited the entire India pavilion situated across 4 different levels. He personally met all the exhibitors and spent almost 2-3 hours at India pavilion, his visit to the India pavilion & his encouraging words were very much appreciated by the Exhibitors.

Promotional Activities undertaken

- The exhibitor catalogue book of India Pavilion containing the information of every exhibitors were distributed from the council's booth along with the copy of Solitaire, Sparkle of Success, CDS, & International promotional materials of the Council.
- Distribution of Solitaire, Sparkle of Success, Promotional CDs, and Catalogues.
- We had distributed the cloth bags first time from the council booth for keeping the above promotional materials. Cloth bags got published with the formal information of IJS-2011.
- Standees of India Pavilion details & IJS were put outside council's booth and the near area of the Indian pavilion.

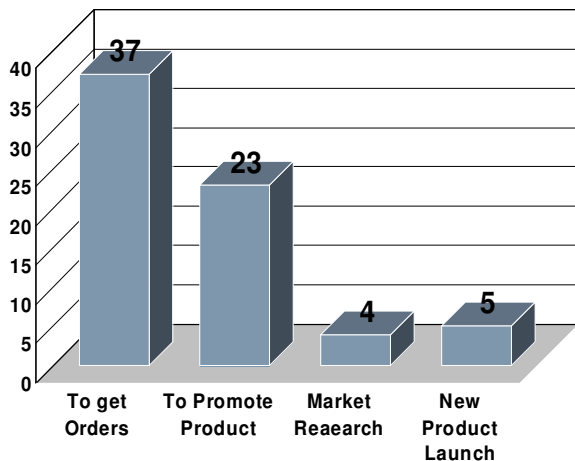
The show was satisfactory in the view of most of exhibitors of Indian Pavilion except the exhibitors of precious stone of Hall 5E as the hall was dedicated for the semi precious stones exhibitors, only there was Hall 3 dedicated for precious stones and Expo Drive exhibitors as they were not happy with the location and lack of promotion.

Also at the expodrive due to the height constraints & some fire Hazard issues we could not brand the expodrive adequately. From the exhibitor's view most of them have done good business. All of them based at Expo Drive & 5E had prior appointments & walk ins were less.

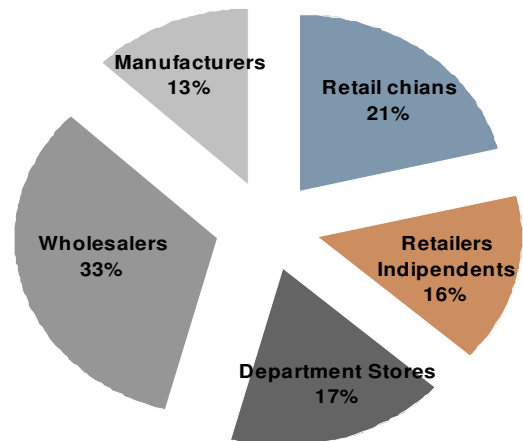
Feed back of the Indian Exhibitors:

One survey was done amongst the Indian Exhibitors and the following were the findings:

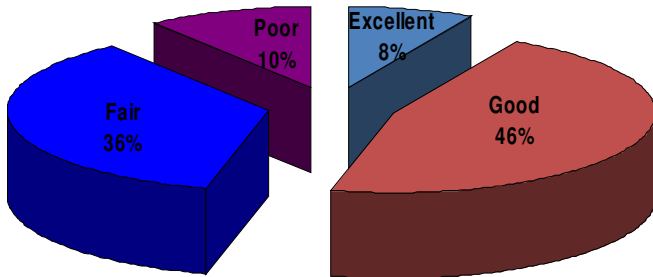
Objective of Participation:



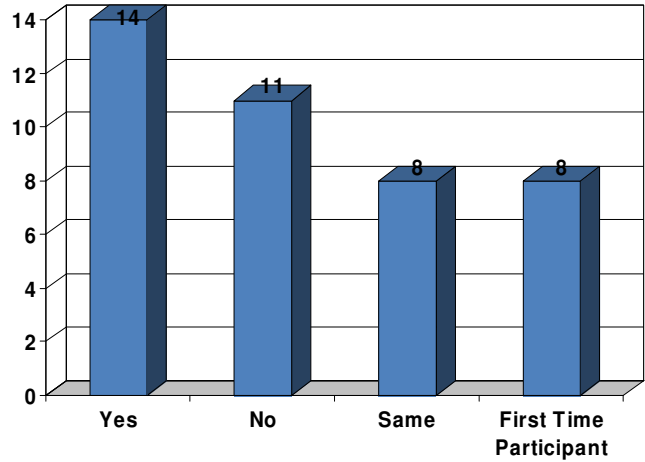
Targeted Customers:



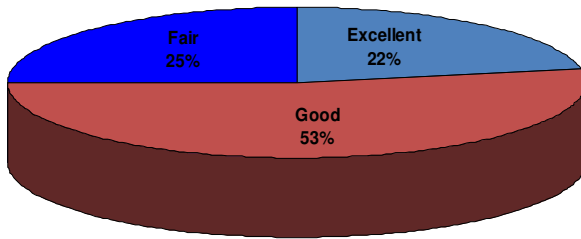
Business Result:



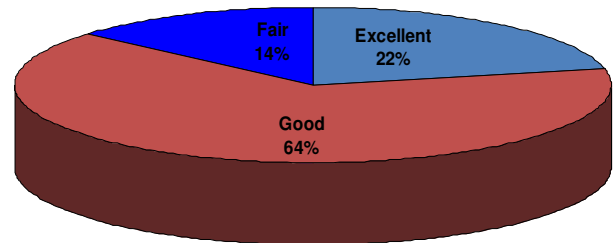
Achieved Better Results Than Last Year



Booth Facilities:



Show Management:



Observations:

India Pavilion should be at one place instead of many places as it is very difficult to promote Indian Pavilion through many places from single point. This year as mentioned above we were situated at 5 different locations. Hall 5E was dedicated for the semi precious stones exhibitors not for precious stones exhibitors as there was only Hall 3 for the same. Council should offer the space in Hall number 3 to precious stones exhibitor otherwise they will not continue as few of exhibitors already given in written. This year there was many complains received from the exhibitors for the poor furniture and its related problem.

Meeting conducted:

- A. Meeting with the Shri Chander Bhan, Consul
- b. Meeting with HKTDC
- c. Meeting with Ms Becky, China Coordinator.

Annexure:

a. Meeting with the Consul Shri Chander Bhan

Meeting was attended by Mr. Ajay Purohit & Mr. Bhavin Khorasia

Shri Chander Bhan recently taken the charges of Consul in Hong Kong Embassy he discussed about Gem & Jewellery industry. In the meeting he asked to council for favouring M/s Dalumi Hong Kong Limited for getting back the possession of their diamonds which was theft during last IJS-2010 and was subsequently recovered by police & DRI. Request letter of the said company is being enclosed for ready reference.

b. Meeting with HKTDC (Organiser)

Meeting was attended by following:-

GJEPC : Mr. Vijay Choradia (Committee Member),

Mr. Ajay Purohit (Manager-Exhibition RO- Jaipur)

Mr. Bhavin Khorasia (Manager, Mumbai – Exhibition Cell)

HKTDC : Ms. May Wong (Manager),

Ms. Annisa Chan (Project Manager)

Comnet Exhibitions: Mr. Gunjan Gupta (Manager)

1. GJEPC told HKTDC about the poor quality material used in the construction of India pavilion which has resulted in the unsatisfied Indian exhibitors:

HKTDC will raise this issue very strongly in their internal meeting and get back to us.

2. No banner of India at Hall 5E:

HKTDC apologized for the same and assured that same will not happen in the future and will take extra care on banners of Indian pavilion.

3. No direct participation from India or should be routed through GJEPC only.

HKTDC told GJEPC that being the HKTDC being the govt. organization cannot reject any individual application from India but assured that first they will inform all Indian individual queries to be a part of India pavilion but in case they decide to participate on their own, no good locations will be provided to them to make them participate under GJEPC/India pavilion in the future editions of HK Intl' Jewelry Show. HKTDC also assured that they will discuss the possibilities of signing a contract between HKTDC and GJEPC to make them the incharge of Indian participation so no Indian company can participate outside their area.

4. More space required in hall 3 (For Precious Stones) and at 5B (For Finish Jewellery)

HKTDC told us that like they moved 20-25 Indian companies from 5F to 5E, they will definitely do their best to fulfill demands of GJEPC, by providing the space in Hall 3 for precious stones exhibitors those who are participating in Hall 5E (semi precious stone area) due to non availability of space in Hall 3.

5. Single location for entire India pavilion

GJEPC told HKTDC that India pavilion should be allocated on a single or maximum two location (either in Hall 5B for all jewellery or Hall 3E for all precious stones and diamonds) HKTDC know the requirement of GJEPC very well and trying their best to fulfill demands of GJEPC.

5. Special promotion package for India pavilion

GJEPC intend to promote Indian brand in a huge way but it can be possible only getting the full cooperation of HKTDC by providing a single or maximum two location (either in Hall 5B for all jewellery or Hall 3E for all precious stones and diamonds) Publication department of HKTDC will send the required information on different measures of onsite promotion very soon.

c. Meeting with Ms Becky, China Coordinator

Meeting was attended by Shri Vijay Choradia & Mr. Ajay Purohit
Ms. Becky shown the potential of China market for loose colour stone
Shri Vijay Choradia asked about the duty on loose colour stones in China
Also discussed the further possibility to organize the BSM on loose colour stones in China or India.

Ajay Purohit Manager Exhibitions, Regional office Jaipur and Mr. Bhavin Khorasia, Manager from Mumbai Exhibition Cell had represented the Council in the show.

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