

SHOW REPORT ON 29th Hong Kong International Jewellery Show (16th February – 20th February, 2012)

The 29th edition of the HKTDC Hong Kong International Jewellery Show came to a successful close on last day. The five-day show, the second-largest of its kind in the world, drew a record-breaking 38,000 buyers, up three per cent over the previous year.

More than 3,100 exhibitors from 48 countries and regions took part in the show. First-time exhibitor S and jewels, an Argentina brand, succeeded in attracting buyers with its black onyx jewellery. "We have had business discussions with buyers from Brazil, Russia and Eastern Europe, and have made ourselves better known to Asian buyers, so our show objectives have been met," said the company's Richard Frounjan.

Jean Baptiste Senoble, a representative of Switzerland's Senoble & Bryl SA, said the company was taking part in the show for the first time. "Our customers are high-end jewellers and collectors, mainly based in the United States and Europe, but we want to move into Asia, and this is why we are here. We are particularly keen to develop the Chinese market, but we have also talked with buyers from Japan, Singapore and Taiwan."

Raymond Ng, Director of Hong Kong's Yokee Hong Diamonds Jewellery Ltd, said he valued the mainland market and the Indian market in particular. "Mainland buyers are more eager to place orders. Some of them have even placed orders and made money transfers without even seeing the products in question," he said.

Konstantin Zakirov, a buyer from Russia, said he attended the show "to source silver, cubic zirconia, gold and diamond jewellery. I've already met some good suppliers from Hong Kong and Thailand. And I am going to place US\$1-US\$2 million worth of orders here."

Australian buyer Antonia Algeri said that the presence of exhibitors from all over the world, and the great variety on offer, "allowed me to buy all my favorite products in one go."

Fair Dates

16-20 February 2012 (Thursday - Monday)

Venue:

Hong Kong Convention & Exhibition Centre
Halls 1, 2, 3, 5 & 7, Grand Hall, Expo Drive Hall, Convention Foyer,
Mezzanine 1 & 2, N 201, 200 and 400 Series Meeting Rooms

Opening Hours:

16-20 February 2012, 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: 90
Number of Booths: 120

This year India Pavilion was at 5 places and the council booth in altogether different hall (a) Meeting Room N201 - New diamond Hall for Loose Diamond. (b) Hall 5 B – Jewellery Section. (c) Hall 3E for loose diamond. (d) Hall 5E - coloured stones. (e) Expo drive Hall - Jewellery Section, 5CON-18 was Council Booth. A new design adopted this year to give fresh & new look to India Pavilion.

Mr. Gaddam Dharmendra the consul general of India in Hong Kong could not visit the show, instead of consul general, Shri Chander Bhan, Consul visited the entire India pavilion situated across 5 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

Looking at the huge participation under India Pavilion, Council have decided to promote India Pavilion during the show and for Promotion & Sponsorships have shortlisted given below items:

Sr. No.	Advertisement Items
1	Giant light box A1 near Harbour entrance
2	escalator advertising on glass panel at expo drive (G/L1/L2/L3/L4/L5)
3	Hanging banners over pavilion in hall 3 & 5
4	5000 Inserts in tote bag (cost of production excl)
5	level 2 light box (1 unit)
6	Light box in hall 3 & 5 (1 unit in each level)

To promote Indian Pavilion, IJJS-2012 during the aforesaid fair & other council's promotional activities with Distribution of promotional material to the visitors like

- o Exclusive Exhibitor's Directory
- o Exclusive Design of Indian Pavilion,
- o Promotional Bags, CD
- o Sparkle of Success
- o Solitaire Magazine



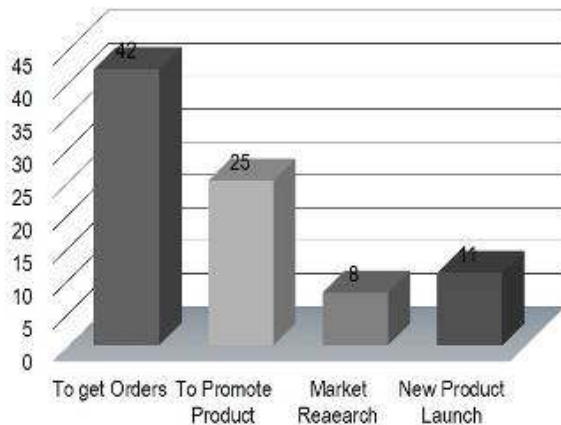
The show was satisfactory in the view of most of exhibitors of Indian Pavilion except the exhibitors of Meeting Room N201 as the It was new location at the show & was very less movement of buyers

From the exhibitor's view the new Design & Look of India Pavilion was appreciated and most of them have done good business except meeting room N201.

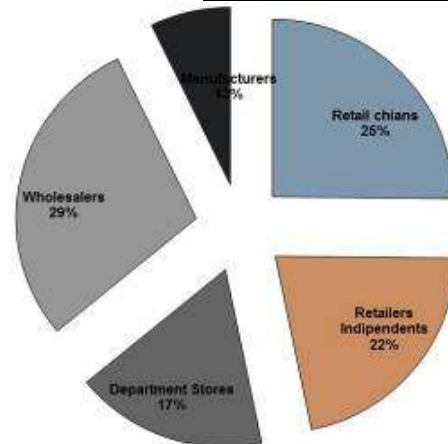
Feed back of the Indian Exhibitors:

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

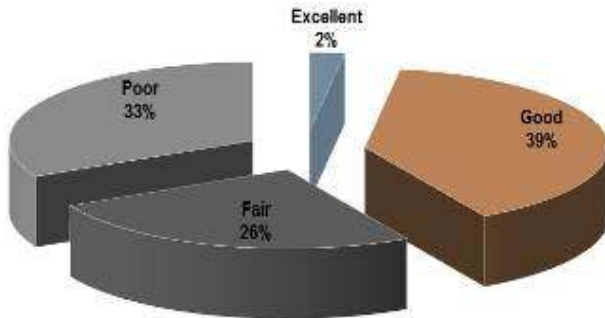
Objective of Participation:



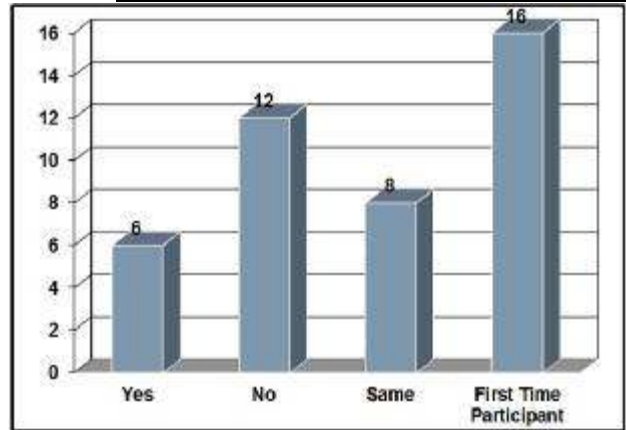
Targeted Customers:



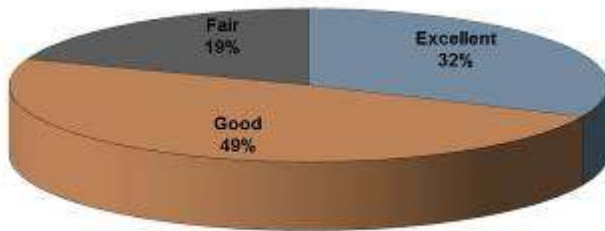
Business Result:



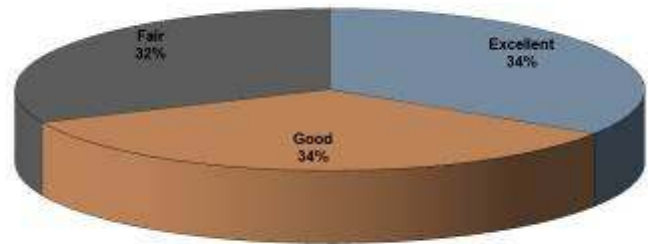
Achieved Better Results Then Last Year



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. Meeting Room N201 is become an Isolate Place requires more Signage & promotion from the organizers for easy navigation to location for buyers.

Meeting conducted:

- A. Meeting with HKTDC
- b. Meeting with the Shri Chander Bhan, Consul
- c. Meeting with HKTDC Publication Department

Annexure:

- a. Meeting with HKTDC

Meeting was attended by following:-

- GJEPC Mr. Sanjay Singh (Regional Derector- Jaipur)
- Mr. Bhavin Khorasia (Manager, Mumbai – Exhibition Cell)
- Mr. Venkat Raja (Manager, Chennai)

HKTDC : Ms. Annisa Chan (Project Manager)
Ms. May Wong (Manager),
Comnet Exhibitions: Ms. Nupur Sharma (Manager)

Meeting conducted with GJEPC, Commnet & HKTDC (May Wong, Annisa Chan) they were requested to consider increasing the number of booth in India pavilion also to bring section wise the Pavilion at one location so that the currently divided India pavilion at 5 locations will be consolidated at 3 locations.

On enquire about the venue of the next year exhibition Annisa Chan Confirmed that the venue will be the same i.e. HKCEC & there are no plans to move out towards AWE.

There was very less movement of buyers in the New hall N201 were new exhibitor of loose diamond were located it was requested that more promotion of this said location to be done, Ms. Annisa Chan from HKTDC informed us that adequate signage's have been placed guiding the buyers towards the meeting Room N201 were the exhibitors are place. She also informed that 2 Hostesses at the Elevator & close to meeting room with a banner are deputed for guiding the buyers at this new location.

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b. Meeting with the Shri Chander Bhan, Consul

Meeting with Shri Chandra Bhan (consulate general of India at Hong Kong) Shri Chandra Bhan made visit to the exhibition on 17th Feb 2011 & Met few of the exhibitors. He also made an observation that all the pavilion should be brought in one place and asked the Council to write them so that Consulate can persuade HKTDC for bringing the India pavilion at one location, He appraised the theme & decoration of India pavilion.

c. Meeting with HKTDC Publication Department on 16th & 17th February 2012.

Meeting with Nikki Wong (Asst. Business Manager) & Heidi Yip (Project Asst.) : Shri Sanjay Singh made the observation the new are of pavilion created by the organiser of the show should be given more emphasis while promoting the show so that foot fall in new are get increased.

On Branding of Escalator they were requested that Indian branding should be give equal weightage while promoting with other advertisers. Shri Snajay Singh suggested that the Upward & Downward direction of the elevators may be changed alternate day enabling all advertiser getting equal weightage.

Nikki Wong invited us to have another meeting with Sophia Chong (Director Publication & E-Commerce) on 17th Feb.

Lunch on meeting done with HKTDC Publication Ms. Sophia Chong (Director Publication & E-Commerce), Kevin Lee (Sales Manager, Channels Publication & E-Commerce), Nikki Wong (Asst. Business Manager Channels Publication & E-Commerce) on 17th February 2012.

The issues of promotion which was discussed with Nikki Wong were reiterated in the meeting Sophia Chang informed about the new E Marketing initiative taken by HKTDC in which each exhibitor are given with a QR code & will be offered one page space on website includes company profile & product images. The QR code required to be display in the booth of the exhibitor so the buyer can scan the code & get the profile of the company via HKTDC app.

Shri Sanjay Singh Regional Director - Jaipur, Mr. Bhavin Khorasia, Manager from Mumbai Exhibition Cell & Mr. Venkat Raja from Chennai had represented the Council in the show.

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