

REPORT ON

25th Hong Kong Jewellery & Gem Fair

21st June – 24th June, 2012

Overview:

June Hongkong Jewellery and Gem Fair constitutes to one of the top three jewellery show in Asia. This was the 25th year of the June show and the largest so far exhibiting 1793 companies from 36 different countries. Increase in participant exhibitors was 12% more than June Show of 2011. The same was spread around 64,000 sq. meters of the exhibition space recording to 14% larger than previous editions of June fairs.

Buyers from more than 100 countries visited the show. The show is held in June facilitating buyers to replenish their inventories who prefer buying smaller volumes for maintaining healthy cash flow.

Buyer Friendly Pavillions for Ease in Sourcing Targeted Products:

The Exhibitors were majorly grouped in two major criteria. Sourcing related to product or through Country of Origin i.e. Theme Pavillions and Group Pavillions. Product wise pavillions included Fine Design Pavilion, Fine Gem Pavilion, Jadeite Pavilion, Fine Jewellery Pavilion, Antique and Vintage Jewellery, Silver and Stainless Steel Jewellery, Diamond Pavilion, Gemstone Pavilion, Pearls Pavilion and Jewellery Accessories Packaging Tools and Equipments Pavilion out of which Fine Design Pavilion and Fine Gem Pavilion were introduced in June 2011 to showcase world's finest Jewellery, loose diamonds and Gemstones. Group Pavillions included companies from Antwerp (Belgium), Brazil, Germany, Italy, Israel, India, Japan, Korea, Mainland China, Sri Lanka, Taiwan Region, Thailand, United States and International Coloured Gemstone Association.

Fair Dates:

21st – 24th June 2012

Venue:

Hong Kong Convention and Exhibition Centre, Wanchai

1 Expo Drive, Wanchai, Hong Kong.

Halls 1A-1E, Halls 3B-3G, Halls 5F and 5G, Grand Hall and Grand Foyer.

Organizers:

UBM Asia Ltd.

Highlights of Inauguration Speech by Ms. Celine Lau, Director of Jewellery Fairs for UBM Asia Ltd.

Ms. Celine Lau, Director of Jewellery Fairs for UBM Asia Ltd. quoted "We are proud to announce that the June Fair 2012, which celebrates its 25th anniversary this year, is the largest June Fair ever in both the number of exhibitors and exhibition space. The fair this year occupies over 64,000 square metres of exhibition space, up 14 percent from last year. We are also happy to note that the number

of exhibitors at this edition is up more than 12 percent from last year. These positive figures once again confirm the recognition the fair enjoys in the international jewellery community”

Highlights of the show:

The June show was inaugurated with the culture program on 21st at 10:30 AM in the lobby Floor of HKCEC.

Fine Design Pavilion and Fine Gem Pavilion were located at the Grand Hall of HKCEC with 85 top class jewellers showcasing their finest gems and jewellery in design and exclusive product range.

The Diamond Pavilion was located at Hall 3F, 3G and Convention Hall which featured 415 exhibitors from 10 countries recording the biggest amongst any of the previous June Fairs.

The June show is held concurrently with Asia’s Fashion Jewellery & Accessories Fair at the same venue. Buyers visiting June Hongkong Jewellery and Gem Fair can have free access to Asia’s Fashion Jewellery & Accessories Fair.

The June Fair recorded 190 more exhibitors from last year’s benchmark giving a rise of 12% compared to June show 2011 totalling to 1793 exhibitors occupying area of 64,000 sq. meters.

The first day of June Fair was packed with visitors as usual in the registration area and recorded a turnout of 11,387 buyers which was 15.8% more than the first day of June Show 2011.

Mainland Chinese Buyers topped the list with 3,601 visitors (31.6%) followed by Hong Kong with 3,244 visitors (28.5%) and India with 540 visitors (4.7%). Buyers from other countries included Taiwan with 428 visitors (3.8%), Philippines with 416 visitors (3.7%), Japan with 379 visitors (3.3%), USA with 284 visitors (2.5%), Thailand with 280 visitors (2.5%), Indonesia with 196 visitors (1.7%) and Australia with 194 visitors (1.7%). These were the top 10 visiting countries as recorded in the first two days of the exhibition which is expected to attract maximum crowd.

The third and fourth day of the exhibition attracted lesser visitors than the first two days due to Chinese Dragon Festival. Also, even though footfall was better on the first two days at the show as compared to the first two days of last June 2011 show, genuine buying was much less as presumed due to current global economic crisis.

Report on the India Pavilion:

Overview

India Pavilion organized by GJEPC was located at 4 different locations catering to different Indian exhibitors from all categories of gems and jewellery compared to last year’s India pavilion which was solely for loose diamonds.

Indian Diamond Pavilion was located in Hall 3G with 11 exhibitors and Convention Hall with 5 exhibitors. 4 exhibitors participated from Gemstone category under India pavilion in Hall 3D. 7 exhibitors participated in Jewellery section on Mezzanine 2.

A total of 27 exhibitors participated under GJEPC’s India Pavilion occupying 30 stalls compared to last year’s June edition with 9 exhibitors and 12 stalls.

Shri Pranabes Hazra, Manager-Exhibitions from GJEPC's Regional Office Delhi and Shri Malcom Sarkari, Executive-Exhibitions from GJEPC's Regional Office Surat were deputed as co-ordinators of India Pavilions for June show.

Vendor Analysis:

HKTDC was appointed as official vendor by GJEPC for construction of stalls under India Pavilion. Aditya Gems was not satisfied with the finishing of showcases.

Exhibitors who opted for tall showcases (additional / exchange) under India Diamond Pavilion at Convention Foyer were provided warm white lights within the same. The same was not acceptable to them as intensity of warm white spot lights was less considering the distance between the source and displayed products in the tall showcase. Also, the warm white lights looked much yellow adding the existing problem.

The problem was represented by all the exhibitors in convention foyer to Council secretariats. Finally, a meeting was called between exhibitors, official vendor HKTDC and Council secretariats. After considerable amount of persuasion from GJEPC and explaining to HKTDC about necessity of white lights in loose diamonds, they agreed to change lights and put white lights in tall showcase at existing rates without additional surcharge from the exhibitors.

Meeting the Consul:

Shri Chander Bhan, Consul, visited all the four locations of India pavilion and personally met all the 27 exhibitors staying with the secretariats for atleast 3 hours. He appreciated Council's efforts for promoting the overseas trade and wished each and every exhibitor for good business in exhibition days. Shri Bakul Mehta, Convenor, Diamond Panel, GJEPC presented a souvenir of gratitude to Shri Chander Bhan for allocating his valuable time to visit India pavilion.

Many exhibitors even requested the respected Consul, Shri Chander Bhan for better location of India pavilion especially to keep all exhibitors of loose diamond under one location. Also, it was unanimously felt to increase size of India Pavilion and accommodate more exhibitors. Shri Chander Bhan assured the exhibitors as well as Council to put the matter to appropriate authority for the betterment of trade.

Promotional Activities Done by GJEPC at June Show:

As there was no promotional booth provided by organizer at the June Show, GJEPC had hired a hostess for distributing exhibitor catalogues of India pavilion to the visitors of the show. She was distributing catalogues in Hall 3G where there was considerable amount of visitors who could be routed to remote locations like 2M and lesser visible locations like Hall 3D and Convention foyer.

Promotional banner on the escalator towards Mezzanine 2M from expo drive were branded but due to odd location of branding between the escalators, the same could not be capitalized with a better footfall on remote locations like 2M, Convention Foyer and 3D.

Ms. Becky, co-ordinator of GJEPC visited India Pavilion with 16 Chinese Buyers on 21st June 2012 and 22nd June 2012 out of which majority of them were buyers of Fancy Coloured Stones. As per Ms. Becky, Chinese Buyers of loose diamonds were reluctant to order as they found the current price

level higher than expected and also their own inventory level being on the higher side. Henceforth, they were highly selective while ordering in June Show.

GJEPC's co-ordinators met exhibitors, international co-ordinators on the second, third and fourth day of the exhibition inviting them to visit IJS and Signature shows. Exhibitors from Japan, USA, Belgium, China, Korea, Poland, Lithuania, Vietnam, Turkey, Brazil and Italy were provided extensive information regarding the importance of these shows.

Also, co-ordinators of German pavilion and Taiwan pavilion were invited to escort a delegation from their respective countries to visit the IJS and Signature shows.

GJEPC co-ordinators also met official vendor Outsmart Hong Kong Ltd. for stall construction requirements in Hong Kong shows.

Exhibitors Feedback:

Exhibitors from loose diamonds (Convention Foyer) under India Pavilion were located at the back side of the Convention Hall limiting them with the exposure to attract foot fall. Foot fall being already less in the Convention Foyer, the location of India Pavilion was at the end of Hall with very few visitors being able to visit the same. It was there sincere request to provide a better location for the next June show.

Jewellery exhibitors located at Mezzanine 2M under India Pavilion received least foot fall due to remote and odd location of the pavilion.

Observations & Recommendations:

It is strongly recommended to have a Council's promotional booth at the show. This is the second consecutive year we were not provided the same. Countries like Germany and Taiwan were having promotional booths in their pavilions.

Council should have one India Pavilion especially for loose diamonds as the convention foyer was not able to attract visitors. Also, it is highly recommended to increase strength of India Pavilion by having more participants of loose diamonds to compete with the Israel Diamond Pavilion and Antwerp Diamond Pavilion having more exhibitors.

Good opportunity was clearly visible at Gemstone Pavilion and it is highly recommended to expand coloured gemstone pavilion at June Show with better locations. Countries like Sri Lanka had more exhibitors in Gemstones compared to India Pavilion.

It is sincerely requested to review location of Jewellery exhibitors of India Pavilion as the 2M location is quite remote and does not attract minimum visitors.

With increase in participants at India Pavilion, more promotional branding is required so that visitors can be routed to India Pavilion.