

SHOW REPORT ON JUNE HONG KONG GEM & JEWELRY FAIR 2013 (20th - 23rd JUNE, 2013)

Celebrating its 26th edition, the June Hong Kong Jewellery & Gem Fair opened with a record 1,841 exhibitors from 37 countries and regions. The four-day fair ran til 23 June at the Hong Kong Convention & Exhibition Centre (HKCEC). The show featured a wide array of fabulous finished jewellery, jewellery materials and related products in over 64,000 square metres of exhibition space.

The June Fair reached another milestone. This year's edition has the biggest not only in the number of exhibitors but also in terms of exhibition space," said Celine Lau, Director of Jewellery Fairs, UBM Asia Ltd. "To accommodate gemstone exhibitors on our waiting list, we opened up the Chancellor Room on level 4 of HKCEC. They join other gemstone exhibitors in Halls 3B, 3C and 3D, making this year's Gemstone Pavilion this edition's biggest ever."

Ms Lau also noted the June Fair offers a comprehensive platform for international diamond traders to explore business opportunities. The Diamond Pavilion occupied Halls 3F, 3G and 5F and houses more than 400 diamantaires under the banner of the Antwerp World Diamond Council (AWDC), the Israel Diamond Institute (IDI), India, the United States, as well as diamantaires from rest of the world. "Despite the challenging global economy, demand for diamond jewellery is steadily increasing. Emerging economies such as China and India play a big part in this growth. The June Fair is the place to tap into these robust markets," said Ms Lau.

Meanwhile, Ms Lau said UBM Asia did a soft launch in May of a mobile app for her jewellery fairs, which fair participants can use for the first time at this June Fair. The app will enable participants to access important information right at their fingertips, including updated floor plans, pavilion attractions, special events schedules, latest jewellery news and more. Ms Lau thanked the app sponsor - the Antwerp World Diamond Centre - for their continuous support for the Hong Kong Jewellery & Gem Fair.

Fair Dates

20th - 23th June 2013

Venue:

Hong Kong Convention & Exhibition Centre

Opening Hours:

20th - 22nd June 2013, 10: 30 am - 6: 30 pm

23rd June 2013, 10:30 am - 5:30 pm

Admission:

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

Organizers:

UBM Asia Ltd

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Web<http://www.jewellerynetasia.com/>

Report on Indian Pavilion:

Number of Exhibitors: 38

Total Area of India Pavilion: 404

This year India Pavilion was at 4 places and the council booth in altogether different hall (a) Hall 1 ABC – Fine Jewellery Section (b) Hall 3D for Gemstones. (c) Hall 3G for Loose Diamond. (d) Hall 5FG Concourse-Loose Diamond. 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 Virender Sharma, Consul (Commerce & Passport) visited the entire India pavilion situated across 3 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	Size	
1	Escalator Silver Flat (SF13/14, SF14/15, SF16/17 & SF17/18)	20170mm (H) x 410 (W)	
2	Escalator Silver Flat SF34/35	17700mm (H) x 400 mm (W)	
3	Escalator Side Glass N25R and N25L	13600 mm (H) x 620 (W)	
4	2 in 1 light boxes	Material Size	1495mm (H) x 1900mm (W)
		Lighted Area	1435mm (H) x 1840 mm (W)



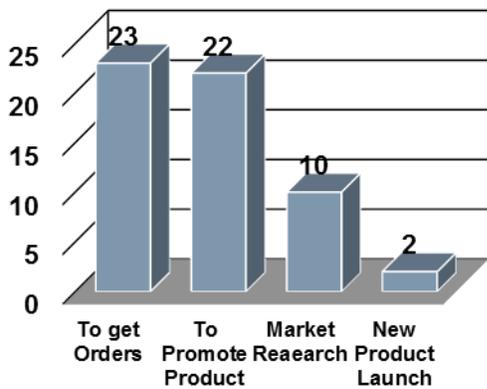


The show was satisfactory in the view of business to the most of exhibitors of Indian Pavilion. The independent sources also confirmed that Exhibitors of India Pavilion at Hall 5 Concourse did Good Business this year.

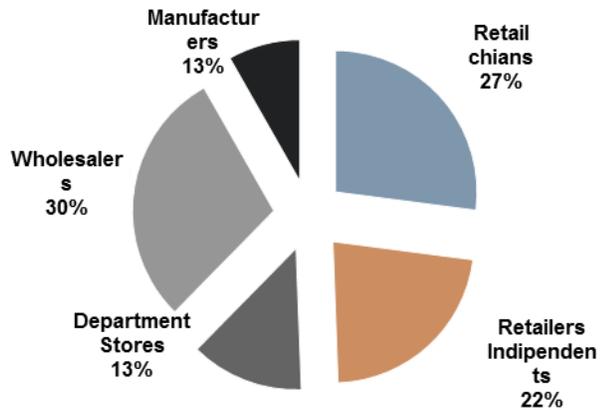
Feedback of the Indian Exhibitors:

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

Objective of Participation:

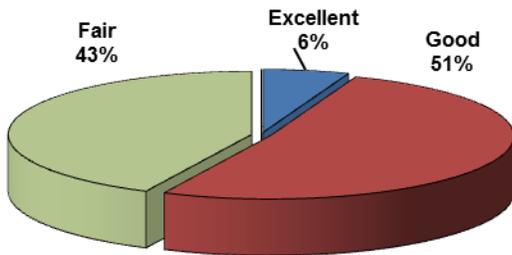


Targeted Customers:

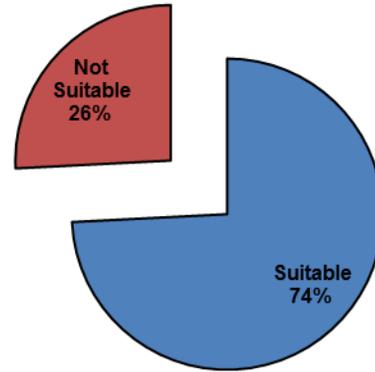


Business Result:

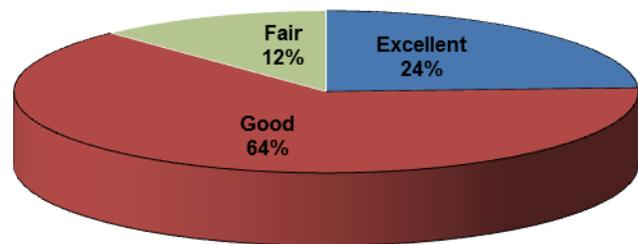
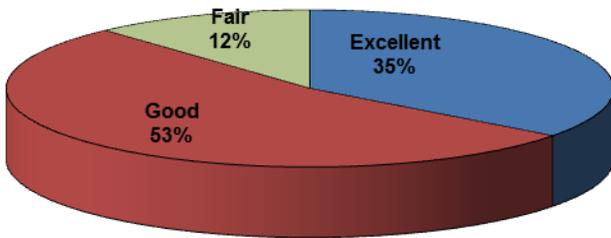
Quality of Buyers



Booth Facilities:



Show Management:



Meeting conducted:

- A. Meeting with HKTDC
- B. Meeting with the Mr. Gaddam Dharmendra the consul general of India

Meeting with HKTDC

Meeting was attended by following:-

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| GJEPC | Mr. Sanjay Singh (Regional Director- Jaipur) |
| | Mr. Bhavin Khorasia (Manager, Mumbai – Exhibition Cell) |
| HKTDC | Mr. Jhonson Ng (Sr. Exhibitions Manager) |
| | Ms. May Wong (Manager Sales, Exhibitions) |

The meeting was held on 21st June, 2013 in the HKTDC Office, the Regional Director Shri Sanjay Singh asserted that the size of India Pavilion in the March show at Asia World Expo should be doubled. So that the members who are in Waiting List can be accommodated and existing participants may also be given some more space. In this regard, the Manager Sales, HKTDC Ms. May Wong said that they have received a similar request for other country pavilions also, but for India Pavilion at Asia World Expo the doubling of space is not possible. Ms. Wong informed that they are advising all country pavilions to increase the area of each participant by one booth only. They advise the Council also to follow the same for the existing participants.

The Council delegation also informed the HKTDC Officers that Council intends to organize a “India Gallery” wherein selected Indian companies will be given opportunities to display their jewellery in one show case allotted to each company. This Gallery will be managed by the Council only. In this regard, the HKTDC officers informed that this gallery can be arranged at HKCEC, they also wanted the Council to take more sponsorship opportunity. On this they were clarified by the Council delegation that the sponsorship expenditure is recovered from the participants, hence if the size of India pavilion is increases the burden of each participant is decreases. So increase of India Pavilion will give opportunity to Council as well as HKECE to go for more sponsorships.

Observation: Through constant persuasion the size of India Pavilion at both venues can be increased as much as we want in the coming March Show after that the increase in the size will difficult.

Meeting with the Mr. Gaddam Dharmendra the consul general of India

Shri Sanjay Singh, Regional Director, Jaipur and Shri Bhavin Khoresia, Exhibition Cell, Mumbai visited the Consulate General of India at Hong Kong on 24th June, 2013.

Meeting with Consulate General of India Shri Gaddan Dharmendra was held on 24th June, 2013 in which Consul Commerce & Passport Shri Virendra Sharma was also present. The Regional Director, Shri Sanjay Singh appraised the Consul General about the show and meeting held between the Council and HKTDC on 21st June, 2013. The Regional Director requested the Consul General to use his good office and assist the Council for increasing the size of India pavilion at the venue -Asia World Expo in the coming March Show, 2014. He agreed to write a letter to HKTDC for this purpose.

The Consul General advised to points highlighting how the Hong Kong Show is important to India as well as how the Indian pavilion is important of Hong Kong show may be sent to him so that he can also write to HKTDC for this purpose.

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

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