

**REPORT ON**  
**Hong Kong International Jewellery Show**  
5<sup>th</sup> March – 9<sup>th</sup> March, 2013

**Overview:**

The Hong Kong International Jewellery Show 2013 was declared open for business on 5<sup>th</sup> March 2013 in a welcoming ceremony hosted by Professor Hon K C Chan, GBS JP, Secretary of Financial services and treasury, Mr. Benjamin Chan, Active ED of HKTDC, Mr. Benedict Lin, Chairman HKTDC, Jewellery Advisory Committee and Laurence Ma, Chairman of Fair Organizing Committee. There are more than 3300 exhibitors from 49 countries and regions who participated in the 30<sup>th</sup> HKIJS.

**Fair Dates:**

5<sup>th</sup> – 9<sup>th</sup> March 2013

**Venue:**

Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong.

**Organizers:**

HONG KONG TRADE DEVELOPMENT COUNCIL (HKTDC)

**Highlights of the show:**

**Buyer Friendly Pavillions for Ease in Sourcing Targeted Products:**

The fair has been split into themed zones to enable buyers to locate products quickly and conveniently. For instance:

- Hall of Fame-39 International Jewellery Brands present their quality collections in prestigious settings.
- Hall of Extra-Ordinary-133 International exhibitors placed here for High End unique creations for more precious jewellery.
- World of Glamour- showcases the latest designs from Hong Kong.
- Antique and Vintage Jewellery Galleria focuses on elegant and unusual items with timeless appeal.
- Hall of Nature-Rare and Big Sized loose diamonds, precious stones, south sea pearls are found in this hall.
- Designer Galleria-Contemporary Collection which appeal to the fashion conscious market.
- Exclusive Showroom- This rooms allow total privacy for viewing and negotiating over fine jewellery
- Hall of Jade Jewellery-Contemporary and Classic Jadite Designs in different colours.
- Hall of Time-Showcases the fine collection of distinctive and time pieces
- Hall of Chic-Fine Jewellery and Silver Pieces can be found in the zone.

This event is one of the top three jewellery shows in the world. It celebrates its 30th edition in 2013 with a record-breaking number of 3,300 exhibitors from 49 countries and regions, including participation from three new countries: Cyprus, Lebanon and Peru.

## **India Pavilion:**

### **Overview**

India Pavilion organized by GJEPC was located at 6 different locations catering to different Indian exhibitors from all categories of gems and jewellery.

Indian Diamond Pavilion was located in Hall 3D with 9 exhibitors and Meeting Room N201 with 24 exhibitors. Gemstone category under India pavilion was located in Hall 3D with 4 exhibitors and Hall 5E with 14 exhibitors. Finished Jewellery section under India Pavilion was located in Hall 5BC with 32 exhibitors along with Expo Drive and Lower Expo Drive with 8 and 4 exhibitors respectively.

A total of 95 exhibitors participated under GJEPC's India Pavilion occupying 126 stalls.

Mr. Shantanu Rajguru alongwith Comnet officials attended the inauguration ceremony.

The deployed officials of GJEPC, Mr. Ajay Purohit and Malcom Sarkari ensured that the requisites of the exhibitors and their booths / furniture / fixtures were adequately provided before the start of the exhibition in spite of the official contractor having delayed in placement of the pre-ordered furniture a day in advance. The officials gave their local mobile numbers to each and every exhibitors for the purpose of providing prompt service should there be any.

### **Vendor Analysis:**

HKTDC was the official vendor by GJEPC for construction of stalls under India Pavilion. Pre Ordered fittings in a few stalls were not arranged before the exhibitors arrived at their stalls.

Finally, a meeting was called between exhibitors, official vendor HKTDC and Council secretariats and the situation was sorted out.

### **Meeting the Consul:**

Visit of Mr. Chander Singh, Deputy Consul General of India, Hong Kong following the visit of GJEPC officials to CGI Hong Kong on 4<sup>th</sup> March 2013 for the purpose of invitation, Mr. Chander Singh Deputy CGI visited the exhibition. He was escorted by the GJEPC officials to the booths under India Pavilion. He interacted with the exhibitors to understand their expectation from the fair. Most of the exhibitors were found to be engaged in business dealings on the very first day of the show which according to him was a very positive indication.

### **Promotional Activities Done by GJEPC in the March Show:**

GJEPC was provided with promotional booth at the March 2013 show and had hired a hostess for distributing exhibitor catalogues of India pavilion, sparkle of success, solitaire, Corporate CD in one bag to the visitors of the show.

Promotional banners, backlights were placed wherever necessary to promote India Pavilions especially to promote remote locations like Meeting rooms N201 and Expo / Lower Expo Drive.

#### **Exhibitors Feedback:**

- At the end of the first day the exhibitors under India Pavilion were reported to have been positive as footfalls were quite impressive. The organizers reported that there has been an increase of 6% in terms of number of footfalls compared to first day of the previous year.

During the first day of the show, minor electrical power tripping was observed which were immediately attended and rectified by the contractor.

- The loose stones exhibitors have reportedly done well on the second day particularly diamond. The jewellery exhibitors reported having mixed outcomes, and business were on the average against the backdrop of more than 20, 000 visitors having pre registered. There was no power tripping reported on the second day of the show and all activities were under control.
- The loose stones exhibitors have reportedly done well on the third day particularly diamond in N201. The jewellery exhibitors reported to have mixed outcomes and business was lesser than the previous two days of the show.  
Expo-Drive and Lower Expo-Drive have reported few buyers visiting their section. They have requested for a better location in the next show.  
There was no power tripping reported on the third day of the show and all activities were under control.
- The loose stones exhibitors have reportedly done well on the fourth day particularly diamond section in N201 as compared to previous year. The jewellery exhibitors reported to have mixed outcomes and business was lesser than the previous three days of the show.  
Expo-Drive and Lower Expo-Drive have reported few buyers visiting their section.  
There was no power tripping reported on the fourth day of the show and all activities were under control.
- Last day of exhibition was average in terms of buyers' footfall. Feedback forms from the exhibitors of India Pavilion were collected. Exhibitors were satisfied with the overall outcome of the show.

#### **Important Meetings:**

Dtd: 6<sup>th</sup> March 2013:

- 11:00 AM Meeting with Mr. Ringo Li, Business Manager-Channels Publications & E-Commerce, Angus Wong, Senior Regional Sales Manager, Publications & E-Commerce and C.F. Ng, Senior Manager, Publications & E-Commerce.

GJEPC was represented by Mr. Shantanu Rajguru and Mr. Ajay Purohit. Below points were discussed:

- 1) HKTDC emphasized on online listing for all exhibitors (10 images of exhibitors best products should be uploaded on exhibition's website which would improve the exhibitors' reach to international buyers.
  - 2) Business matching & Small Order Zone to be considered by Indian Exhibitor.
  - 3) HKTDC insisted GJEPC to follow the deadline in order to attain maximum opportunities.
  - 4) GJEPC asked HKTDC as an organizer for more branding and proper signage for exhibitors at less preferred area. E.g. meeting room and expo drive. Apart from the promotional effort of GJEPC, being organizer HKTDC ought to take some additional measures when the area is less privileged, which they agreed they would do and would send us the promotional measures for the future shows in advance.
- 01:00 PM Meeting with Mr. Johnson Ng, Senior Exhibitions Manager, May Wong, Manager, Sales (Exhibitions), Angus Wong, Senior Regional Sales Manager, Publications & E-Commerce and Brian Chan, Exhibitions Project Manager.

GJEPC was represented by Mr. Shantanu Rajguru, Mr. Ajay Purohit and Malcom Sarkari. Below points were discussed:

- 1) HKTDC announced the expansion of the show to Asia World Expo Centre from 2014 onwards. All loose gem stones and diamond exhibitors would be shifted to AWE and finished Jewellery in the KHCEC, throwing more opportunities for expansion to every exhibitor.
  - 2) In 2014 the show would be of 7 days with overlapping of 3 days in common.
  - 3) The show dates and name is still under consideration.
  - 4) GJEPC requested HKTDC to share show details as soon as it is available in order to apply for further space.
  - 5) HKTDC insisted GJEPC to inform the approximate space requirement ASAP in order to secure good location.
- Meeting at 3:00 PM on 6<sup>th</sup> March 2013 with officials of Fiera Di Vicenza Alessandra Grolla, Sales Director and Emanuele Guido, Business Development Manager in presence of Mr. Colin Shah, Convenor-GP, GJEPC, Mr. Rajiv Jain, Regional Chairman, Jaipur, Mr. Hemant Shah, Sub-Committee, PMBD and Mr. Shantanu Rajguru, GJEPC.
- Mr. Emanuele pointed out that there is a need for more space at IJJS August Show as many renowned jewellers from Italy are keen to participate. He wished that GJEPC should provide a separate location for Italian Pavilion so that all the exhibitors can come under one roof. Mr. Rajiv Jain said that it would be little difficult to carve out more space as the venue does not offer promises to expand. Moreover, the interest of the existing Italian participants / exhibitors need to be addressed if at all their remains any scope which needs to be referred to the exhibition committee. He further discussed about trend design and forecasting seminars that could be organized in Mumbai and Jaipur and possible area of research in partnerships with NID. Mr. Emanuele stated that the speakers who conduct these seminars are fully booked for the next one year. Mr. Rajiv Jain enquired Italy's interest to participate in IJW against which Mr. Emanuele stated that all these things will fall in place once they

have the space demarcated for the Italian pavilion at IJS. They referred that Fierra Di Vicenza (FDV) has showed proactive interest to give GJEPC better location at their fair and they are looking for similar reciprocation. Mr. Hemant Shah expressed that under the current scenario it looks little challenging as probably the participants from other countries/ Regions like Dubai, who are close to the current Italian Pavilion might have to be discussed before any situation on reallocation takes place which need to be arrived at with due discussions and decision of the exhibition committee. Although FDV has given two options , one that of additional space with existing exhibitors under one roof, clearly demarcated, which is easier to promote , the other being that of additional space where FDV can decorate pavilion appropriately and new exhibitors should come through them provided that the existing exhibitors interest remain intact. It was felt that FDV was on the discussion table with single point agenda and vowed to view all other areas of cooperation in one frame.

Dtd: 7<sup>th</sup> March 2013:

- Meeting at 12:00 PM on 7<sup>th</sup> March 2013 with Ms. Judy Lee, Director, Conference & Exhibition Management Services Pte Ltd. with Mr. Shantanu Rajguru, Mr. Ajay Purohit and Mr. Malcom Sarkari from GJEPC.  
Ms. Judy Lee invited the GJEPC to organize a pavilion of Indian exhibitors to showcase the potential of Indian Gem & Jewellery in Singapore. Mr. Shantanu suggested Ms. Lee to send a detailed proposal to GJEPC.

Dtd: 8<sup>th</sup> March 2013:

- Meeting at 12:00 PM on 8<sup>th</sup> March 2013 with Mr. Phillip Joo, Exhibition Director, Korea International Trade Association with Mr. Shantanu Rajguru, Mr. Ajay Purohit and Mr. Malcom Sarkari from GJEPC.  
Mr. Phillip Joo visited the service booth of GJEPC and invited GJEPC to organize a pavilion of Indian exhibitors to showcase the potential of Indian Gem & Jewellery in South Korea. Mr. Joo informed about the market potential of loose diamonds in South Korea. He further added that 80% of the loose diamond requirement within South Korea is sourced from India for further mounting into jewellery. Mr. Shantanu suggested Ms. Lee to send a detailed proposal to GJEPC.

#### **Observations & Recommendations:**

- It is highly recommended to have a better location for GJEPC's Promotional booth i.e. within the major India pavilion.
- It is recommended that India Pavilion should not exceed more than 3 locations viz.: gemstones, diamonds and finished jewellery.
- Expo Drive and Lower Expo Drive needs to be shifted to finished jewellery pavilion.
- Meeting room N201 also needs to be shifted to main Diamond pavilion.
- It is essential to stress on the uniformity of the quality of furniture with respect to all the sections under India Pavilion.
- Exhibitor branding on the furniture needs to be notified to the exhibitors in advance in case Council is not branding India Pavilion on the same.

- The trend observed at the overall show arena was that Gold and Silver with colour stones enjoyed significant attention and found to be very popular.
- Earrings with layers were seen to be gaining increasing popularity.
- Buyers preferred High end items despite price rise.