

**POST SHOW REPORT ON INDIA PAVILION
AT HKTDC TWIN JEWELLERY SHOW AT HONG KONG
HELD FROM**

26 Feb – 4th March 2019

The HKTDC continues to adopt a "Two Shows, Two Venues" arrangement,
90,000+ buyers join HKTDC's twin jewellery shows

This year marks the sixth year that the HKTDC has adopted the "two shows, two venues" format, showcasing finished jewellery at the Jewellery Show and jewellery raw materials at the Diamond, Gem & Pearl Show, held at AsiaWorld-Expo. The twin-show format provides exhibitors and buyers with a highly effective platform to connect with potential business partners.

Both Shows were organised by the Hong Kong Trade Development Council (HKTDC), have drawn to a successful close. The two shows featured a total of more than 4,600 exhibitors and a record number of over 90,000 buyers from 141 countries and regions, up 4% over the previous year. More than 35,000 buyers attended the Diamond, Gem & Pearl Show, while about 55,000 visited the Jewellery Show.

Attendance the highest to date; industry players expect overall sales to remain unchanged or increase

In addition to the exhibitions, the HKTDC organised a series of events during the two shows to promote industry exchange. These included the Jewellery Gala Dinner, seminars on jewellery technology, marketing strategies and quality standards, together with buyer forums, jewellery parades and networking receptions.

There were new country pavilions from Mexico and Indonesia, bringing a new dimension to the event. The show presents a diverse array of finished jewellery, from the rarest and most luxurious to the exclusive collections of internationally renowned brands, as well as works from emerging designers, amber jewellery and wedding jewellery.

Exhibitors from around the world; Japan as first-time partner country exhibiting with pearls and jewellery simultaneously at both the venue

Exhibitors from all over the world comes together to showcased the finest jewellery and jewellery raw materials, the two HKTDC shows serve not only as a one-stop promotion and sourcing platform for the industry, but also make Hong Kong a top jewellery trading and sourcing hub for buyers globally. In the midst of the current economic instability, these jewellery trade shows help brace the industry for the challenges ahead.

India Pavilion with trendy and innovative jewellery at Hong Kong International Shows



38 loose diamond, gemstone Exhibitors and 37 gold studded jewellery, Silver jewellery exhibitors at India Pavilion of the Hong Kong International Diamond, Gem and Pearl Show and Hong Kong Intl Jewellery Show respectively

The GJEPC was for the 17th consecutive year at the Hong Kong International show with its members. India Pavilion, organized by Gem & Jewellery Export Promotion Council (GJEPC) has an impressive presence at the 6th Hong Kong International Diamond, Gem and Pearl show held from 26th February to 2nd March 2019 at AsiaWorld-Expo and at the 35th Hong Kong International Jewellery Show from 28th Feb to 4th March, 2019 at Hong Kong Convention & Exhibition Centre (HKCEC).

India has been adapting and transforming its labor-intensive gem & jewellery industry at a quick pace. And this has been reflected in the quality and wide variety of products that one gets to see at India Pavilion at international shows.

At Hong Kong Show, India Pavilion was spread over 1428 sq.mt with 158 booths with 98 exhibitors. This year India was able to bag a prime location in Hall 2 for loose diamonds close to the entrance of the Hall. Manufacturers & retailers will be exhibiting a wide range of loose diamonds and gemstones at Hall no. 2, 7 and 11 of at Hong Kong International Diamond, Gem and Pearl Show.



Venue	Section	Hall no.	Sqm	Booths	No. Exh
AWE	Diamonds	2	198	24	19
AWE	India Product Gallery	2	18	2	3
AWE	Diamonds	7	198	22	17
AWE	Gemstone	11	333	37	22
CEC	Jewellery	5E	621	69	37
CEC	Jewellery	3	60	5	1
Exhibitor lounge	Diamond & Gemstones	2,& 11	18	2	
Exhibitor lounge	Jewellery	5E	24	2	
Total			1470	161	99

Further India Pavilion at Hong Kong Convention & Exhibition Centre has been segmented into 3 sections i.e., Diamond Studded Jewellery & Mass Produced Jewellery, Gold Jewellery & Silver Jewellery. Hall 2 has a special India product gallery showcasing India's capabilities in manufacturing world-class jewellery.



Mr. Pramod Kumar Agrawal, Chairman, GJEPC said, “Hong Kong is the leading export market for the Indian gems and jewellery. The overall gem & jewellery exports for 2018 accounted for US\$ 39461.07 million. Out of which a staggering US \$ 11433.10 million export were to Hong Kong; Cut and polished diamonds exports accounted for US\$ 9825.27 million; Gold jewellery at US\$ 775.69 million whereas coloured gemstones recorded exports worth US\$ 215.28 million. The two shows, Hong Kong Diamond, Gem and Pearl Show

and Hong Kong International Jewellery Show, have turned out to be a crucial platform to improve our relationship and reach out to new buyers in and around Asia. Every year we make sure to depict our capabilities and skills through the different array of products that cater to different markets.”

India has been upgrading and enhancing its skills by adapting state-of-the-art technologies and tools for jewellery manufacturing and today it caters to any jewellery requirement of the world market.

PROMOTIONAL MEASURES

GJEPC had undertaken various Pre Fair and Onsite Promotional Activities to promote the India Pavilion during the Show

Pre Fair Activities

- ✓ Direct mailing to the Intl targeted database of the Council

On site Activities at AWE & CEC

- ✓ Distribution of 1000 Flyers with list of Exhibitors, Inserted in tote bag to the visitors from Council’s promotional booths at AWE and CEC
- ✓ Bilingual Hostesses at the Council’s promotional booths

Promotional Booths at AWE & HKCEC



Council had promotional booths at both the venues for the promotion of India SAARC, India Gemstones Week 2019, JCK Las Vegas, and other Council's events. These booths were also utilized for the meeting venue with various Intl organizations.

- ✓ AWE -BOOTH NO.M06 at Hall no.11
- ✓ CEC - BOOTH NO 5CON 20 AT Hall no.5E

From the GJEPC's promotional booths, promotional kit containing following material were handed over to all the visitors at both the venue:

- ✓ Exclusive directory of India Pavilion for both the venues
- ✓ Solitaire magazine
- ✓ Sparkle of Success
- ✓ Promotional bags
- ✓ Promotional CD
- ✓ India SAARC BSM, India Gemstones Week, JCK Las Vegas flyers

India Pavilion Exhibitors Lounge /Service booth at AWE & CEC

- ✓ AWE - Hall no.2 - Booth no. E01
- ✓ AWE - Hall no.07 - Booth no. M02
- ✓ AWE - Hall no.11 - Booth no M06
- ✓ CEC - Hall no.5E - Finished Jewellery Section at 5CON 20 at CEC:

Exhibitor's lounge was created for India Pavilion's exhibitors wherein tea/coffee/refreshments/internet connections, printer etc., services were provided.

Important Features of the Show:

Japan as Partner Country for the First time in the show: This year, with support from the Japan External Trade Organisation and the Consulate-General of Japan in Hong Kong, the HKTDC has collaborated with the Japan Pearl Exporters' Association and the Japan Pearl Promotion Society to invite Japan as the shows' partner country for the first time, highlighting the country's top-quality jewellery. Japan Pavilion had 130 exhibitors in both the pavilion wherein cultured pearls, pearl jewellery also present the rare Tsushima Blue and Tsushima Green pearls, bringing new business opportunities to the trade.

New Avenue of Jewellery Creators presents Greater Bay Area creativity: A number of new themed zones were added to the Jewellery Show this year, including the Avenue of Jewellery Creators set up by the Asia Pacific Creator Association to introduce jewellery designers from Hong Kong and Mainland China, with a particular focus on presenting

culture, art and creativity from across the Guangdong-Hong Kong-Macao Greater Bay Area. Pavilions from emerging markets such as Mexico and Indonesia are making their debut appearance to feature jewellery with a distinctive local flavor.

Convergence of famous brands at Hall of Fame

Various themed zones were set up to meet the sourcing needs of buyers, with the Hall of Fame continuing to attract some of the world's most famous jewellery brands. Lao Feng Xiang, Italy's Giorgio , Japan's Kuwayama , Hong Kong's Asia Star, Japan's Kawamura, Russia's Kabarovsky and the UK's JT Jewellery Theatre.

IT Solutions for Jewellery zone helps business expansion

After getting positive response to its debut last year, the IT Solutions for Jewellery zone were continued in 2019 to show how the latest technologies can help jewellery companies increase their operational efficiency to stand out from the crowd. For example, the smart display shelves developed by Hong Kong's Megasoft Limited use smart sensors to collect customer preference data to facilitate sales and bolster security.

Hall of Extraordinary spotlights jewellery masterpieces

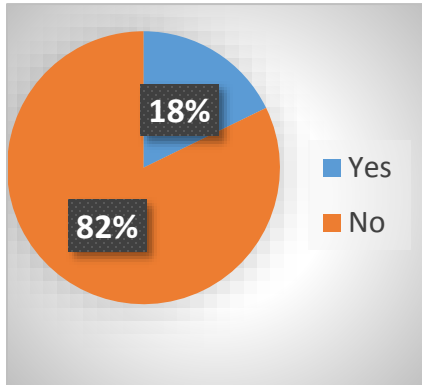
The Hall of Extraordinary returns to the show, showcasing masterpieces from some 100 companies and continuing to be a crowd-pleaser. There were collection of striking, valuable and rare jewellery pieces i.e., Paraiba tourmalines, considered the "king of tourmalines", which has been very much sought after in recent years. An exquisite ring adorned with a nine-carat Mozambique paraiba tourmaline stone with a deep blue hue. One of the company presented jade necklace valued at HK\$64 million, weighing more than 50g, that was extracted from a top-tier ancient mine in Myanmar. And a 24.13-carat oval-cut pad paraidscha sapphire ring valued at more than HK\$7 million.

Uncovering creativity through design competitions:

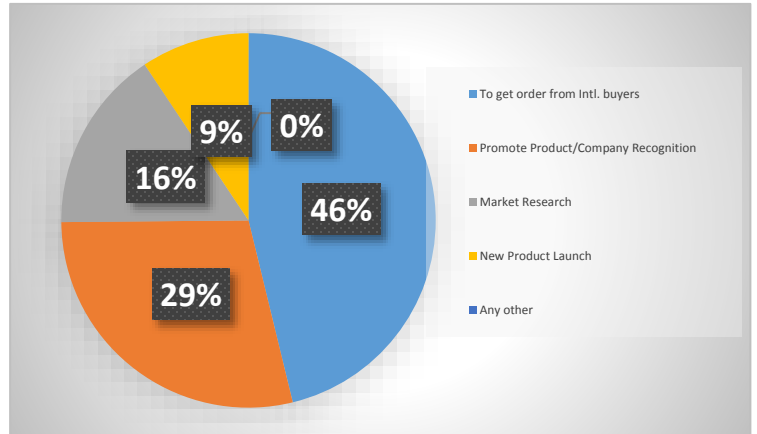
HKTDC in association with four local jewellery industry associations organized the 20th Hong Kong Jewellery Design Competition. Under the theme "Be Connected, Be United", the competition called for entrants to demonstrate the idea of being connected and being united in their jewellery designs.

India Pavilion's Exhibitor Feedback

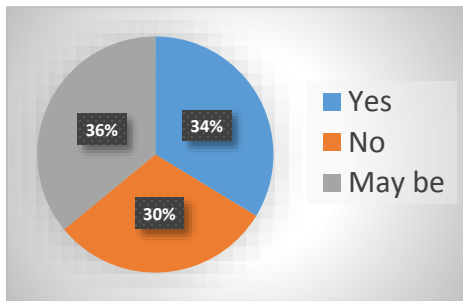
First Participation at HKG MARCH 2019



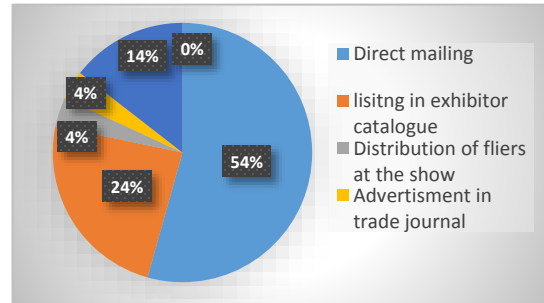
The main reason for participation at Show



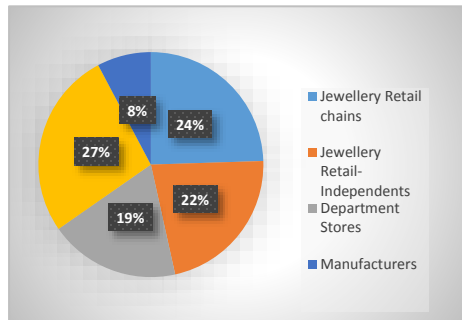
Have you achieved your objectives?



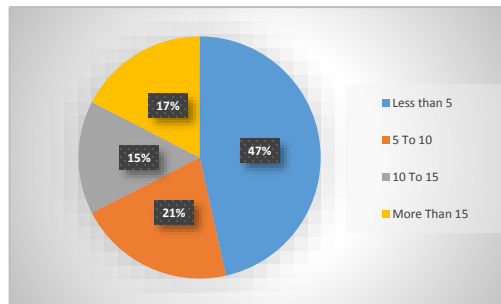
To attract visitors to your booth, what activities did you undertake before the opening of HKS 2019



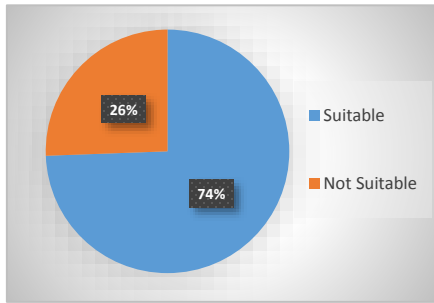
Who are your target customers?



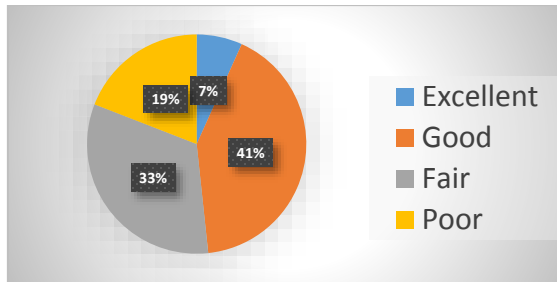
How many useful business queries/contacts did you receive during the fair?



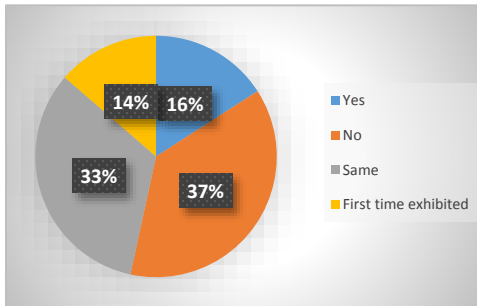
How do you rate your overall business result at the show?



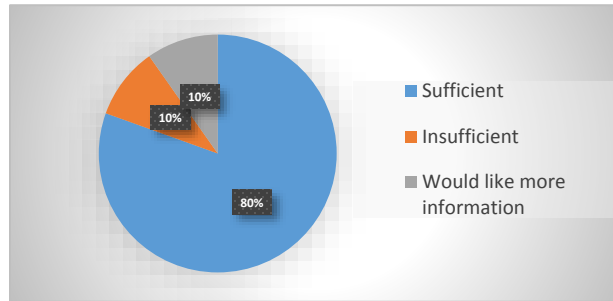
How do you rate appropriateness of visitors at your booth?



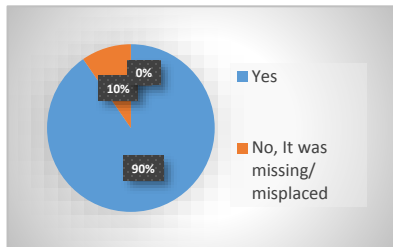
Were results better than those achieved at previous show?



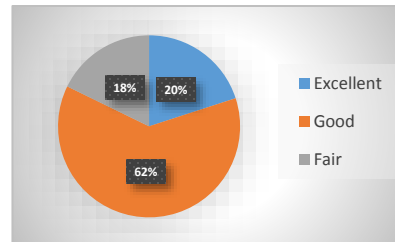
Information regarding HKS 2019 show participation & related activities?



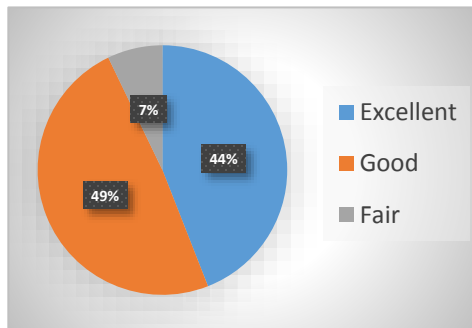
Were all pre-ordered facilities in place when you arrived at your stand during the official move-in time?



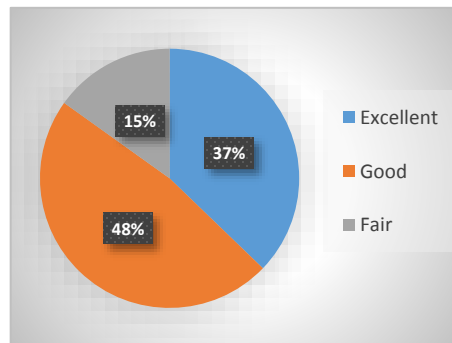
Please rate services provided by council secretarial during show?



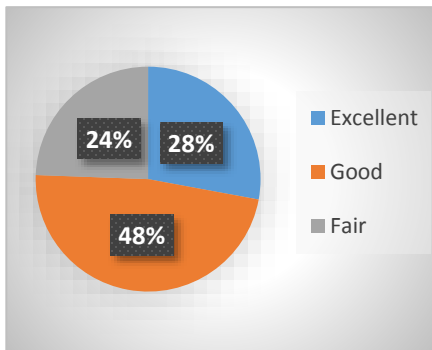
Hall Facilities



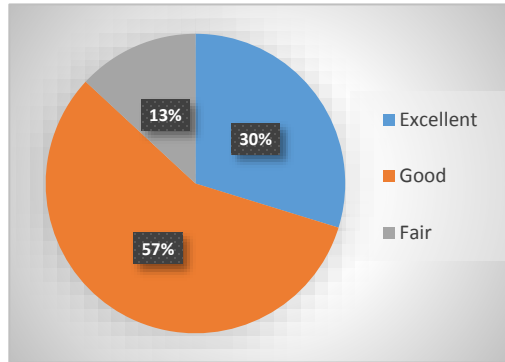
Booth facilities



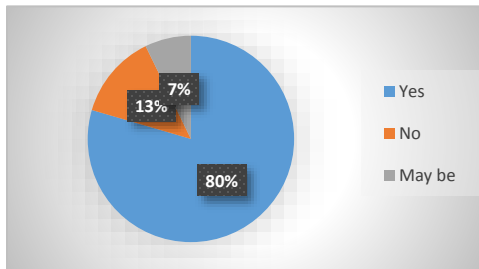
Pre show promotion done by Council



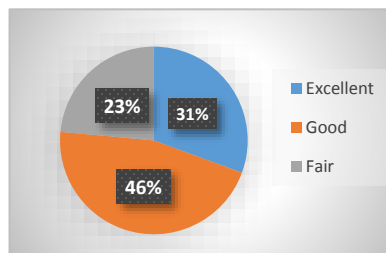
Overall Show management



Official stand contractor services



Are you interested in participating in HKS 2020 organized by the Council



Next Year Show Dates : 2-8 March 2020 – Hong Kong