

**POST SHOW REPORT ON INDIA PAVILION**  
**AT**  
**SEPTEMBER HONG KONG JEWELLERY & GEM FAIR 2018**

**HONG KONG** –Tens of thousands of professional buyers from around the world gathered at the 36th edition of the September Hong Kong Jewellery & Gem Fair to get a first-hand look at the latest collections and solutions of the most creative and innovative minds in the market, spice up their inventories for the coming peak sales period and build fresh connections with their industry peers.

Widely recognised as the No. 1 fine jewellery event in the world for its unparalleled global reach and a broad yet sharply focused selection of exhibitors, the September Fair brought together 3,730 suppliers from 54 countries and regions – its highest number of exhibitors to date – spread across two premier venues.

The week-long fair, which kicked off on September 12, drew 54,142 unique visitors. “Unique visitors” are only counted once regardless of the number of visits they make during the exhibition period.

“The recently concluded September Fair has once again demonstrated its unique position as the most professional and international platform for the gemstone and jewellery industry,” according to Celine Lau, Director for Jewellery Fairs at UBM Asia. “One can see the entire world of jewellery at the show, from coloured gemstone suppliers and diamond manufacturers to pearl traders and fine jewellers. We have decision-makers, merchandisers representing major and independent retailers, wholesalers, importers and design houses regularly attending this show. What’s more, it’s all happening in the global city of Hong Kong, which is the springboard to the Greater China market.”

Occupying 135,000 square metres of exhibition space, the fair grouped its displays by product category and was tailored to buyers’ purchasing requirements. Diamonds, coloured gemstones and pearls were showcased at the AsiaWorld-Expo (AWE) while finished jewellery collections, and packaging, tools, equipment and industry-related technologies were presented at the Hong Kong Convention & Exhibition Centre (HKCEC).

**September Fair’s major attractions:**

\* The AWE section of the fair featured more than 560 diamond suppliers, over 220 pearl companies and 800-plus coloured gemstone specialists

\* More than 1,290 Hong Kong companies launched an unprecedented range of products at the show, making the September Fair the single-largest showcase in the world for jewellery manufactured by Hong Kong companies

\* Strong participation of 26 group pavilions and 17 theme pavilions dedicated to specific product categories and geographical areas

\* A Diamond Preview by ALROSA, the 75th Robert Wan Tahiti Perles Auction, the 65th Paspaley Pearl Auction and more than 10 insightful seminars were held on the show's sidelines 3

### **Incredible Brilliance**

Diamonds sparkled at the September Fair as diamantaires and jewellers made the most out of the show to spread corporate and product brand awareness, generate new sales leads and build on their existing business relationships.

In general, exhibitors were happy with the footfall and traffic for the Hong Kong show in September. Although this year September Fair was closed for a day, 16 September, due to Typhoon Mangkhut – the strongest tropical cyclone to hit the region. But for the rest of the days there were good footfall of from the Asian continent, as well as from the US, Europe and Australia.

### **Visitor Profile (A) Number of overseas and domestic visitors**

Number of Hong Kong-based visitors	13,951	25.77%
Number of visitors from outside Hong Kong	40,191	74.23%
<b>Total number of visitors</b>	<b>54,142</b>	<b>100%</b>

### **Visitor attendance by continent and region**

Asia-Pacific (excluding Hong Kong)	33,227	61.37%
Europe	3,464	6.4%
North, South & Central America	2,356	4.35%
Middle East, Africa and others	1,144	2.1%
Hong Kong region	13,951	25.77%
<b>Total number of visitors</b>	<b>54,142</b>	<b>100%</b>

INDIA PAVILIONS were Located at the various different location:

Venue	Section	Hall no.	Sqm	No of Exh	No. of Booths
AWE	Diamonds	11	408	33	46
AWE	Gemstones	10	423	31	47

CEC	Jewellery	3E	420	30	46
CEC & AWE	GJEPC Exhibitor Lounge	3E	45		5
Total			1296	94	144

### **On site Promotions at AWE & CEC**



- ✓ Giant lightboxes
- ✓ Standing lightboxes at both the venue
- ✓ Advertisements on the Escalators
- ✓ Advertisement banners near the visitor Registration Area
- ✓ Advertisements on Water Coolers inside the hall at both the venue
- ✓ Wall Banners – AWE & CEC
- ✓ Bilingual Hostesses at the Council's promotional booths
- ✓ Online Banner on the Show website
- ✓ Hanging Banners

### **Promotional Booths at AWE & HKCEC**



Council was utilizing its promotional booths which were at both the venues, to promote 2<sup>nd</sup> India Diamond Weeks, India Silver BSM 2018, JCK Las Vegas, IJJS Signature, VOD 2018 and other GJEPC events. GJEPC promotional booths were also used as meeting place with various Intl organizations.

- AWE –BOOTH NO.10U05 at Hall no.10
- CEC - BOOTH NO 3E641 at Hall no. 3E

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

- Exclusive directory of India Pavilion for both the venues
- Solitaire magazine
- Sparkle of Success
- Promotional bags
- Promotional CD

### **India Pavilion Exhibitors Lounge /Service booth at AWE & CEC**

- AWE – Hall no.10 - Gemstones Section Booth no.10U05
- CEC – Hall no. 3E – Finished Jewellery Section at 3E641

This exhibitor's lounge has been created for India Pavilion's exhibitors wherein tea/coffee/refreshments/internet connections, printer etc., services would be provided.

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**Given below is the list of Exhibitors participation under India Pavilion at both the venue**

<b>List of Gemstones Exhibitors</b>	<b>Hall</b>	<b>Booth No</b>	<b>Size</b>
New Star Gems	10	10M02	21
Colourful Gems	10	10M06	9
Shreeji Jewels	10	10M08	18
M Siddique Gems	10	10M12	9
L. D. & Company	10	10M14	21
MKA'S Rubylite	10	10M18	9
M & M Gems	10	10M20	9
Mamta Exports	10	10M22	9
MS Gems	10	10M24	9
Ashok Jewellers	10	10M28	21
Karishma Jewellers	10	10M32	9
Beads Paradise	10	10N01	21
Beads Paradise	10	10N01x	9
Gems Park	10	10N07	9
Sheru Gems	10	10N09	18
Aziz Ahmed Gems	10	10N13	12
Ruby Source	10	10N15	9
G R Gems	10	10N17	9
Rainbow Stones	10	10N19	9
Govindi Gems	10	10N21	18

Sami Gems & Jewellers	10	10N25	9
Lunawat Gems Corporation	10	10T02	39
Eco Brilliance Pvt Ltd	10	10T10	9
F. R. Gems N Jewellers	10	10T12	9
SR Gems Exim	10	10U01	12
Kanchan Gems & Jewellery	10	10U02	21
Gemstones Corporation	10	10U09	18
Jindal Gems & Jewellers	10	10V04	21
Majestic Gems	10	10M26	9
A L Jewellers	10	10U03	9
GJEPC	10	10U05	9
Aziz Enterprises	10	10U07	9

<b>List of Diamonds Exhibitors</b>	<b>Hall</b>	<b>Booth No</b>	<b>Size</b>
Angel Gems	11	11U18	9
Asha Diamond	11	11V24	18
Bhavna Gems	11	11V01	18
Falguni Gems	11	11U20	9
Finestar Jewellery & Diamonds Pvt Ltd	11	11V06	9
Gopal Gems	11	11V08	9
Janam Corp	11	11V05	9
Jodhani Brothers	11	11Y02	12
K. B. Gems	11	11V20	9
Kavir Diamonds	11	11V07	12
M/S Karan Gems	11	11V18	9

Maruti Gems	11	11U02	18
Nikita Gems .	11	11Y06	9
P. Kirtilal & Co	11	11U14	9
Purusharth	11	11U22	9
R.N. Exports	11	11V21	9
Rainbow Star	11	11V19	9
Rays Diamonds	11	11V02	12
Red Exim	11	11V13	9
Rijiya Gems	11	11V17x	12
Royal Diam	11	11U16	12
S. Falguni Gems	11	11Y04	9
Sagar Enterprise	11	11V04	9
Samkit Gems	11	11V09	9
Shree Krishna Exports	11	11U10	27
SNJ Diam	11	11V14	21
Star Brillian	11	11Y08	9
Star Rays	11	11U24	36
Sun Impex	11	11V22	9
Unique Gems	11	11U06	12
Vaibhav Gems	11	11V10	18
Venu Diamond	11	11U08	9
Vinay Diamonds	11	11V15	9
			408
<b>List of Jewellery Exhibitors</b>	<b>Hall</b>	<b>Booth No</b>	<b>Size</b>
Soni International Jewelry Mfg Co	3	3E542	18
Tanvi Gold Cast LLP	3	3E548	9

ACPL Product and Jewellery LLP	3	3E633	24
Estrella Jewels LLP	3	3E639	9
Kotawala Jewels	3	3E702	27
Patdiam Jewelry Pvt Ltd	3	3E706	15
Kama Schachter Jewellers	3	3E710	12
Millennium Jewellery Private Limited	3	3E712	15
SuperGems Jewellery Mfg Pvt. Ltd	3	3E716	9
Vishal Diamonds	3	3E718	9
Jatin Gems	3	3E722	18
Pietre Del Mondo	3	3E724	18
BML Gems & Jewellery	3	3E726	12
ACPL Exports Pvt Ltd	3	3E729	21
Sheba Boutique	3	3E731	9
Gallant Jewelry	3	3E732	18
Ravi Gem & Jewellery Exports Pvt Ltd	3	3E733	18
Karats & Carats	3	3E734	15
Shri Arihant Mangal Expo Impo	3	3E735	18
Shree Radha Govind Jewellers	3	3E736	9
Vinayak Jewels (India) Pvt Ltd	3	3E801	18
Ashok Jewels	3	3E805	12
Omega Jewellery	3	3E807	12
Savio Jewellery	3	3E813	9
Azure Jouel Pvt Ltd	3	3E815	12
Govindi Gems	3	3E819	9
D. Navinchandra Jewels	3	3E817	9
Silver Mountain	3	3E821	15

Sar Gems	3	3E737	12
Golkunda Diamonds & Jewellery Ltd	3	3E811	9
GJEPC Promotional booth	3	3E641/3E550/552	36

**Visitors were from 147 countries and regions, as follows:** Asia-Pacific Afghanistan, Australia, British Indian Ocean Territory, Brunei Darussalam, Cambodia, mainland China, India, Indonesia, Japan, Korea, Lao People's Democratic Republic, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, the Philippines, Singapore, Sri Lanka, Thailand, Vietnam, Hong Kong region, Macau region, Taiwan region, Middle East, Africa, Europe , South/ Central America , North America, Oceania

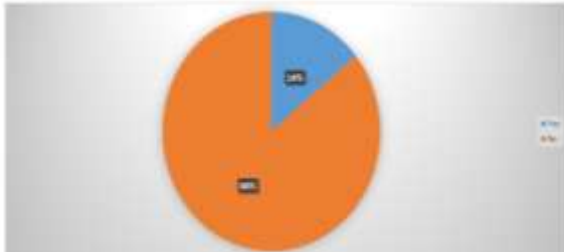
**Top 10 visiting countries and regions (excluding mainland China and Hong Kong region) Number of visitors from mainland China: 20,325**

Ranking	Country/ Region	Number of visitors
1	India	2,990
2	The United States	1,630
3	Taiwan Region	1,572
4	The Philippines	1,438
5	Thailand	1,270
6	Japan	1,204
7	Korea	1,012
8	Australia	669
9	Indonesia	660
10	Russian Federation	441



# India Pavilion's Exhibitors Feedback

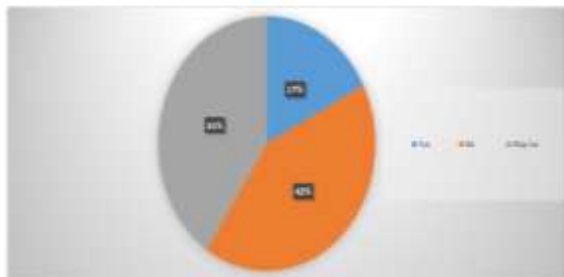
First Participation at Sept HKJ&GF 2018



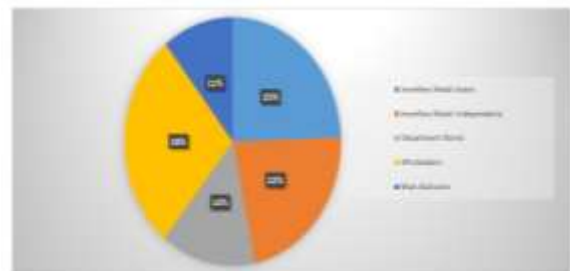
The main reason for participation at Sept Hong Kong Jewellery & Gem Fair 2018?



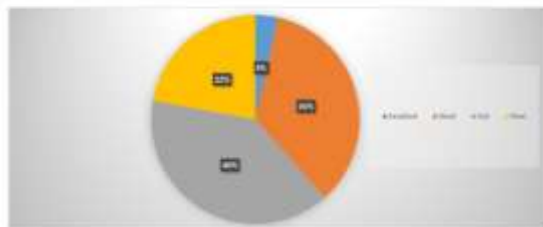
Have you achieved your objectives



Who are your target customers?



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



Are you interested in participating in Sept HKJ&GF 2019 organised by the council

