
POST EVENT REPORT ON INDIA PAVILION AT



20-23rd JUNE 2019
THE HONG KONG CONVENTION AND EXHIBITION CENTER,
WAN CHAI, HONG KONG

INDIA PAVILION AT JUNE HONG KONG JEWELLERY & GEM FAIR 2019

Name of the exhibition: June Hong Kong Jewellery & Gem Fair 2019
At CEC at Wan Chai - Hong Kong

Organisers: UBM Asia

HKCEC	Exhibitors	Buyers
Local	1998	28131

Objective of Visit:

To Represent India Pavilion at above Hong Kong March Show 2019:

India Pavilion was located at the following locations:

There were total 44 GJEPC member exhibitors participating under India Pavilion occupying 507 sqm located by at 3 different halls.

Venue	Section	Hall No.	No. Of Exh	Sqm
CEC	Diamonds	3B-E	32	411
CEC	Gemstone	5B-E	3	33
CEC	Jewellery	1CD-E	1	9
GJEPC Booth	Diamonds	3B-E	1	18
Total			37	453

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 CEC

- 300 Flyers with list of Exhibitors, Inserted in tote bag which were distributed from Council's promotional booths at CEC

- Bilingual Hostesses at the Council's promotional booths
- GJEPC had done branding outside the elevator & besides escalator.
- GJEPC had also done branding outside the halls wherein India pavilion was located.
- Also at the main porch were cars arrive GJEPC branding was seen
- Exclusive GJEPC India Pavilion branding on top of the booths.









GJEPC Exclusive Overhead Branding



Promotional Booths at HKCEC

Council had promotional booth of 18 sqm at diamond Hall 3B-E venue. This booth was utilized for the promotion of Council's activities and was also utilized as a venue for meeting with the various Intl agencies,

- UBM Asia, Indian Consulate in Hong Kong members, Milton Exhibits.
- The booth also had a coffee machine for India pavilion exhibitors & also water dispenser for providing hot & cold water to our India pavilion exhibitors.
- CEC - BOOTH NO 3D 523 AT Hall no. 3B-E

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

- Exclusive directory of India Pavilion
- Solitaire magazine
- Sparkle of Success

- Promotional bags
- Promotional CD
- IIJS PREMIERE 2019 flyer

FEW GLIMPLES OF INDIA PAVILION AT JUNE HONG KONG JEWELLERY & GEM FAIR 2019





FOLLOWING MEETINGS WERE HELD DURING THE FAIR:

Date: 20th June 2019

Meeting 1: Indian Embassy in Hong Kong dated 20th June 2019

Mr. Ajith John Joshua – Consul (Commerce), Ms. Krystal Sin – Marketing Executive & Mr. Clifford Sequeira – Commercial assistant from India Embassy in Hong Kong visited the show on 20th June 2019. Mr. Anurag Kumar – Asst. Director, Intl Events along with Mr. Gaurang Vora, Asst. Manager Intl Events welcomed them to show. Mr. Kumar gave brief information of the show and GJEPC's role in promoting India Pavilion and other activities undertaken to promote Indian Gem & Jewellery industry abroad. Then they were taken around by GJEPC officials to have a look at the India pavilion and meet the Indian exhibitors to understand their expectations from the market and the show. They assured his full support and cooperation to the Council and its members during their participation in the show or for any other matter related to their business development in Hong Kong.



Meeting 2: Meeting with India Pavilion contractor 21st June 2019

Present:

Mr. Edwin, Milton Exhibits

Ms Prilli Kaur Milton Exhibits

Mr. Anurag Kumar, Asst. Director Intl Events

Mr. Nimish Gawade, Sr Executive Logistics & Operations

Action points:

1. The first day the above personnel had a look at all the booth constructed in the India pavilion, then it was discussed that the quality of work is good however few things need to be improved for the next show, tall showcase glass was not up to the mark, Locks for the cabinets are of good quality.
2. It was discussed about how we can enhance the lights of the stalls which can give the exhibitor better feel and they do not have to bring additional lights of their own.
3. It was also discussed, about the stall package option which we provide to the exhibitor in the exhibitor manual. It was suggested by the stall contractor if we can have only 2 option with all the requirement available in it.



Meeting 3: Meeting with organisers of UBM ASIA dated 22nd June 2019

Present: Mr. Sunny Chang,
Mr. Anurag Kumar, Asst. Director Intl Events
Mr. Nimish Gawade, Sr Executive Logistics & Operations

Action points:

1. Mr. Anurag explained about the show details and possibility of UBM & GJEPC association for this show.
2. Floorplan, show dates, location were explained to GJEPC associates.



Meeting 4: Meeting with ALIBABA

Present: Mr. SIMM, BUSINESS DEVELOPMENT , india
Mr. Anurag Kumar, Asst. Director Intl Events

Action points:

1. A detailed discussion with the Mr. Simm regarding a probable cooperation to do a Buyer Seller Meet (BSM) in Jaipur. Alibaba would provide the buyers who are registered on their platform and bring 30-50 buyers from various product category or do single event each for Individual product category.
2. Mr. Simm would revert back with the proposal and query if any, based on the proposal GJEP will take the further steps.

List of Exhibitors under India Pavilion:

Sr. No	Participants Name
LOOSE STONES	
1	KUMAR JEWELS LLP
2	FALGUNI GEMS
3	GNYAN IMPEX
4	PRIYA GEMS
5	MOHIT DIAMONDS PVT. LTD
6	RATNAKALA EXPORTS PVT LTD
7	VENU DIAMOND
8	ROYAL DIAM
9	MEET DIAMONDS PVT. LTD.
10	ARIHANT STAR
11	P HIRANI EXPORTS LLP
12	A.J. MEHTA & CO. LLP
13	ADITYA GEMS
14	MAHIMA GEMS
15	RED EXIM
16	SAMKIT GEMS
17	MARUTI GEMS
18	SHREE KRISHNA EXPORTS
19	UNIQUE GEMS
	UNIQUE GEMS
20	S. FALGUNI GEMS
21	JODHANI BROTHERS
22	JANAM CORPORATION PVT. LTD.

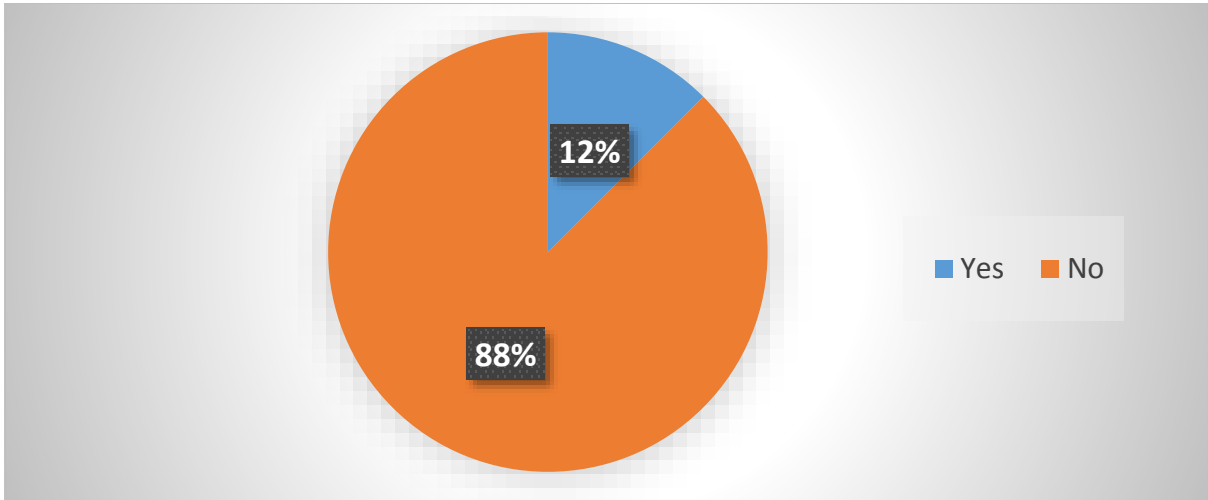
23	R J DIAM (R N EXPORTS)
24	ANGEL GEMS
25	SNJ DIAM
26	ANJANI GEMS
27	ARJIV EXPORTS
28	KOLADIYA BROTHERS
29	BHADIYADRA GEMS
30	FINESTAR JEWELLERY & DIAMONDS PVT LTD
31	CHOICE DIAMOND
32	BHAJAN JEWELS

Sr. No	Participant Name
GEMSTONES	
1	SHWET RATAN IMPEX
2	KANCHAN GEMS & JEWELLERY
3	AG GEMS PRIVATE LIMITED

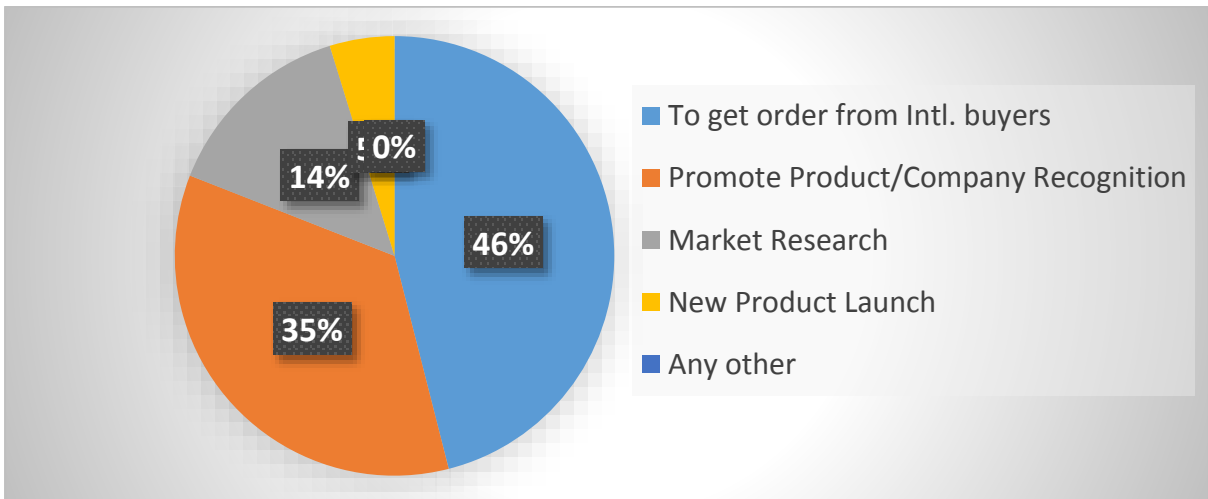
Sr. No	Participants Name
JEWELLERY	
1	MAHESHWARI BANDHU & SONS

FEEDBACK RECEIVED FROM EXHIBITING COMPANIES

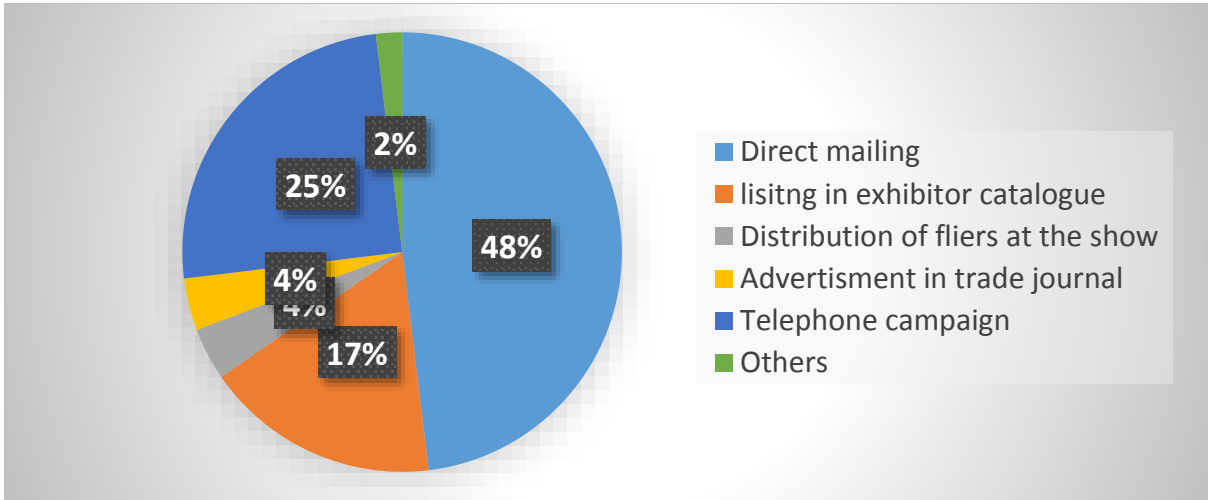
First Participation at June Hong Kong Jewellery & Gem Fair 2019?



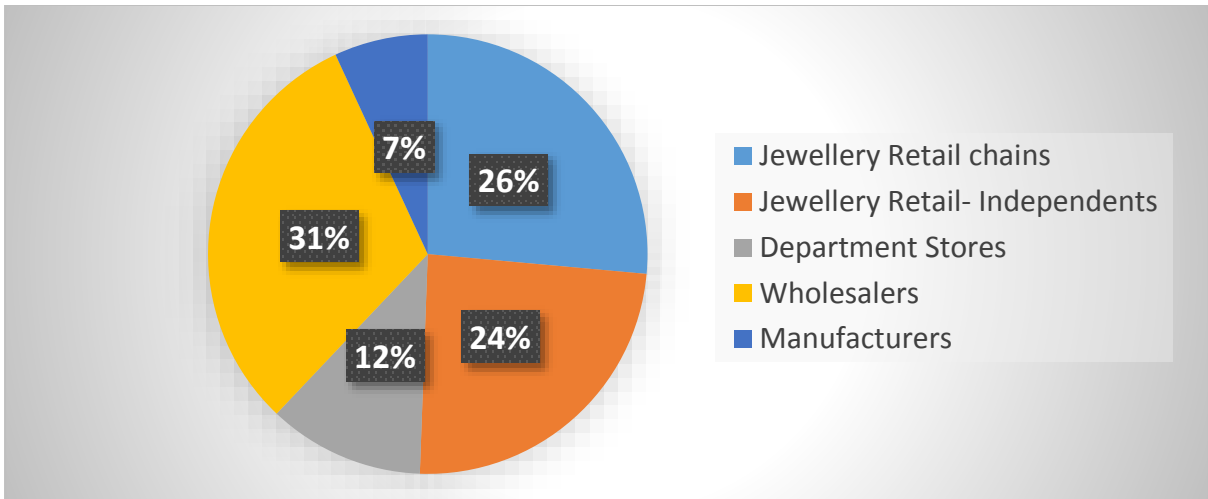
The main reason for participation at June Hong Kong Jewellery & Gem Fair 2019?



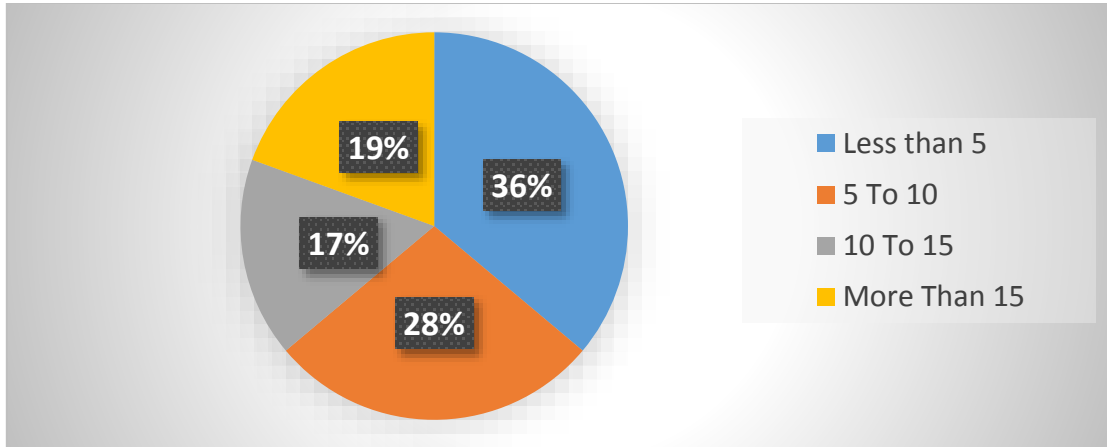
To attract visitors to your booth, what activities did you undertake before the opening of HKG 2019?



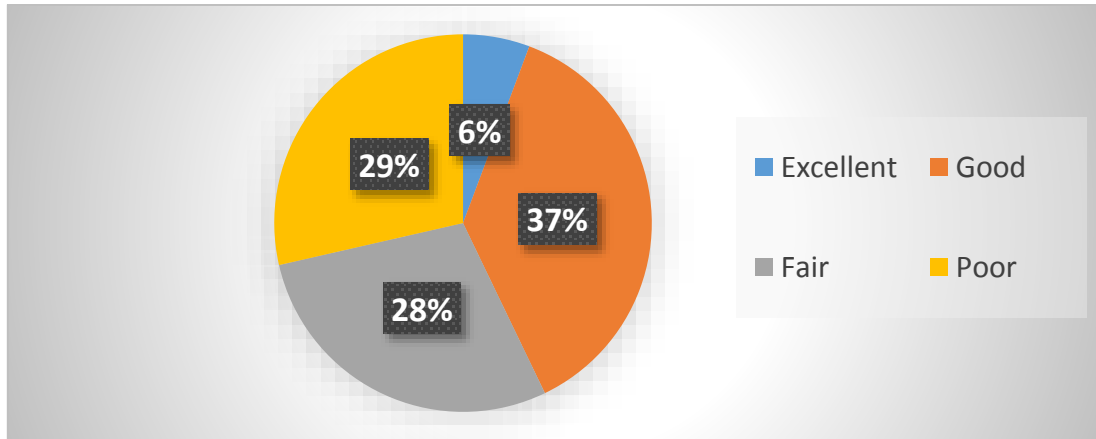
Who are your target customers?



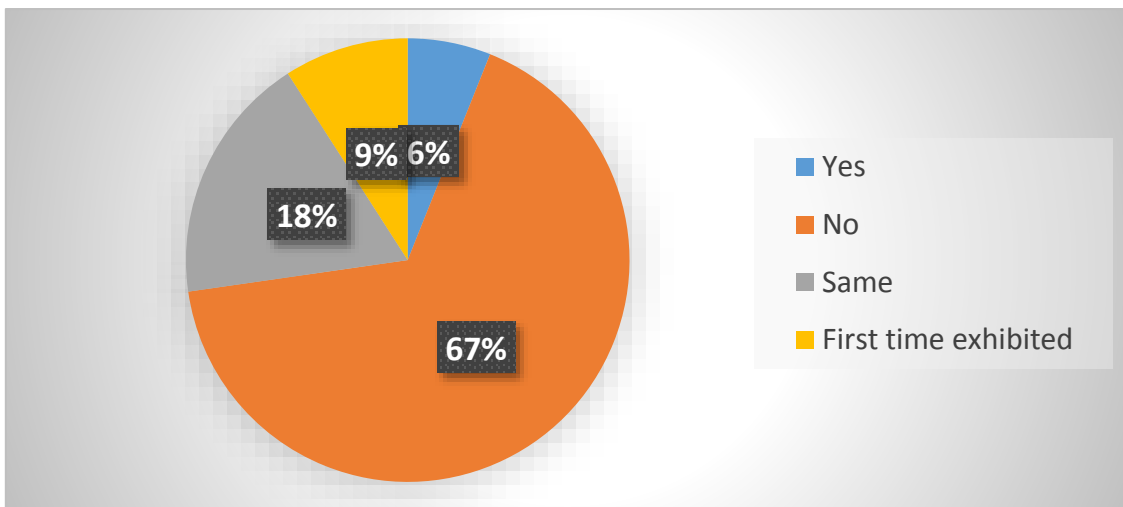
How many useful business enquiries/contacts did you receive during the fair?



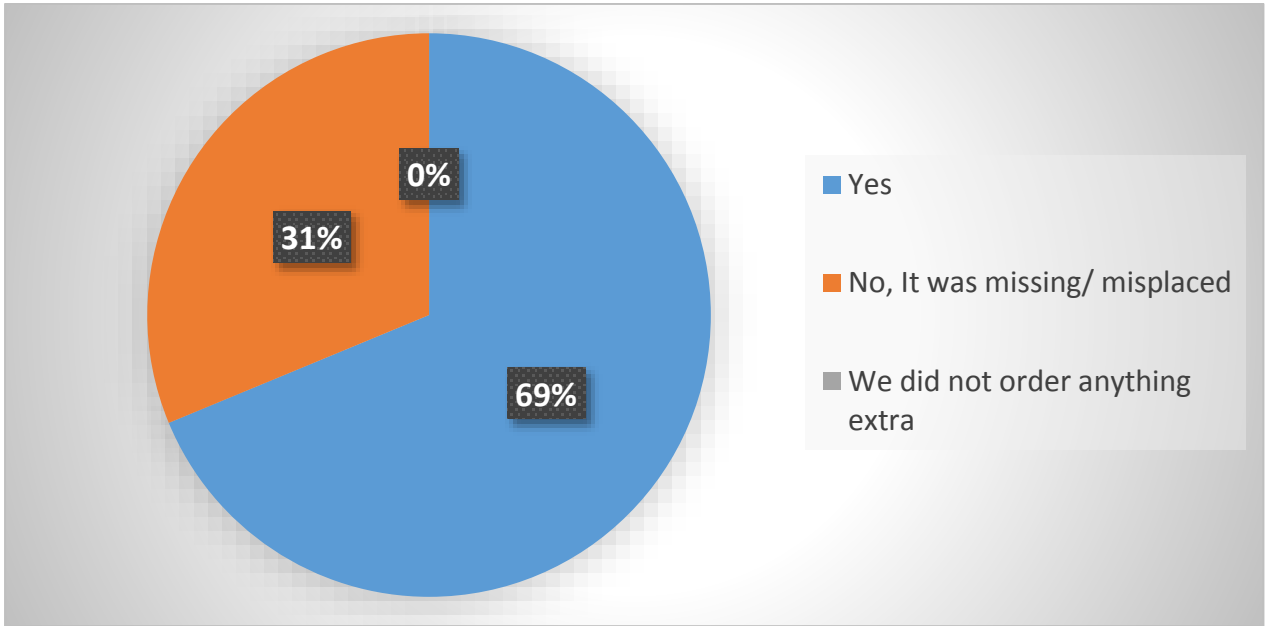
How do you rate your overall business result at the show?



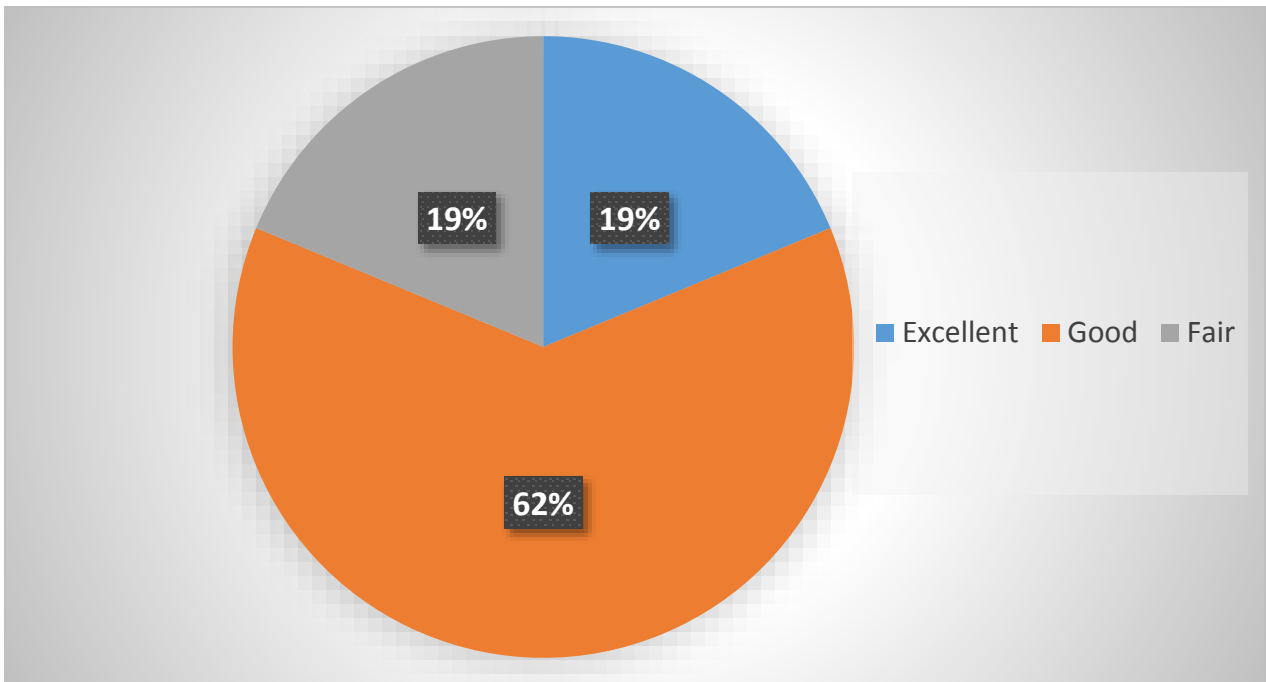
Were results better than those achieved at previous show?



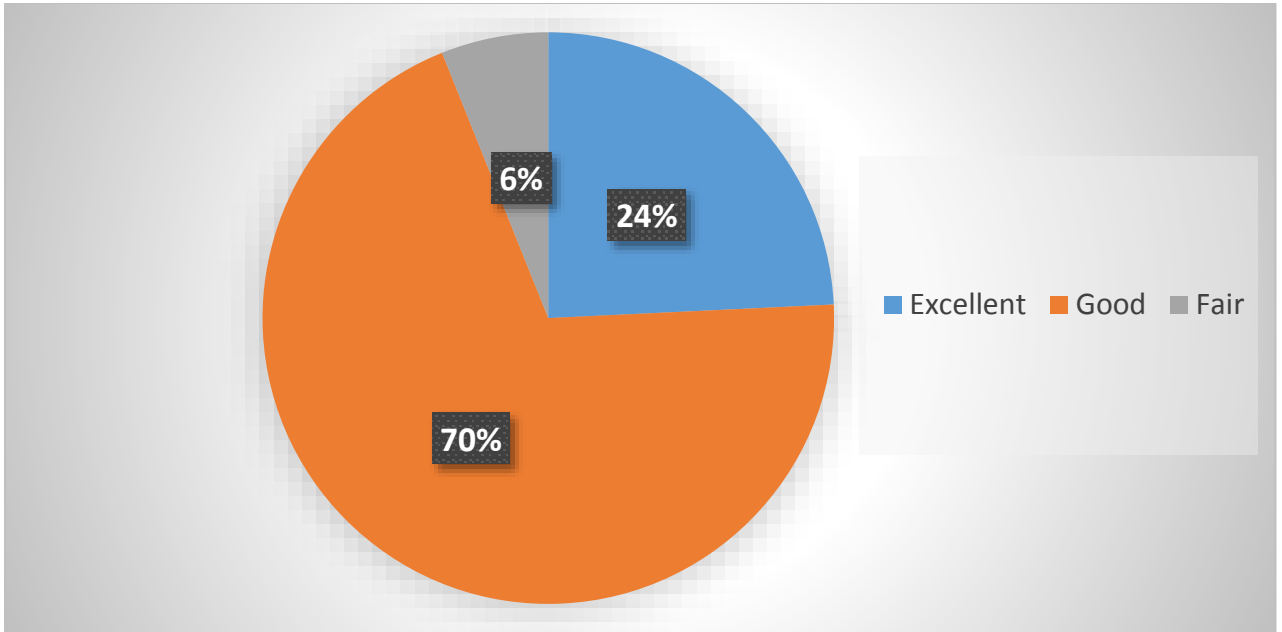
Were all pre-ordered facilities in place when you arrived at your stand during the official move-in time?



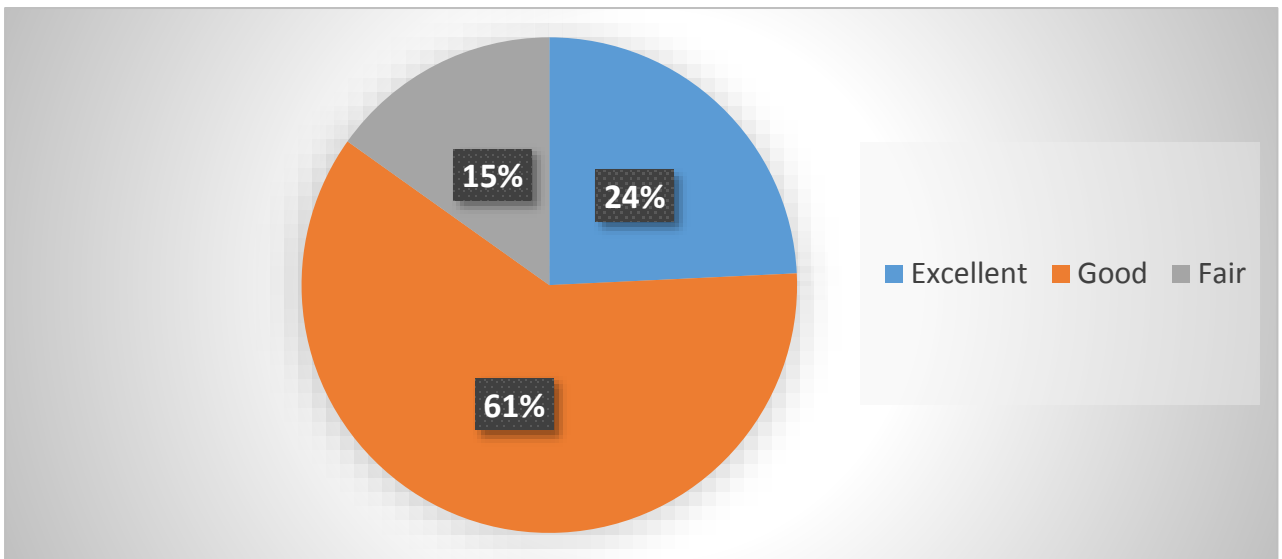
Please rate services provided by council secretarial during show?



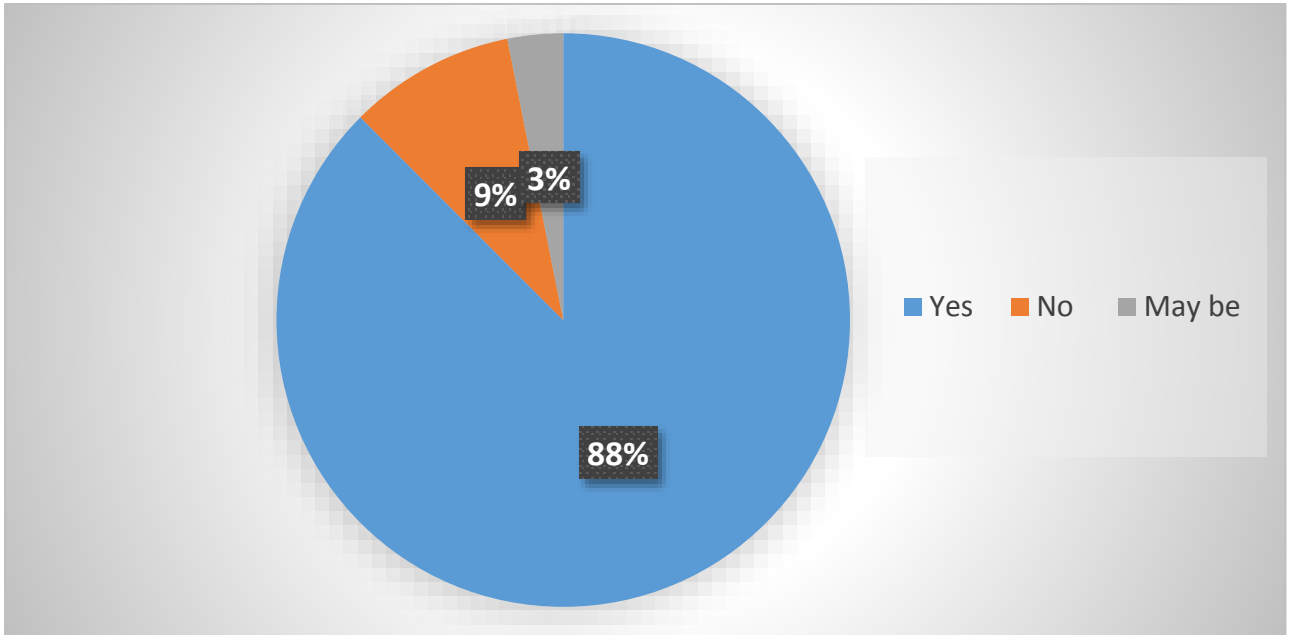
Overall Show management



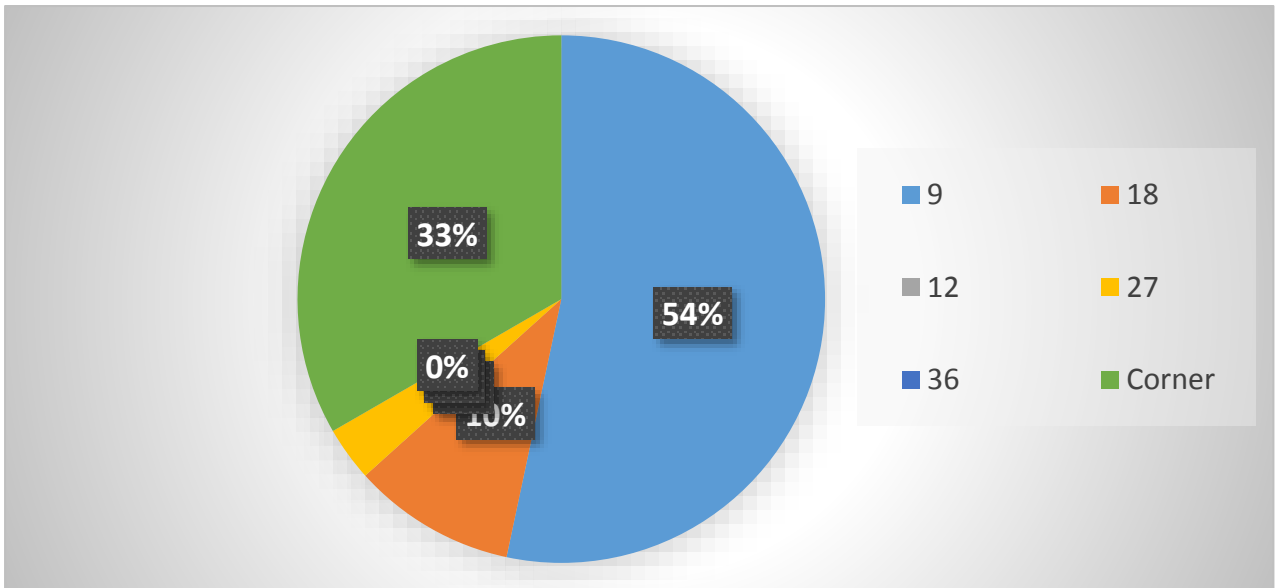
Official stand contractor services



Are you interested in participating in June HK Jewellery & Gem Fair 2020 organised by the council



Area interested in participating at the June HKJGF 2020



*****END OF REPORT*****