

# **Report on India Pavilion at Hong Kong Jewellery & Gem Fair 2019 16-23 Sept 2019 Hong Kong**

The seven-day jewellery and gemstone marketplace opened its doors on September 16 at the AsiaWorld-Expo (AWE), where a wide selection of diamonds, coloured gemstones and pearls was showcased until September 20. Finished jewellery collections, packaging solutions, tools and equipment, and industry-related technologies were presented at the Hong Kong Convention & Exhibition Centre (HKCEC) section of the fair from September 18 to 22 Sept 2019.

More serious buying activity, better-quality visitor traffic and exclusive industry events were among the highlights of the September Hong Kong Jewellery & Gem Fair 2019

Featuring more than 3,600 exhibitors from 55 countries and regions, the jewellery trade's ultimate marketplace remains unmatched when it comes to the breadth and depth of its product offering, according to visitors.

The fair, which offered the year's final sourcing opportunity for buyers preparing for the all-important Christmas and New Year seasonal retail rush, drew close to 40,000 "unique" visitors from more than 130 countries and regions. "Unique" visitors are only counted once regardless of the number of visits they make during the exhibition period.

Companies dispatched smaller buying teams to the show, but attendees said the fair remains of critical importance to their business and offers a unique value proposition to industry stakeholders. Exhibitors likewise observed that buyers spent more time on the show floor for meaningful conversations and focused business discussions.

Total attendance fell by 26.4 percent compared with year-ago numbers, with China buyer turnout recording the biggest drop.

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

Number of Hong Kong-based visitors	14,445	36.1%
Number of visitors from outside Hong Kong	25,543	63.9%
<b>Total number of visitors</b>	<b>39,988</b>	<b>100%</b>

## **Meaningful conversations**

### **Exhibitors**

The 2019 edition of the fair drew the attendance of more serious buyers, according to exhibitors.

"People thought no one will come because of the [public incidents] but we've had buyers from Japan, Taiwan, Vietnam, Australia, Israel and India. There were also a few from mainland China," said Sanjay Shah of India-based J. B. And Brothers Pvt Ltd. "We consider the September Fair a very significant event in the trade because it is an effective platform for buyers and sellers to meet, inspect new inventories and get together as an industry."

Vikar Ahmed of Vikar Ahmed Fine Gemstones of Germany said buyers inquired mostly about his aquamarines and Paraiba tourmalines.

"There were fewer people, yes, but the quality of those who were here was very good. We found new clients from Switzerland and China. We've had visitors from South Korea, Japan and Hong Kong," Ahmed said. "The September Fair is not just a place for business; it's also a valuable marketing tool. There's value in being here because of the important contacts that we make.

(source: Press release by Informa Markets)

### **Visitors:**

"Everything that I want, I can find [in this show]," said Lamy Alkhorayef, co-founder of Saudi Arabia-based Sedra.

Felipe Andres Robles Venegas of Sweden's Silver verket echoed Alkhorayef's feedback. "I get all that I need from this fair," said Venegas, who met with suppliers from China and Germany on the show floor.

In terms of the number of companies that sent buying teams or specialist purchasers to the show, China- and US-based businesses recorded a 45 percent and a 23 percent decline in attendance, respectively, compared to the previous edition.

The fair's global appeal, however, remained strong.

Thirty-seven percent of the attendees were from overseas, with buyer participation from Japan, Israel and South America posting growth. Visitors also maximized time spent at the show by engaging in longer and more meaningful conversations with suppliers, according to exhibitors. The show also welcomed buyer delegations from South America, China, Poland, Russia and Vietnam.

China-based buyers accounted for 27 percent of the show's visitor turnout while local visitors made up the remaining 36 percent.

“An increasingly challenging external business environment and the current situation in Hong Kong had affected visitor turnout. However, the feedback on the show floor was quite positive, with exhibitors saying they had days of focused business meetings, which resulted in orders and solid sales leads,” according to David Bondi, Senior Vice President – Asia at Informa Markets.

**Objective of Visit:**

- To Represent India Pavilion at September HONG KONG JEWELLERY & GEM FAIR 2019 at the following venues;

**India Pavilion will be held at the following locations:**

Venue	Section	Hall no.	Sqm	No of Exh	No. of Booths
AWE	Diamonds	11	408	34	46
AWE	Gemstones	10	423	32	47
CEC	Jewellery	3E	396	30	44
CEC	Premier Pavilion	3E	30	1	2
CEC & AWE	GJEPC Exhibitor Lounge	3E	30	1	3
CEC	India Product Gallery	Entrance of Grand Hall	30	1	3
<b>Total</b>			<b>1317</b>	<b>99</b>	<b>145</b>

**PROMOTIONAL MEASURES**

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

**On site Activities 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
- ✓ India Product Gallery: Artisans Award Winning Pieces will be displayed in it

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

In the GJEPC's promotional booth promotion of 3<sup>rd</sup> India Diamond Weeks, 2019, JCK Las Vegas, VOD 2019, Calendar of Events 2020 & other Council's events were undertaken. Promotional booths were also utilizing for the meeting venue 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 all the visitors at both the venue:**

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

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

- AWE – Hall no.10 \_ - Gemstones Section Booth no.10T12
- CEC – Hall no. 3E – Finished Jewellery Section at 3E533

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

## List of Exhibitors participation under India Pavilion at both the venue

<b>Participants Name in Loose Diamonds in Hall no.11</b>	<b>Booth Number</b>
ASHA DIAMOND	11V24
ANGEL GEMS	11U18
venu DIAMOND	11U08
FINESTAR JEWELLERY & DIAMONDS PVT LTD	11V10
FALGUNI GEMS	11U26
JODHANI BROTHERS	11Y02
K.B.GEMS	11V20
MARUTI GEMS	11U02
JANAM CORPORATION PVT. LTD.	11V05
UNIQUE GEMS	11U06
SUN DIAMOND MANUFACTURING CO.	11V22
GOPAL GEMS	11V25
SAGAR ENTERPRISE	11V04
VINAY DIAMONDS	11V15
P. KIRTILAL & CO.	11U14
PRIYESH JHAVERI (KAVIR DIAMONDS)	11V07
PRIYESH JHAVERI (KAVIR DIAMONDS)	11V07 X
PURUSHARTH	11U22
SAMKIT GEMS	11V09
STAR BRILLIAN	11Y08
RAINBOW STAR	11V01
ROYAL DIAM	11U16
R.J. DIAM	11V21
RAYS DIAMONDS	11V02
RIJIYA GEMS	11V17
RIJIYA GEMS	11V17 X
RED EXIM	11V13
SNJ DIAM	11V14

<b>Company Name in Gemstones Hall NO. 8 and 10</b>	<b>Booth Number</b>
ASHOK JEWELLERS	10M02
BEADS PARADISE	10N01
BEADS PARADISE	10N01 X
COLOURFUL GEMS	10M06
ECOBRIILLANCE PVT. LTD	10T10
G.R. GEMS	10N17
GOVINDI GEMS	10M28
GEMS PARK	10N07
KARISHMA JEWELLERS	10M32
KANCHAN GEMS & JEWELLERY	10U02
L.D. & COMPANY	10M14
MAJESTIC GEMS	10M26
M & M GEMS	10M20
MAMTA EXPORTS	10M22
MKA'S RUBYLITE	10M18
M S GEMS	10M24
S. JINDAL GEMS INDIA LLP	10V04
SHERU GEMS	10N09
AZIZ AHMED GEMS	10N13
M. SIDDIQUE GEMS	10M12
RUBY SOURCE	10N15
SAMI GEMS & JEWELLERS	10N25
RAINBOW STONES	10N23
S.R. GEMS EXIM	10U01
LUNAWAT GEMS CORPORATION	10T02
GEMSTONES CORPORATION	10U09
SHREEJI JEWELS	10M08
NBN EXPORTS	10U03

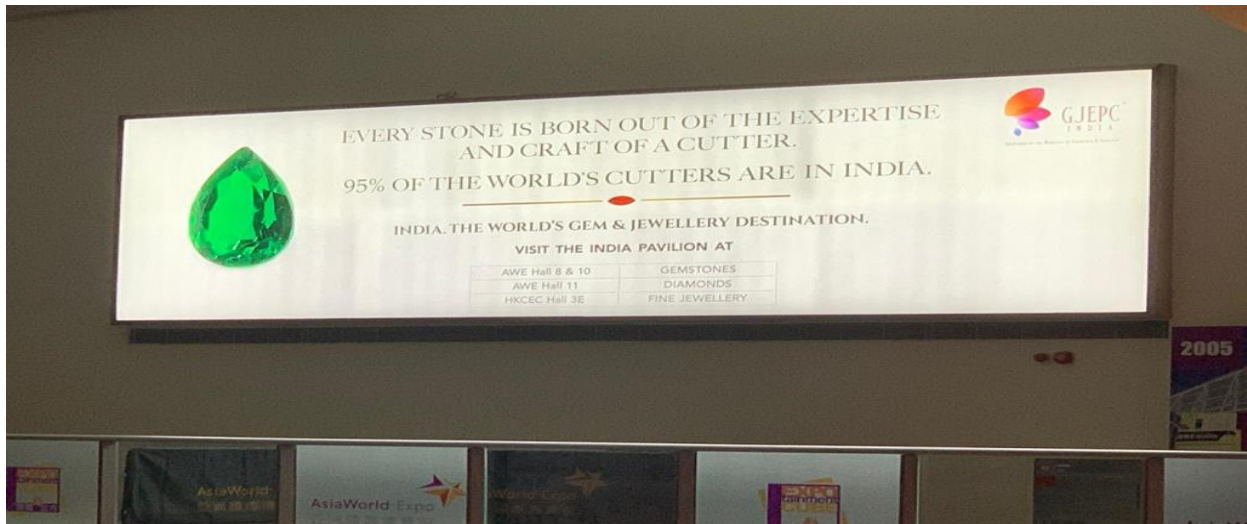
SHREE KRISHNA EXPORTS	11U10
BHAJAN JEWELS	11Y04
GNYAN IMPEX	11V18
KUMAR JEWELS LLP	11Y06
CHOICE DIAMOND	11V06
ANJANI GEMS	11V23
KOLADIYA BROTHERS	11U24
PRIYA GEMS	11V03
SANNIDHYA DIAMONDS	11V08
PRAGATI EXPORTS	11U20
KUMBH GEMS	11V19

S.S.BROTHERS	10N21
GEMS KITE	10U05
VINAYAK GEMS	10N19
F R GEMS N JEWELLERS	10T08
AMIT EXPORTS	10T06
GEMLITE MANUFACTURING PVT. LTD	10U07

<b>Company Name in Jewellery Section in CEC Hall no. 3 E</b>	<b>Booth Number</b>
KOTAWALA JEWELS	3E516
KAMA-SCHACHTER JEWELRY PVT.	3E721
MILLENNIUM JEWELLERY PVT. LTD.	3E520
MILLENNIUM JEWELLERY PVT. LTD.	3E520 X
PATDIAM JEWELLERY PVT. LTD.	3E715
SUPERGEMS JEWELLERY MFG. PVT.	3E737
AZURE JOUEL PVT. LTD.	3E729
SAVIO JEWELLERY	3E526
ASHOK JEWELS	3E620
OMEGA JEWELLERY	3E727
GOVINDI GEMS	3E626
GOLKUNDA DIAMONDS AND JEWELLERY LTD	3E723

JATIN GEMS	3E731
PIETRE DEL MONDO	3E630
SILVER MOUNTAIN	3E524
SAR GEMS	3E636
SHEBA BOUTIQUE	3E622
SONI INTERNATIONAL JEWELRY MFG. CO	3E616
VINAYAK JEWELS (INDIA) PVT. LTD	3E528
ACPL EXPORTS PVT. LTD.	3E632
ACPL PRODUCTS & JEWELLERY LLP	3E640
GALLANT JEWELRY	3E532
SHREE RADHA GOVIND JEWELLERS	3E542
BML GEMS & JEWELLERY	3E538
SHREE ARIHANT MANGAL EXPO IMPO	3E536
FAIEM GEMS EXPORTS	3E624
ESTRELLA JEWELS LLP	3E735
AMBAALIKA JEWELS	3E642
LADIWALA ENTERPRISES	3E739
RAIA JEWELS PVT LTD	3E725
	3E725X
ARINA JEWELLERY	3E741

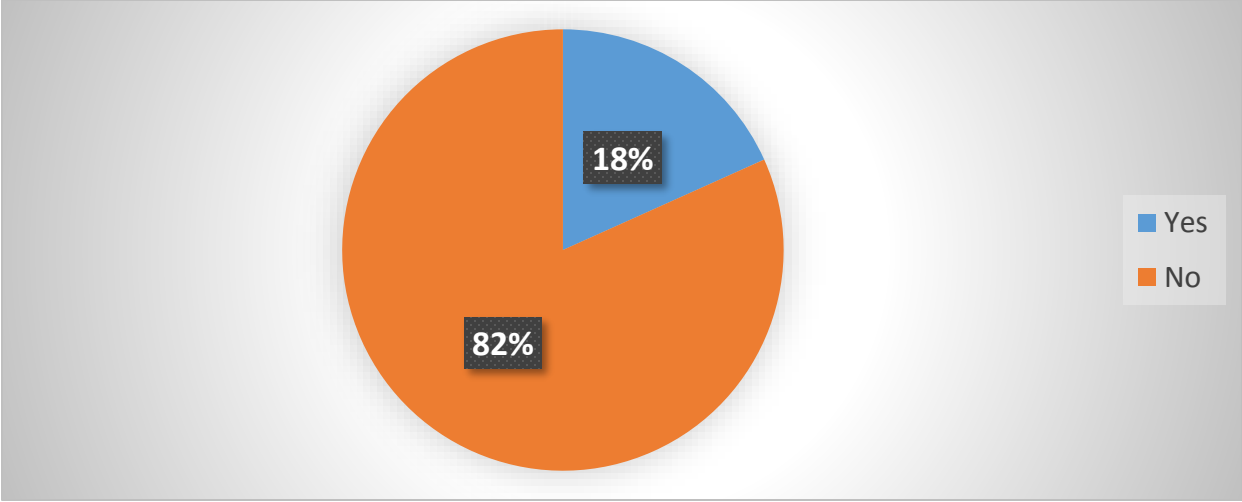
## Few Glimpses of Sept Hong Kong Jewellery & Gem Fair 2019



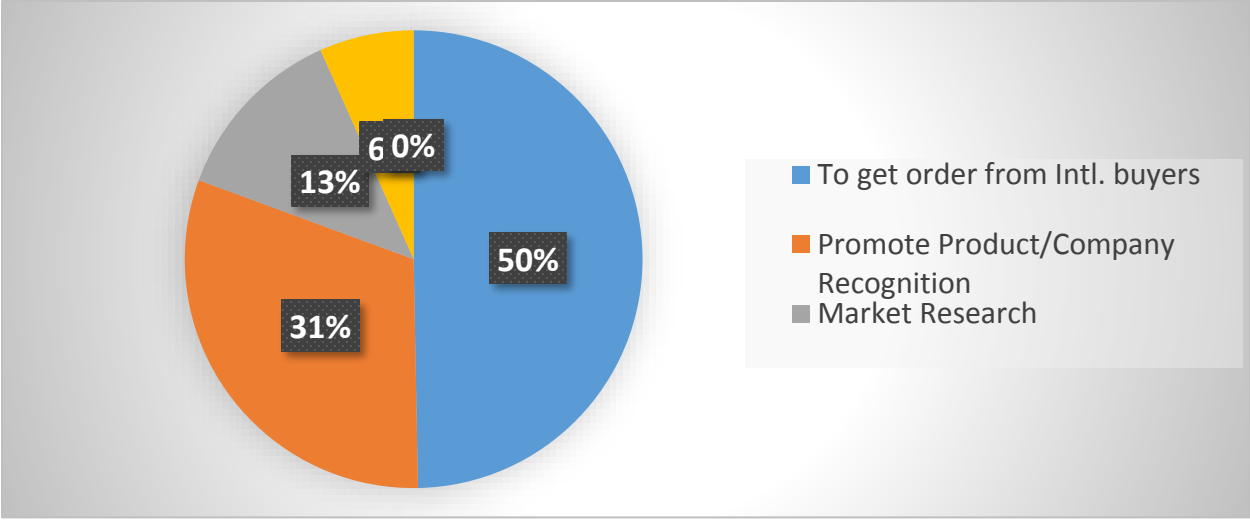


FEEDBACK RECEIVED FROM EXHIBITING COMPANIES

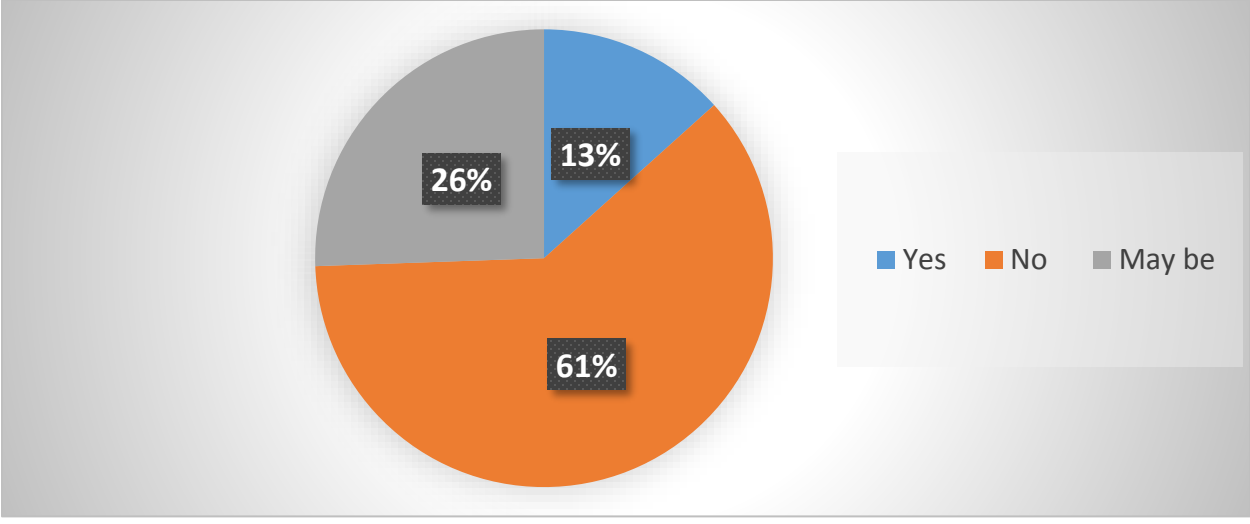
First Participation at Sept HKJ&GF 2019



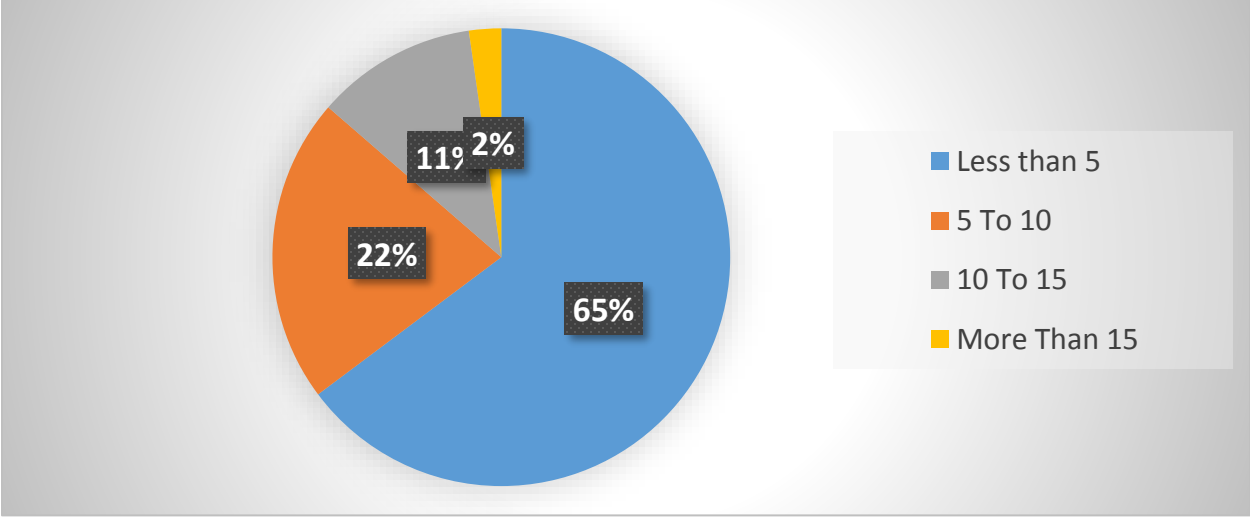
The main reason for participation at Sept HK Jewellery & Gem Fair 2019?



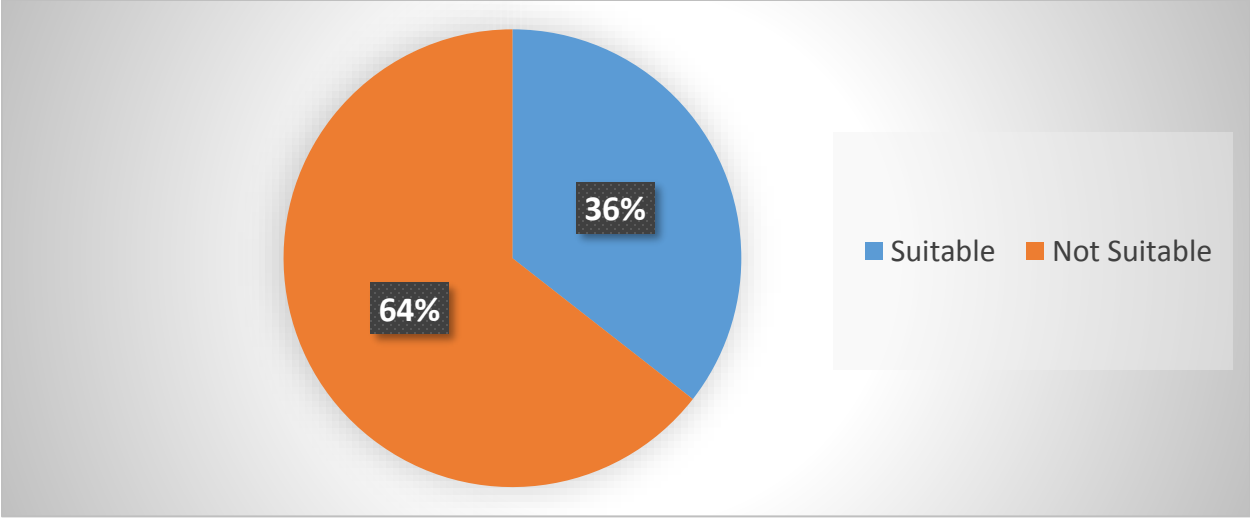
Have you achieved your objectives



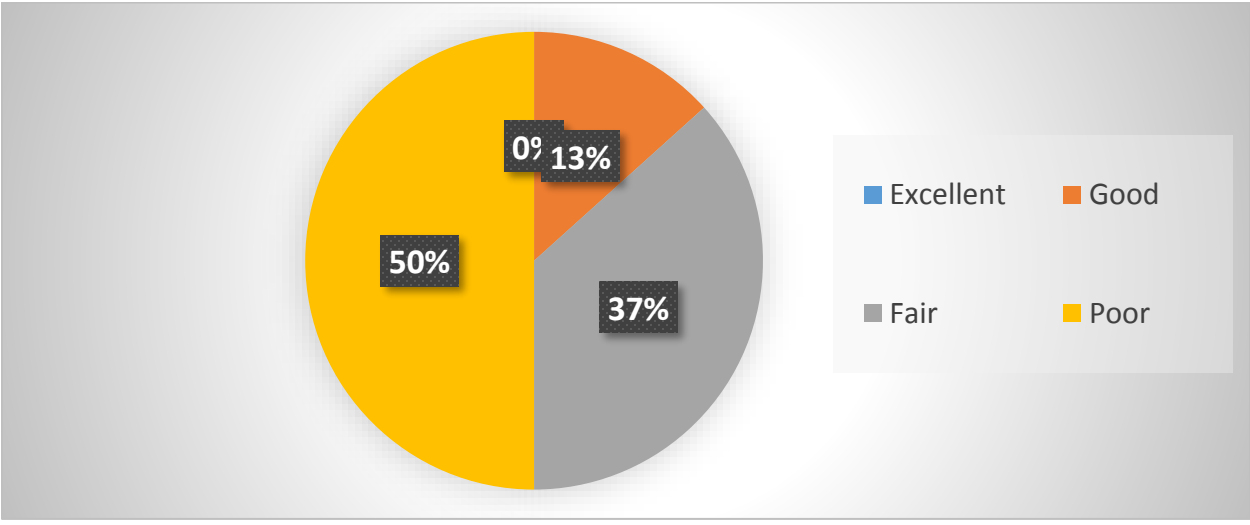
How many useful business enquiries/contacts did you receive during the fair?



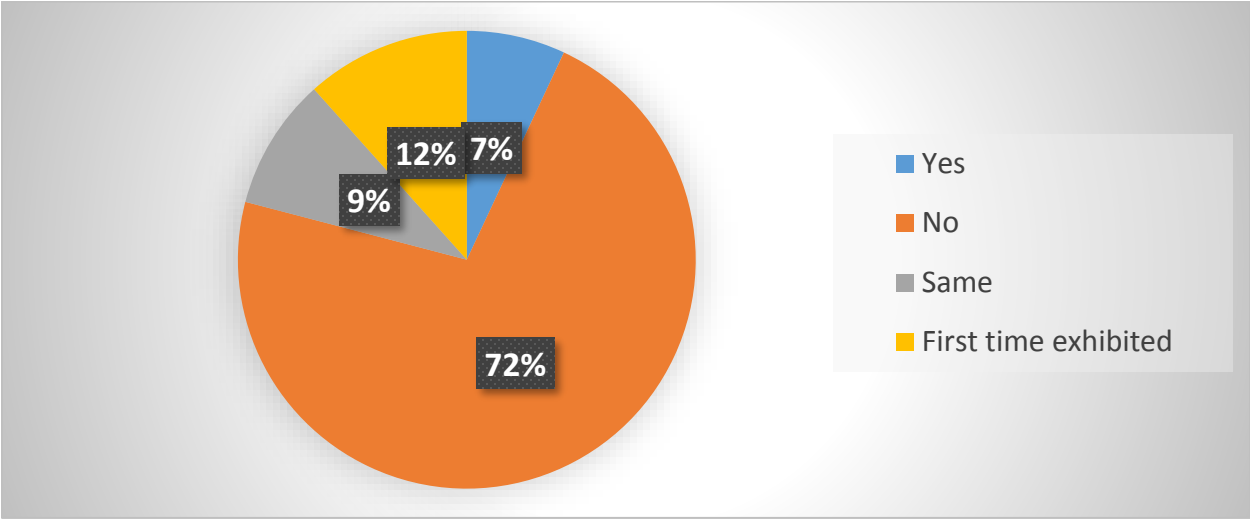
How do you rate appropriateness of visitors at your booth?



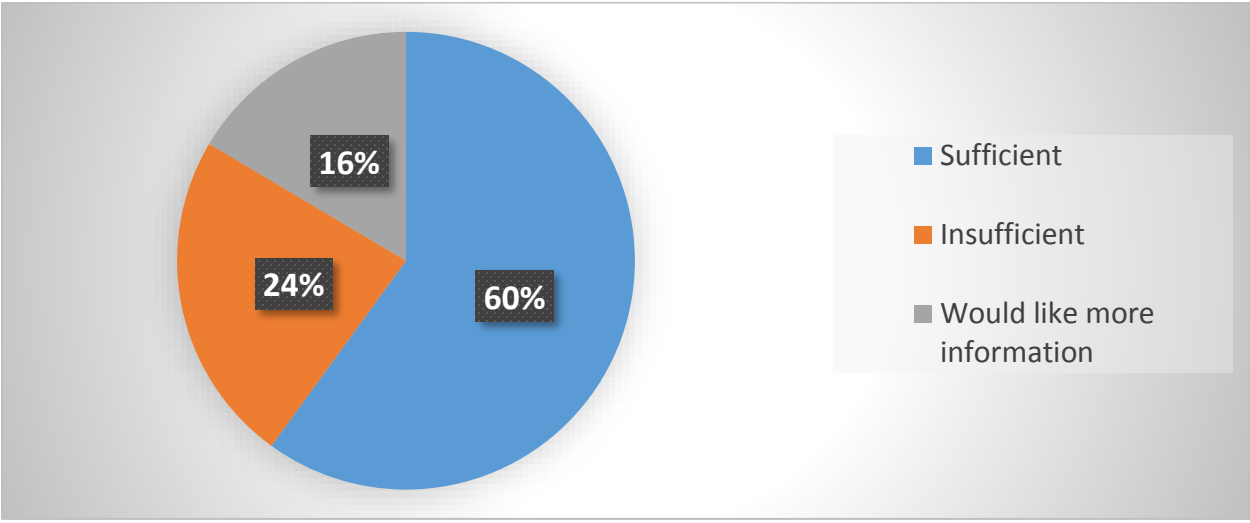
How do you rate your overall business result at the show?



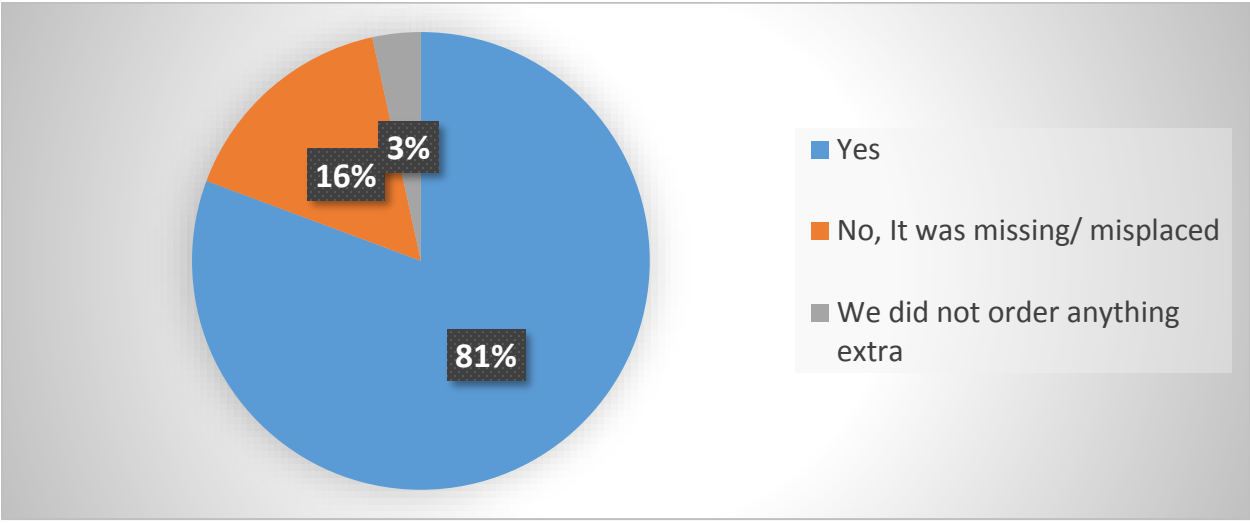
Were results better than those achieved at previous show?



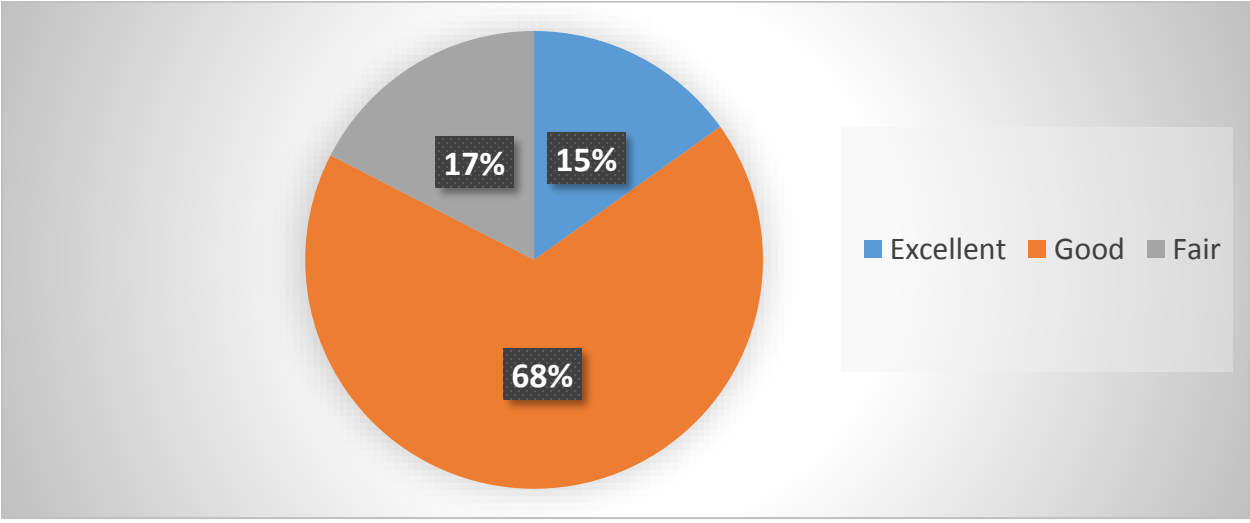
Information regarding Sept HKJ&GF 2019 show participation & related activities?



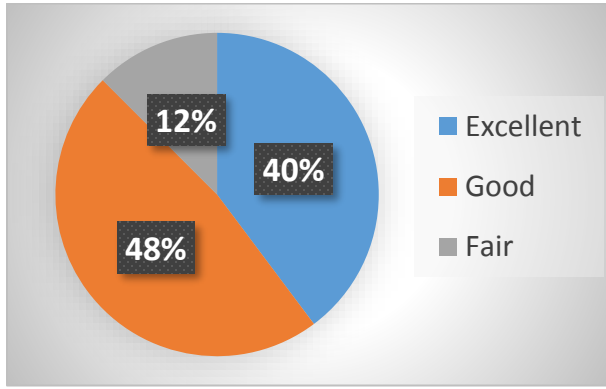
Were all pre-ordered facilities in place when you arrived at your stand during the official move-in time?



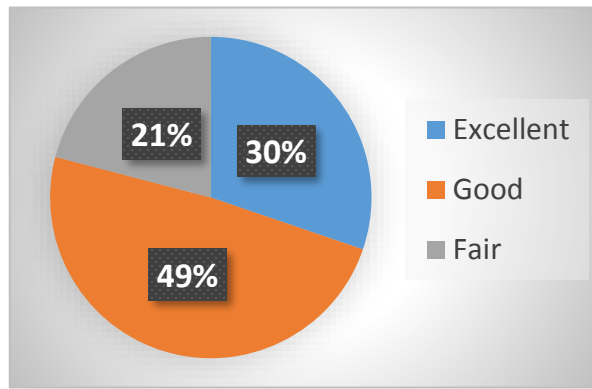
Please rate services provided by council secretarial during show



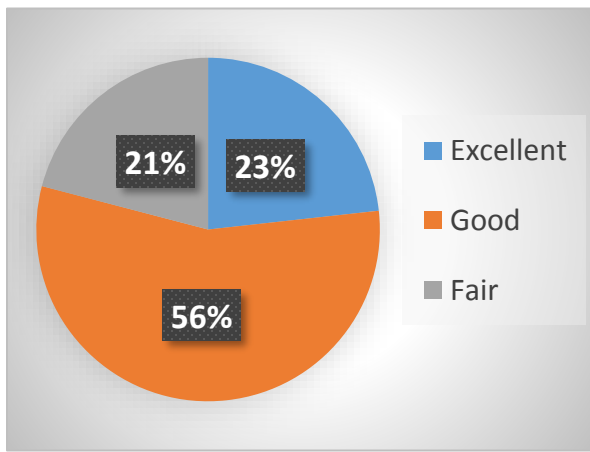
Hall Facilities



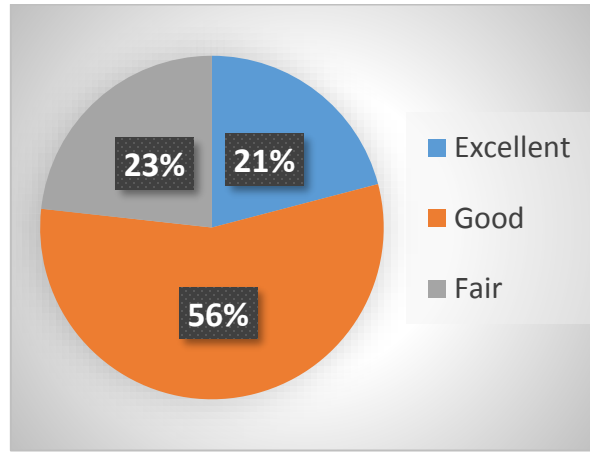
Booth facilities



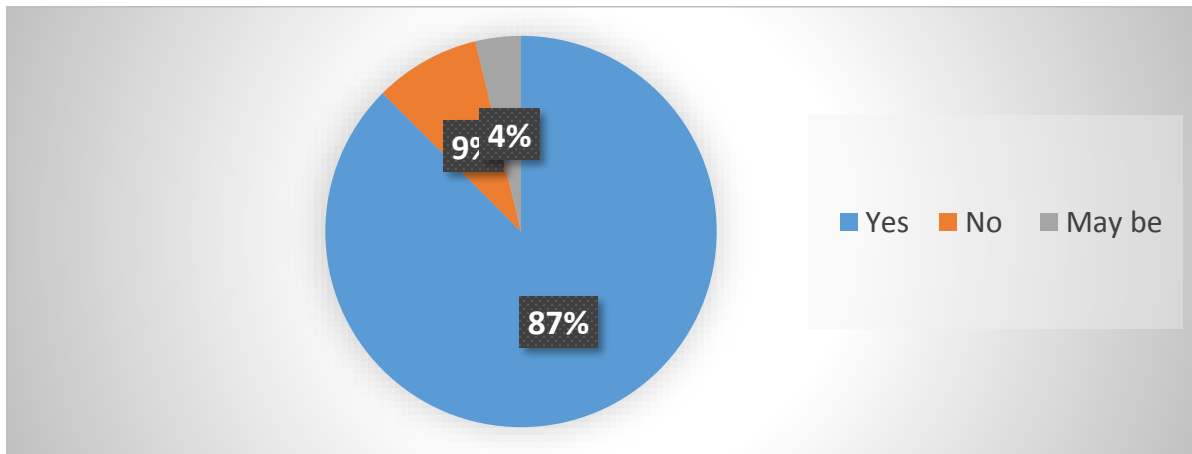
Pre show promotion done by Council



Official stand contractor services



Are you interested in participating in Sept HKJ&GF 2020 organised by the council?



NEXT YEAR DATES :

**Jewellery & Gem WORLD Hong Kong**

- **Loose Stones at AWE : 13-17 Sept 2020**
- **Jewellery at HKCEC : 15-19 Sept 2020**