



JMATM
Hong Kong

Your Asia Key Jewelry Event In November

24-27 November 2016

Hong Kong Convention & Exhibition Centre 香港會議展覽中心



HKJMA

香港國際珠寶廠商展覽會

Hong Kong International Jewelry Manufacturers' Show

T: (852) 2766 3002 F: (852) 2362 3647 www.jewelrysthows.org



Network with Quality Buyers at Asia Key Jewelry Event in November

十一月亞洲珠寶採購盛事 與實力買家聯繫

JMA Hong Kong 2015, Hong Kong International Jewelry Manufacturers' Show, concluded with a great success. This Asia Key Jewelry Event attracted 736 exhibitors with over 1,100 booths from 21 countries/regions which obtained an increase of 12% exhibition scale compared to 2014. Even though the entire exhibition hall is open for exhibit, the exhibition space fills up fast with more than 100 companies on the waiting list.

The show attracted more than 32,000 buyer attendance in 2015, and the number of mainland China buyers increased about 18%, while slight increase of Asian regions such as India, Taiwan, Korea and Singapore. This cash and carry jewelry show is a flexible trading platform which more retailers and wholesalers are willing to take this year-end clearance opportunity to stock up before Christmas and New Year.

For the coming year, the show will continue to attract more mainland China and overseas buyers, and pair up quality buyers and quality exhibitors at the show.

2015香港國際珠寶廠商展覽會吸引來自21個國家/地區736間公司參展，超過1,100個展位。展覽會的規模日益增長而整體參展比例亦比去年增長12%。為了迎合參展商的需求量，整個展覽場館已全面開放參展，但仍有100間公司在輪候名單上，展會質素有目共睹，而且已被業界所肯定。

去年展覽共吸引超過32,000買家入場人次，中國內地買家人數更激增18%，與此同時，鄰近亞洲地區印度、台灣、韓國及新加坡買家人數亦有上升趨勢。由於本展會是香港唯一的珠寶直銷平台，吸引大批零售及批發商藉着年尾聖誕及新年等節日促銷到場採購及補充貨源。

在2016年，展會將積極吸納中國內地及海外實力買家，為參展商及買家進行配對，締造更多商機！



Show Attractiveness 展覽會優勢

- ▶ The only cash and carry jewelry trading platform in Hong Kong
- ▶ Good timing for seasonal clearance that consumers have stronger impulse on year-end purchase
- ▶ Right exhibition size of over 1,100 booths under one roof to maximize buyers and exhibitors interaction
- ▶ Extensive promotion programs in China and Asia Pacific to create more business opportunities
- ▶ Supported and guided by Hong Kong jewelry professional to shape the event in line with the market demands
- ▶ 香港唯一珠寶展銷平台
- ▶ 適逢年尾佳節，買家採購有較強的購買意慾
- ▶ 過千展位雲集一地，促進參展商與買家最大交流互動
- ▶ 在中國內地及亞太地區廣泛宣傳，締造更多商機
- ▶ 由珠寶業界人士創辦展會及提供諮詢，深明業界需要並能作出適時市場策略



Show Information 2015 展會資料2015

Over 32,000 Buyer Entrance
超過 買家入場人次

Over 1,100 Booths
超過 展位

Over 730 Exhibitors
超過 參展商

From 21 Countries/Regions
來自 國家/地區

Show Details 展覽會詳情

Show name: JMA Hong Kong

展會名稱：香港國際珠寶廠商展覽會 暨 香港珠寶購物節

Venue: Hall 1 • Hong Kong Convention and Exhibition Centre

地點：香港會議展覽中心 • 展館一

Admission: Trade & Public (Visitors under 16 will not be admitted)

進場守則：歡迎業內及公眾人士 (十六歲以下人士恕不招待)

Show Date: 24-27 November 2016

展會日期：2016年11月24-27日

Date • 日期	Show Opening Hours • 展覽開放時間
24/11/2016	10:30 — 18:30
25/11/2016	10:30 — 19:30
26/11/2016	10:30 — 19:30
27/11/2016	10:30 — 18:30

Well organized Show Floor Enhance the ease of Business Matching 展區規劃明確 提升商貿配對

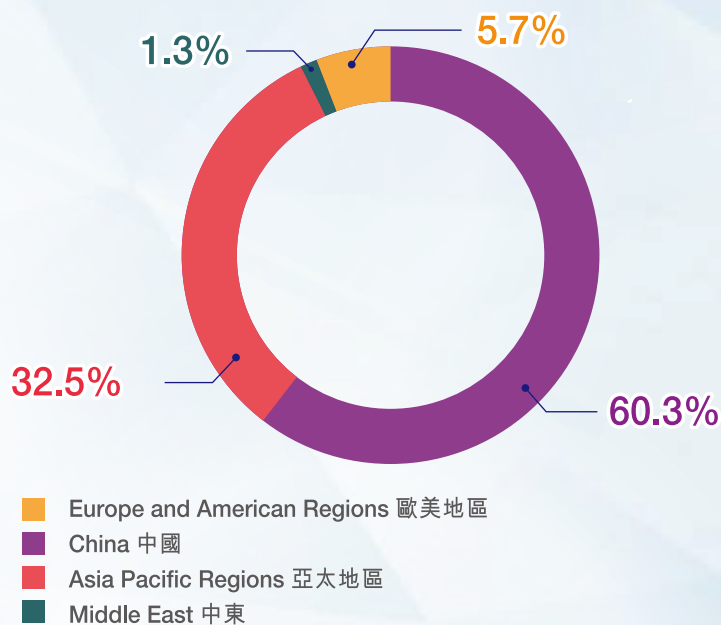
- ▶ Fine Jewelry Zone 珠寶首飾區
- ▶ Pearl Zone 珍珠區
- ▶ Gem Zone 寶石區
- ▶ Diamond Zone 鑽石區
- ▶ Watch & Clock Zone 鐘錶區
- ▶ Equipment, Packaging and Servicing 珠寶儀器、包裝及服務
- ▶ International Designer Arena 國際設計師專區
- ▶ International Pavilions 國際展館

Booth Application 展位申請

Application form for New applicant could be obtained from HKJMA office or downloaded from the official website. For NEW Applicants, the application **deadline is 30 June 2016**.

新申請參展商可在本會辦事處索取申請表格或於展會網頁下載，新申請公司的 **截止日期為2016年6月30日**。

Overseas Buyer Geographical Distribution 2015 海外買家地區分佈2015



Exhibitors' Comments 參展商評語

We have joined JMA Hong Kong for 15 Years! Throughout these years, we have met so many potential buyers from Mainland and Local, and the show is well-organized, so we are satisfied with the show and the results we achieved. This year, we hope we can expand the business to China & Hong Kong potential buyers and customers.

Mr. Takaya Nishioka
Takahashi Pearl Co., Ltd, Pearl Zone

展覽會在香港會議展覽中心一號展館舉行，買家較集中，使參展商能抓緊機遇與目標買家會面洽談。

Ms. Ajay Gandhi
H.K. Gems & Diamonds, Gem Zone

We have participated JMA Hong Kong for five years, this is one of the grand jewelry shows we must join! As the timing is good, it holds before two great festivals – Christmas and New Year, so it always attract lots of buyers to refill the stocks, we are optimistic towards the exhibition.

Mr. Lalit Nahata
JLR Co Ltd, Thailand Pavilion

我們首年參加「香港國際珠寶廠商展覽會」，希望透過此展覽推廣本地珠寶到東南亞市場，並以超值價錢吸引更多本地零售顧客。

Mr. Eric
Camex Jewellery Limited, Fine Jewelry Zone

Promotion Program 宣傳計劃

在2016年，展會將繼續推出更多宣傳活動及注入湛新的元素吸納買家，並為參展商帶來更多商機!



International Trade Market 國際珠寶業界

- **Advertise in overseas and local Jewelry trade magazines**
海外及本地珠寶雜誌刊登廣告
- **Send invitations to local and overseas jewelry wholesalers, retailers**
通函邀請本地及海外珠寶零售及採購商
- **Highlight exhibitors' products in official website**
官方網站展示參展商最新產品
- **Send regular eDM to local and overseas buyers**
定期電郵推廣至本地及海外買家
- **Organize VIP delegation and networking reception**
安排買家團到訪及舉辦交流酒會
- **Implement Show's Mobile App**
引入展會手機應用程式宣傳展會

Download Show's mobile app and
get the fair details at your fingertip!

**立即下載展會手機應用程式，
讓您一手掌握最新資訊！**

JMAHK

Consumer Market 零售市場

- Advertise on public transport and TV media
港鐵及電視媒體廣告
- Advertise on local and mainland China newspapers and magazines
本地及中國內地報章雜誌刊登廣告
- Send invitation to selected local real estates
通函邀請至本地優質屋苑
- Organize customer involvement programs, “Diamond Lucky Draw”, “Instant Reward Card”.
舉辦公眾參與活動，美鑽大抽獎、即揭即中活動
- Advertise at social media and online media
社交平台及網媒投放廣告

Organizer 主辦單位



Hong Kong Jewelry Manufacturers' Association
香港珠寶製造業廠商會

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Greatly Supported By Industry 展會深受業界支持

(In no particular order 排名不分先後)



最新支持單位名單以本展會官方網頁為準 Please refer to our official show website about the update supporting organizations list