

# JMA 香港 國際珠寶節

HONG KONG INT'L JEWELRY SHOW



25-28.11.2021



[jewelryshows.org](http://jewelryshows.org)

HALL 1  
HONG KONG CONVENTION  
& EXHIBITION CENTRE  
香港會議展覽中心.展館1



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ORGANIZER 主辦單位



HKJMA  
香港珠寶製造業廠商會

JMA<sup>TM</sup>  
HONG KONG

# THE BEST OFFER ALL IN NOVEMBER

## 十一月亞洲珠寶璀璨盛典

Held in the heart of Asia and the gateway to China, the 29<sup>th</sup> edition of JMA Hong Kong International Jewelry Show in November is the year-end jewelry event in Asia you cannot miss! By taking advantage of the festive year-end season, JMA show provides a cost-competitive yet high-calibre platform for exhibitors and buyers. With a variety of loose stones and fine jewelry under one roof, exhibitors can generate more sales, strengthen their network with jewelry professionals and explore new business opportunities in the booming markets in Asia.

As the local jewelry event that welcomes both trade and individual buyers, JMA Show was the only jewelry show successfully held last year and helped exhibitors to improve their business cash flow. In view of the epidemic situation, JMA Show will timely adjust its various channels of communication and promotion, delivering the best business potential for our exhibitors. We pledge to uphold the quality of the show and assist the existing and new exhibitors in exploring infinite business opportunities in the booming Asian markets.

位於亞洲商業中樞、連接中國的十一月「第29屆JMA香港國際珠寶展」，為業界一致認可的亞洲年度壓軸珠寶盛事！正值年尾節日旺季前的銷售絕佳時機，JMA珠寶展為全球參展商及買家提供優質而實惠的珠寶商貿平台。環球優質珠寶及原石雲集於一地，參展商可透過此平台向全球及本地買家作最後促銷，提高銷售業績，同時建立人脈網絡，在亞洲新興珠寶市場發掘無限商機！

作為本地開放予業內及業外買家的珠寶展覽，去屆珠寶展是在疫情期間唯一成功舉辦的香港珠寶展，助參展商提高企業現金流。2021年珠寶展將因應疫情，適時調整宣傳策略，透過不同傳播媒介加強各項宣傳，務求讓參展商把握年度的最後銷售機會。我們承諾堅守展會品質，協助參展商打開亞洲營商之門。

“Jewelry exhibitions in Hong Kong are appealing to the worldwide jewelry lovers. As the jewelry show open to public buyers in Hong Kong, we are attractive to many medium and small exhibitors, as well as to the young local and mainland buyers, making the Show an ideal platform for connecting jewellers and clients.”

在香港舉行國際珠寶展覽，對世界各地買家深具吸引力；作為全港開放予公眾買家的珠寶展，能吸納本地中小企珠寶商參展，並吸引年輕本地和內地買家，成為與客戶連接的平台。



MR. BENNY DO 杜源寧先生  
Chairman of HKJMA 香港珠寶製造業廠商會主席 (2019-2021)

### WELL-DEFINED PRODUCT ZONES CREATE A BUYER-FRIENDLY ENVIRONMENT

展區規劃完善 促進商貿配對



- FINE JEWELRY ZONE 珠寶首飾區
- GEM ZONE 寶石區
- PEARL ZONE 珍珠區
- DIAMOND ZONE 鑽石區
- REFURBISHED JEWELRY ZONE 翻新珠寶區
- FASHION & SILVER JEWELRY ZONE 時尚及純銀首飾區
- VINTAGE JEWELRY ZONE 古董珠寶區
- SYNTHETIC & LAB GROWN DIAMOND ZONE 合成及培育鑽石區
- WATCH & CLOCK ZONE 鐘錶區
- EQUIPMENT, PACKAGING & SERVICING ZONE 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





## Join us in JMA HONG KONG with UFI Recognition

榮獲UFI國際認證 具國際規模的珠寶展覽



### TRADE BUYERS 業內買家

### BUYERS' NATURE OF BUSINESS 買家業務性質



- 42% ● Retailers 零售商
- 26.4% ● Manufacturers 製造商
- 21.2% ● Importers / Exporters 入口商 / 出口商
- 21.1% ● Wholesalers 批發商
- 4.2% ● Designers / Craftsmen 設計師 / 工藝師
- 3.6% ● Department Stores / Chain Stores 百貨公司 / 連鎖店
- 3.3% ● Others 其他
- 1.1% ● Technicians / Equipment Production 器材技術

Buyers From  
買家來自



73  
Countries / Regions  
個國家/地區

\*Source from 2019 Show Survey 資料來自2019展會問卷調查

### SHOW SCALE 展會規模

Booths 展位 1,550

Countries/ Regions 國家/地區 29

Exhibitors 參展商 970

\*Estimated figures based on data from 2019 show  
以上數字參考2019展會數據

### TOP 10 Visitor Countries 十大國家包括

HKSAR · China · Philippines · India · Korea · Taiwan · Japan · USA · Indonesia · Vietnam  
香港特別行政區 · 中國 · 菲律賓 · 印度 · 韓國 · 台灣 · 日本 · 美國 · 印尼 · 越南



### PUBLIC BUYERS 公眾買家



No. of online registers  
in the 2020 show  
2020年網上登記入場人數

+77%



Public Buyers will visit the  
Show again  
公眾買家將再次參加展會

99.1%



Public Buyers will recommend the  
Show to your relatives or friends  
公眾買家將推薦展會給家人和朋友

98.3%

\*Source from 2020 Show Survey 資料來自2020展會問卷調查



### ARE OUR EXHIBITORS SATISFIED? 參展商滿意嗎？

96% of our exhibitors are satisfied with the overall arrangement of booth package facilities, which help them promote their business. 九成六的參展商滿意整體展位設施安排，以助他們促成業務推廣。



### EXHIBITORS' COMMENTS 參展商評語

EXHIBITOR  
A. K. EXPORT / DIAMOND ZONE

“ The consumers are still there. They come and buy. In the future, it's going to be better and better. We have participated in this Show for the last 20 years, and we will continue to join for many more years. ”

設計師  
李佳 / 國際設計師專區

“ 這已是我第三次參加JMA香港國際珠寶節，它是最喜歡參與的一個珠寶節。因為臨近聖誕和新年，節日氣氛濃厚，大家購物更開心，場內充滿笑容。我有好多國際設計師朋友，有俄羅斯、意大利、美國等，已經約好了來年一起參加JMA香港國際珠寶節！ ”

\*Source from 2020 Show Interview 資料來自2020展會訪問





## HOW DO WE ATTRACT QUALITY BUYERS? 如何吸引優質買家？

We carry out a series of year-round promotional campaigns to generate the most extensive publicity impact for JMA Hong Kong, covering local, Mainland China and overseas markets to attract quality buyers and open up more business opportunities!

我們開展一系列全方位宣傳推廣攻勢，涵蓋本地，中國內地及海外市場，務求為參展商帶來更多優質買家和無限商機。

### DIGITAL MARKETING STRATEGIES 高效數碼營銷策略

JMA Hong Kong International Jewelry Show implements digital marketing strategies. With the combination of the Internet, social media, publicity to the public and promotion within the industry, we enhance the exposure in the target market. We also use precision marketing to target our audience, generating effective feedbacks from our advertisements. In 2020, the impressions on online promotion channels was over 21,000,000 and the number of online registers has reached a record high.

JMA香港國際珠寶節推行高效數碼營銷策略，透過結合互聯網、社交平台、公眾買家推廣、業內宣傳等廣告宣傳組合，於目標市場獲取最強曝光率！更利用精準行銷，定位目標客群，創造有效的廣告回饋。2020年展會的數碼營銷總展示次數達21,000,000，而網上登記入場人數再創新高，更是歷年之冠。

## CREATE EXCITING SHOPPING ATMOSPHERE TO ENHANCE BUYER ENGAGEMENT 提升買家參與度 營造輕鬆採購的氛圍

- Implement JMA Club loyalty program  
推出 JMA CLUB 買家會籍計劃
- Invite trade organizations, VIPs, and buyer delegations to visit the show  
邀請行業協會，貴賓，買家團到訪
- Offer great product discounts and privileges for visitors  
提供不同商品折扣優惠及豐富禮遇
- Organize buyer engagement activities, e.g. Day Day Diamond Lucky Draw, Mobile App Game  
舉辦買家推廣活動如一日一卡大抽獎，手機APP有獎遊戲
- Organize seminars and workshops  
舉辦專題講座及工作坊



### SHOW DETAILS 展會詳情

SHOW NAME / The 29<sup>th</sup> Edition JMA Hong Kong International Jewelry Show  
展會名稱 第29屆JMA香港國際珠寶節

SHOW DATE / 25 - 28.11.2021  
展會日期

VENUE / Hall 1, Hong Kong Convention & Exhibition Centre  
地點 香港會議展覽中心.展館1

BOOTH APPLICATION DEADLINE / 30.7.2021  
展位申請截止日期

Q [www.jewelrysthows.org](http://www.jewelrysthows.org)

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JMAHK Q  



## GREATLY SUPPORTED BY INDUSTRY 展會深受業界支持



(In no particular order 排名不分先後)

ORGANIZER 主辦單位

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