# JMA香港國際珠寶節

## HONG KONG INT'L JEWELRY SHOW

**24 - 27.11.2022**

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

ufi Approved International Event

ORGANIZER 主辦單位

HKJMA 香港珠寶製造業廠商會

JMA™ HONG KONG

(852) 2766 3002
hkjewelryshow

jewelryshows.org

# THE BEST OFFER ALL IN NOVEMBER

十一月亞洲珠寶璀璨盛典 為您帶來無限商機

JMA Hong Kong International Jewelry Show, the grand annual jewelry event that held in the heart of Asia and the international business center every November, is welcoming its 30th edition! By taking advantage of the festive year-end season with strong atmosphere of consumption in society, JMA Show provides a cost-competitive yet high-caliber platform for exhibitors and buyers worldwide. Exhibitors can generate more sales and strengthen their network in the industry, so as to explore the unlimited business opportunity.

We, JMA Hong Kong International Jewelry Show, were the largest-scale jewelry show in Hong Kong in 2021 and the only local jewelry show successfully held under pandemic for two consecutive years. With our innovative promotion ideas, JMA Show provided a unique shopping experience for visitors, and boosted the consumer sentiment at the same time. Exhibitors were benefited from it to improve cash flow and the sales performance. In light of the dynamic social situation, JMA Show will implement the targeted promotion strategies through various online and offline channels, delivering the best business potential to our exhibitors. We pledged to uphold the quality of the Show and assist every exhibitor to discover the infinite business opportunities in the booming Asia market.

## 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

### SHOW SCALE 展會規模

**BOOTHS 展位**
**516**

**EXHIBITORS 參展商**
**322**

***+80% EXHIBITOR RETENTION RATE**
**逾8成續展率**

## TRADE BUYERS 業內買家

### BUYERS' NATURE OF BUSINESS 買家業務性質

| | |
|---|---|
| 22% | Manufacturer 製造商 |
| 22% | Retailer 零售商 |
| 18% | Importer / Exporter 入口 / 出口商 |
| 13% | Jewelry Refurbishment 製作加工 |
| 10% | Wholesaler 批發商 |
| 10% | Jewelry Design 珠寶設計 |
| 3% | Equipment Production 器材技術 |
| 2% | Department / Chain Store 百貨公司 / 連鎖店 |

Attracted Over
吸引逾
**25,000**
Buyers
人次進場

**↑20%**
Distinct Buyer Attendance
買家入場人數

*Estimated figures are based on data and show survey from 2021 show
以上數字參考2021展會數據及問卷調查
*JMA Hong Kong International Jewelry Show is the only local jewelry show successfully held under pandemic in 2020-2021
JMA香港國際珠寶節是在疫情下唯一連續兩年成功舉辦的本地珠寶展覽

每年十一月於亞洲商業樞紐、國際金融中心舉辦的年度壓軸珠寶盛事「JMA香港國際珠寶節」將於今年迎來第30屆！適逢年底節日前夕，市面消費氣氛濃厚，JMA珠寶節雲集各地優質珠寶原石，為全球參展商及買家提供優質而實惠的珠寶商貿平台；參展商可藉此發掘新市場，以作年度促銷之外，更可建立及拓展珠寶業界人脈網絡，探索龐大商機。

於2021年，「JMA香港國際珠寶節」成為本港最大規模的珠寶展覽，亦是在疫情下唯一連續兩年成功舉辦的本地珠寶展覽。嶄新的主題為入場人士帶來獨特的購物體驗，成功提高買家消費意欲，以幫助參展商提高企業業績和現金流。而本年度珠寶節亦將因應社會狀況，適時調整宣傳策略；同時透過各個媒介和渠道進行全方位的宣傳，務求提供最佳的銷售機會予參展商。我們承諾堅守展會品質，協助參展商打開亞洲營商之門。

*"Benefited by the holiday effect brought by New Year and Christmas every November, our Show can attract many buyers and exhibitors. With the strong shopping atmosphere created, JMA Show is definitely an ideal platform for jewelry sale and exploring business opportunities.*

每年11月JMA香港國際珠寶節配合新年和聖誕的節日效應，吸引很多買家和參展商，現場購物氣氛十分熱烈，絕對是珠寶銷售和擴展客戶的優秀平台。"

—— MS. BRONIA YIP 葉美珠女士
Chairwoman of HKJMA
香港珠寶製造業廠商會主席 (2021-2023)

## 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 DIAMONDS ZONE 合成及培育鑽石區
- WATCH & CLOCK ZONE 鐘錶區
- EQUIPMENT, PACKAGING & SERVICING ZONE 珠寶儀器、包裝及服務區

## PUBLIC BUYERS 公眾買家

**+99%**
**Total spending amount of Public Buyers**
2021公眾買家場內消費總金額*

**99.6%**
**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 relatives and friends**
公眾買家將推薦展會給家人和朋友

*Source from 2021 show survey 資料來自2021展會問卷調查
*Total spending amount of lucky draw ticket redemption 根據獎券兌換總額

## EXHIBITORS' COMMENTS 參展商評語

**EXHIBITOR · MR. RISHABH MALPANI / DYNAMIC INTERNATIONAL**

This exhibition is a good platform to meet people, advertise, contact new people and meet potential clients. Exhibition focusing on local market is important for us.

**參展商 · MS. YUKKI HUI / GOLDIAQ CREATION LTD.**

這個展覽能接觸不同層面的客戶，我們本身較多接觸批發市場的客戶，這展覽令我們認識到更多零售客戶。而且今次展覽人流眾多，入場時已經看見人山人海，大家都等候入場買珠寶，反應很不錯。

*Source from 2021 show interview 資料來自2021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

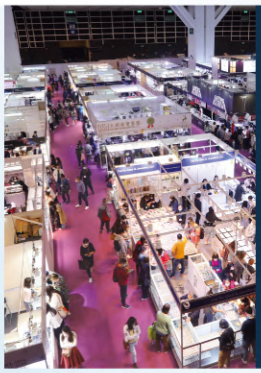
JMA Hong Kong International Jewelry Show implements extensive digital marketing strategies to cater for the internet era nowadays. With the use of the Internet and social media, our precision marketing strategies are successfully imposed; as well as enhance our exposure in the public, especially within the target market. In 2021, we focused our online promotion on local market and attained an impressive advertising performance, resulted in great numbers of online registration.

在現今大數據時代，JMA香港國際珠寶節採用高效數碼營銷策略，同時借助互聯網和各大社交媒體推廣，以實施精準營銷策略，並於大衆及目標市場獲取極高曝光率。我們因應市場狀況，2021年展會以本地市場為重點宣傳目標，取得驕人的成果！

## 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 visitor
  提供不同商品折扣優惠及豐富禮遇
- Organize different buyer engagement activities (e.g. JMA Lucky Draw, Mobile App Game, Photo Spots)
  舉辦不同現場活動，如JMA幸運大抽獎、手機APP有獎遊戲、「打卡」拍照區
- Organize seminars and workshops
  舉辦專題講座及工作坊



## SHOW DETAILS 展會詳情

**SHOW NAME 展會名稱**
The 30th Edition JMA Hong Kong International Jewelry Show
第30屆JMA香港國際珠寶節

**SHOW DATE 展會日期**
**24 - 27.11.2022**

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

**BOOTH APPLICATION DEADLINE 展位申請截止日期**
**30.6.2022**

www.jewelryshows.org

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**立即下載展會手機應用程式，一手掌握最新資訊！**

JMAHK | Available on the App Store | Google play

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

(In no particular order 排名不分先後)

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