



JMA 香港 國際珠寶節

HONG KONG INT'L JEWELRY SHOW

30.11-03.12.2023

HALL 1, HONG KONG CONVENTION & EXHIBITION CENTRE

香港會議展覽中心·展館1



ORGANIZER 主辦單位



HKJMA
香港珠寶製造業廠商會

JMATM
HONG KONG

(852) 2766 3002
f hkjewelryshow



jewelryshows.org

YOUR BEST OFFER IN 2023

十一月亞洲珠寶盛會 共同見證復甦商機

Since 1991, Hong Kong Jewelry Manufacturers' Association has been committed to organizing international jewelry exhibitions for Hong Kong. After years of cultivation, the "JMA Hong Kong International Jewelry Show" has not only become an important jewelry event in Asia, but also an internationally high-level jewelry exhibition recognized by the UFI International Exhibition Federation since 2014.



"JMA Hong Kong International Jewelry Show" is held at the end of November every year. The show comes at the time of year-end festivals and the eve of the Lunar New Year. The "JMA Hong Kong International Jewelry Show" invites global industry peers to participate in our jewelry show at the height of market's consumption atmosphere every year, offering an internationally high-quality jewelry trading platform for jewelers and buyers around the world; Exhibitors in 2023 will be able to take this annual event not only as an important year-end promotion, but also to stabilize the recovering local and Greater China markets, as well as to establish and expand their jewelry industry networks and explore global business opportunities.

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

 **784**

EXHIBITORS 參展商

 **503**

90% 

Exhibitor Retention Rate (2021-2022)
參展商續展率 (2021-2022)

96% 

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

56% 

56% of industry buyers sought new suppliers through JMA Show
業內買家認為 JMA Show 有助他們達成商業合作

自1991年起，香港珠寶製造業廠商會一直致力為香港組織國際級珠寶展覽，所主辦的「JMA香港國際珠寶節」經過多年耕耘，不僅已成為亞洲重要的珠寶盛事，展會的國際性及高水準更自2014年起得到UFI國際展覽聯盟的認可證明。

“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)



「JMA香港國際珠寶節」固定於每年11月下旬舉行。適逢年底節日及農曆新年前夕，「JMA香港國際珠寶節」於市面消費氣氛最為濃厚之際，誠邀全球同業共襄盛事，為世界各地的珠寶商及買家提供國際化的優質珠寶商貿平台；2023年度的參展商不僅可藉此年度盛事作重要的年末促銷，穩固逐漸回暖的本地及大中華市場，更可藉此建立及拓展珠寶業網路，探索全球商機。

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
- INTERNATIONAL DESIGNER ARENA 國際設計師專區
- INTERNATIONAL PAVILIONS 國際展館

PUBLIC BUYERS 公眾買家



EXHIBITORS' COMMENTS

參展商評語

“The show met our expectations, and the good traffic in the pavilion, resulting in new business connections with B2C and B2B buyers.”

— ISRAELI EXHIBITOR
MEMBER OF ISRAEL DIAMOND INSTITUTE (IDI)

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

"JMA Hong Kong International Jewelry Show" as an exhibition and a Hong Kong brand, has accumulated the trust and admission support of many loyal buyers over the years, relying on our professional curation and the attitude of excellence. In terms of external publicity, combined with market data analysis and insight into the market, we actively carry out a series of all-round and accurate publicity and promotion every year, covering the Hong Kong, Mainland China, and international markets to attract more buyers and bring more desirable customers and business opportunities to our exhibitors.

「JMA香港國際珠寶節」作為一個展覽，一個香港品牌，依靠專業的策展及精益求精的態度，多年來累積了不少忠實買家的信任及入場支持；而在對外宣傳方面，結合市場數據分析，每年我們積極開展一系列全方位、精準的宣傳推廣，涵蓋本港、中國內地及國際市場，務求吸引更多入場買家，為參展商帶來更多理想客戶和商機。

MARKETING STRATEGIES WITH HIGH PERMEABILITY

高滲透率的營銷策略

To achieve the publicity of efficient penetration, "JMA Hong Kong International Jewelry Show" publishes information of the exhibition, the exhibitors and the exhibits accurately for different age groups and audiences by the years of data and experience in our professional curation. With our high-penetration marketing strategy, we carry out long-term promotion and advertisement in traditional media, the Internet and different social media sites and platforms to gain additional exposure to the public and target market, and more importantly, we sincerely strive for the commercial success to our exhibitors.

為達高效滲透的宣傳目的，「JMA香港國際珠寶節」結合大眾傳媒及網上推廣，針對不同年齡層及受眾，依據策展多年所得數據及經驗，精準投放展覽、展商以及展品資訊。在傳統媒體、互聯網和不同社交媒體及平臺進行長期的推廣及宣傳，實施高效的營銷策略，於大眾及目標市場獲取曝光度，為參展商獲得商業成功而努力。



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 31st Edition JMA Hong Kong International Jewelry Show
第31屆JMA香港國際珠寶節

SHOW DATE 展會日期

30.11-03.12.2023

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

30.6.2023

Q www.jewelrysthows.org



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JMAHK Q  

GREATLY SUPPORTED BY INDUSTRY 展會深受業界支持



ORGANIZER 主辦單位

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

Address 地址 Unit G, 2/F, Kaiser Estate Phase 2, 51 Man Yue Street, Hung Hom, Kowloon
香港九龍紅磡民裕街51號凱旋工商中心第二期二樓G室

Tel 電話 (852) 2766 3002
Fax 傳真 (852) 2362 3647

Email 電郵 hkjmashow@jewelry.org.hk
Website 網頁 www.jewelrysthows.org

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(In no particular order 排名不分先後)