

JMA 香港 國際珠寶節

HONG KONG INT'L JEWELRY SHOW



27-30.11.2025

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



(852) 2766 3002
hkjewelryshow

jewelryshows.org
jmahk_jewelry_show



NOV JMA HONG KONG INT'L JEWELRY SHOW – BRANDING

十一月 JMA 香港國際珠寶節：塑造品牌，連接世界



Since 1991, the JMA Hong Kong International Jewelry Show has served as an iconic exhibition in Asia's jewelry industry. Held each November in the vibrant city of Hong Kong, our show delivers an unparalleled event for jewelers and enthusiasts worldwide. As Hong Kong's first exhibition open to both professional and public buyers, we have consistently driven industry innovation-earning recognition from the UFI and becoming a trusted benchmark that has witnessed the growth and success of countless jewelry brands.

自1991年起，JMA香港國際珠寶節一直是亞洲珠寶業的標誌性展覽，每年11月下旬，我們香港這個璀璨的都市，為世界各地的珠寶商和愛好者呈現一場無與倫比的盛會。作為香港首個向專業和公眾買家同時開放的展會，我們引領行業發展，不僅獲UFI國際展覽聯盟的認可，更成為行業內的信賴象徵，見證了無數珠寶品牌的成長與成功。



Unlock Your Market Potential 探索更大市場潛力

The JMA Hong Kong International Jewelry Show connects you globally-targeting professional buyers and jewelry enthusiasts in Hong Kong, Greater China, and emerging Southeast Asian markets. This enables you to build a regional advantage, reach new customers, and drive brand growth.

JMA香港國際珠寶節連接全球，重點覆蓋香港本地、大中華地區以及東南亞新興市場的專業買家和珠寶愛好者，助您建立區域優勢，接觸新客戶，為品牌增長注入動力。



Capture the Market Pulse 直擊市場脈動

At the JMA Hong Kong International Jewelry Show, engage directly with end consumers to obtain real-time, authentic market feedback. Gain clear insights into consumer needs and trends while exchanging business ideas with global industry peers.

在JMA香港國際珠寶節，您將直接與終端消費者互動，獲取即時、真實的市場反饋，掌握消費需求與趨勢，同時與全球同行展開商務交流。

JMA CLUB MEMBERSHIP PROGRAM JMA Club會員計劃



Since its launch in 2017, our JMA Club has attracted a stable, high-quality buyer base to the show. We work closely with exhibitors to deliver premium product and brand insights directly to our members.

自2017年JMA Club會員計劃推行至今，已為展會帶來穩定入場買家人數及高質量購買力。我們亦致力與參展商合作，向會員推送更多優質產品及品牌資訊。

ATTENDEE GROWTH 入場買家人數



Attendance grew 22%
year-on-year in 2024
2024年度入場買家人數
按年提升22%

GLOBAL APPEAL 國際吸引力



Buyers from 78
countries & regions
匯聚來自全球78個不同
國家和地區的買家*

STEADY GROWTH IN ATTENDANCE 入場買家持續增長



Buyer attendance increased an average
of 9.5% per year from 2021 to 2024
2021-2024年間，入場買家人數
每年平均增長 9.5%

G & CONNECTING GLOBALLY

“ We aim to make the JMA Hong Kong International Jewelry Show a gateway for local brands to go global, connecting exhibitors with international buyers. Let's join hands with the Hong Kong Jewelry Manufacturers' Association to create a brighter chapter together.

我們致力於JMA香港國際珠寶節的國際化，為展商提供與國際買家交流的機會，使展會成為香港品牌通向國際的關鍵平臺。香港珠寶製造業廠商會希望與大家攜手合作，共創更加美好的新篇章。

—— MS. BRONIA YIP 葉美珠女士
Chairwoman of HKJMA
香港珠寶製造業廠商會主席 (2021-2025)

EXHIBITION ZONES 展區多元

- 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

Capitalize on the Year-End Consumption Boom 搶佔年末消費熱潮

Capitalize on the holiday shopping surge with on-site sales that deliver an immediate boost to your annual performance, perfectly closing your year-end sales cycle.

利用年底購物旺季的熱潮，現場銷售助您實現業績即時提升，完美締造年度銷售佳績。

Our Promise to You 我們的承諾

We are dedicated to providing superior service and comprehensive support-from expert marketing to meticulous event planning-to ensure a seamless, worry-free exhibition experience as we partner with you for success.

我們致力於提供優質服務與全方位支援——從專業營銷到細緻展會籌備，確保您享有無憂的展會體驗，與您攜手共創成功。

BUYER RATIO 買家比例



+20%

NEW CUSTOMER GROWTH 新買家增長

First-time buyers have exceeded 20% for 3 consecutive years
首次參展買家比例連續3年超過20%



3 yrs+

63%

CONTINUED ATTRACTION 持續吸引力

of buyers are repeat participants (3+ years)
買家已參展3年及以上



98%

BUYER SATISFACTION 買家滿意度

of buyers are willing to recommend and return for the 2025 show
買家願意推薦及再臨2025年度展會

COMPREHENSIVE MARKETING STRATEGY 全方位營銷推廣

JMA Hong Kong International Jewelry Show employs traditional and digital media to secure broad exposure in Hong Kong and Mainland China. Leveraging deep market insights, we deliver targeted promotions that drive exhibitor success.

「JMA香港國際珠寶節」結合傳統及數字平台的多元推廣，確保展會及展商資訊廣泛地覆蓋香港及內地消費群體。我們依託豐富的經驗和市場動向分析，製定高效宣傳策略，全力協助參展商實現商業成功。



OUTDOOR ADS.
香港戶外廣告

HK METRO ADS.
香港地鐵廣告

SHENZHEN METRO ADS.
深圳地鐵廣告

HK HIGH SPEED-RAIL ADS.
香港高鐵廣告

BUS ADS.
巴士廣告

MEDIA ADS.
網絡媒體廣告

IG/FB ADS.
IG/FB 廣告



CREATE EXCITING SHOPPING ATMOSPHERE TO ENHANCE BUYER ENGAGEMENT

提升買家參與度 營造輕鬆購買氛圍



- 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 33rd Edition JMA Hong Kong International Jewelry Show
第33屆JMA香港國際珠寶節

SHOW DATE 展會日期

27-30.11.2025

VENUE 地點

Hall 1, Hong Kong Convention & Exhibition Centre
香港會議展覽中心·展館1

www.jewelrysthows.org

BOOTH APPLICATION DEADLINE 展位申請截止日期

18.7.2025



**BOOK YOUR BOOTH NOW,
SEIZE THE PRECIOUS
BUSINESS OPPORTUNITY!**
立即網上申請展位，抓緊珍貴商機！

GREATLY SUPPORTED BY INDUSTRY 展會深受業界支持



ORGANIZER 主辦單位

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(In no particular order 排名不分先後)