

# JMA 香港 國際珠寶節



HONG KONG INT'L JEWELRY SHOW



## 28.11-01.12.2024

HALL 1 & 3BC. HONG KONG CONVENTION &  
EXHIBITION CENTRE

香港會議展覽中心. 展館1及3BC



ORGANIZER 主辦單位



**HKJMA**  
香港珠寶製造業廠商會



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# Nov JMA HK Int'l Jewelry Show – Branding & Connecting Globally

## 11月JMA香港國際珠寶節：塑造品牌，連接世界

Since 1991, the JMA HK Int'l Jewelry Show has been a hallmark event in the Asian jewelry sector. Held in the vibrant city of Hong Kong every late November, it presents an unparalleled gathering for jewelers and enthusiasts from around the globe. As Hong Kong's first exhibition open to both trade professionals and the public, we spearhead industry trends. Not only recognized by the Global Association of the Exhibition Industry (UFI), we've also become a trusted symbol within the sector, witnessing the growth and success of countless jewelry businesses.

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，我們在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。作為香港首個向業內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，見證了無數珠寶商家的成長與成功。

### SHOW SCALE 展會規模

BOOTHS 展位

 1100

EXHIBITORS 參展商

 648



90%

Average Exhibitor Retention Rate (2022-2023)  
參展商平均續展率 (2022-2023)



93%

of exhibitors are satisfied with the overall organization of the exhibition and believe it contributes to business promotion (2022-2023)  
參展商滿意展會整體安排，認為有助促成商務推廣 (2022-2023)



### Unlock Your Market Potential 探索更大市場潛力

The JMA HK Int'l Jewelry Show connects you with the world, spotlighting opportunities right here in Hong Kong, across Greater China, and into the booming markets of Southeast Asia.

JMA香港國際珠寶節連接全球，特別是香港本地、大中華地區以及東南亞新興市場的業內買家和珠寶愛好者，助您建立區域優勢，接觸新客戶，為品牌增長增添動力。



### Forge Stronger Connections 深化消費者連結

Experience firsthand feedback from consumers at the JMA HK Int'l Jewelry Show. Creating emotional bonds that foster lasting trust and loyalty, setting the foundation for deep, meaningful relationships with your customers.

在JMA香港國際珠寶節，您將直接從終端消費者獲得反饋，這不僅有助您精確捕捉市場需求和動態，更有助您構建與消費者的情感連接，為品牌與客戶間持久信任和忠誠度的建立提供基礎。



### Elevate Your Year-End Results 提升年終業績

Capitalize on the holiday shopping frenzy with on-the-spot sales, propelling your annual targets to new heights.

利用年底假期購物季節的熱潮，現場銷售帶來即時的業績提升，為您的年度銷售目標畫上完美的句號。



### Our Promise to You 我們的承諾

We pledge unparalleled service and support for every exhibitor, ensuring a seamless and successful exhibition experience. From dynamic marketing to flawless event execution, we're here to help you succeed.

我們致力於為每一位參展商提供最優質的服務和支援，確保您的展會體驗無憂。從專業的市場推廣到細緻的展會籌備，我們與您攜手共創成功。





“ 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)

### ATTENDEE GROWTH 入場買家人次



30% year-on-year rise in attendee numbers in 2023  
2023年，入場買家人次按年提升30%

### GLOBAL APPEAL 國際吸引力



Buyers from 58 countries & regions  
匯聚來自全球58個不同國家和地區的買家\*



### 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

### PURCHASING POWER 買家購買力



20% increase in 2023  
2023年按年提升20%

Exceeding 50% over 3 years  
3年累計提升超過50%

### BUYER RATIO 買家比例

Public Buyers 公眾買家 **60%**

High-end spenders constitute 70% of our audience  
高消費力群佔比70%

Trade Buyers 業內買家 **40%**

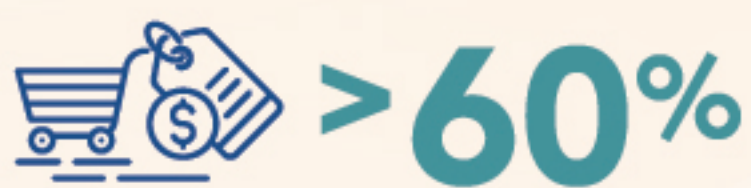
Trade buyers span the entire jewelry supply chain, including manufacturing, import/export, retail, and wholesale  
業內買家涵蓋珠寶產業鏈各個環節，包括製造、進出口、零售和批發



### EXHIBITORS' COMMENTS 參展商評語

“We have always recommended HKJMA, and we would like to come have a watch and recommend it again, the show enable us to meet the buyers directly in Hong Kong and make them accessible to our wonderful jewelry.”

- MR. RISHABH ASHWANI KUMAR MALPANI  
EXHIBITOR, DYNAMIC INTERNATIONAL



### CONTINUED ATTRACTION 持續吸引力

Over 60% of all buyers repeat attendance for 3+ years  
超過60%業內買家及公眾買家已連續入場3年以上



### BUYER SATISFACTION 買家滿意度

Over 90% of all buyers satisfied and would recommend and revisit  
超過90%業內買家及公眾買家滿意並願意推薦及再臨展會



# COMPREHENSIVE MARKETING STRATEGY 全方位營銷推廣

At the JMA HK Int'l Jewelry Show, we blend traditional and digital marketing to spread show information far and wide. Our approach is data-driven, tailoring promotions to captivate diverse audiences and age groups, ensuring our exhibitors achieve their business goals successfully in our show.

「JMA香港國際珠寶節」精準發佈展會信息，結合傳統媒體與數字平台的深度推廣，確保展會資訊的廣泛傳播。我們依託豐富的經驗和數據分析，針對不同年齡層和目標受眾定製推廣策略，全力推動參展商取得商業成功。

**2023 ONLINE PROMOTION**  
2023 網絡宣傳

**2023 OUTDOOR ADS.**  
2023 戶外廣告



## 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 32<sup>nd</sup> Edition JMA Hong Kong International Jewelry Show  
第32屆JMA香港國際珠寶節

#### SHOW DATE 展會日期

**28.11-01.12.2024**

#### VENUE 地點

Hall 1 & 3BC, Hong Kong Convention & Exhibition Centre  
香港會議展覽中心, 展館1及3BC

### BOOTH APPLICATION DEADLINE

展位申請截止日期

**28.6.2024**

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



**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

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

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(In no particular order 排名不分先後)