

# JMA 香港 國際珠寶節

HONG KONG INT'L JEWELRY SHOW



10-13.12.2026

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

JMA  
HONG KONG

(852) 2766 3002  
hkjewelryshow

jewelrysthows.org  
jmahk\_jewelry\_show



# DECEMBER. ONE EXHIBITION. TWO MARKETS. UNLIMITED POTENTIAL. 12月·一個展會·兩大市場·無限可能

Since 1991, the JMA Hong Kong International Jewelry Show has been an indispensable event on the Asian jewelry landscape. Scheduled for December 10 - 13, 2026, this event stands as the grand finale of the year's exhibition calendar and a pivotal moment where Christmas gifting and Lunar New Year procurement converge.

As a UFI-approved benchmark platform combining B2B trade and B2C retail, we cordially invite you to Hong Kong this December to connect with industry peers and quality buyers during the most vibrant season of commerce, and to witness together the growth and prosperity of your brand.

自1991年起，JMA香港國際珠寶節一直是亞洲珠寶版圖上不可或缺的年度盛事。2026年展期定於12月10至13日。這不僅是全年展覽日程的壓軸篇章，更是匯聚「聖誕禮贈」與「新春備貨」雙重機遇的關鍵時刻。

作為香港兼具B2B貿易與B2C零售優勢，並獲UFI國際認證的標桿平台，我們誠摯邀請您於12月齊聚香港，與業界同仁及優質買家一同見證品牌的成長與豐收，共度一年中最具活力的商業時刻。

## Festive Opportunity: The Twin-Festival Window 節慶機遇：雙節疊加的市場窗口



Mid-December marks the prime intersection of Christmas gifting and Lunar New Year procurement. Position your brand here to capture the year's final wave of dual-market demand.

12月中旬正值年度消費氛圍的高峰。這既是消費者為聖誕挑選厚禮的衝刺窗口，亦是大中華區商業買家為農曆新年備貨的關鍵節點。參展於此，助您在年末之際，精準承接兩大節慶的旺季需求。

## Hub Advantage: Connecting Asia's Festive Market 樞紐優勢：連接亞洲節慶市場



Leveraging Hong Kong's hub status, we enable efficient access to the vibrant festive markets of the Greater Bay Area and Asia during the Western holiday gap.

當歐美市場步入假期緩衝，香港作為國際樞紐，助您從容觸達大灣區及東南亞的蓬勃市場。我們為您搭建通往亞洲核心消費圈的橋樑，助您精準對接鄰近地區強勁的節慶消費力，填補年末市場空窗。

## Dual-Track Model: Balancing Orders & Retail 雙軌模式：兼顧訂單與零售



Our mature B2B x B2C model enables you to simultaneously capture wholesale orders and drive retail business, providing dual security for your exhibiting outcome.

「貿易訂單 x 零售現金」雙引擎模式，為您的參展效益構建強韌防線。無論是獲取長線的批發訂單，還是抓取即時的現場零售業績，靈活的雙軌切換，助您在變動的市場中確保回報最大化。

## Professional Support: Focus on Business Growth 專業支援：助你專注業務發展



From pre-show promotion to on-site operations, we provide comprehensive exhibitor services that manage the details, allowing you to fully focus on client engagement and business expansion.

我們深知年末是您業務最繁忙的時節，因此致力為您打造「專業且周全的參展體驗」。從精準的展前推廣到無縫的現場支援，我們以全方位的服務為後盾，掃除一切繁瑣，讓您只需全心專注於客戶交流與業務拓展。





**BUYER ATTENDANCE**  
入場買家人數

**STEADY GROWTH IN ATTENDANCE**  
入場買家持續增長

**~20,000**



**30%**

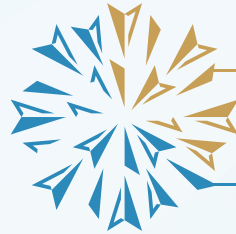
**BUYER RATIO 買家比例**



**ESTABLISHED  
BUYER GROUP**  
成熟消費主力

**45%**

Established buyers aged 25-44  
買家為 25-44 歲中青年群體



**40%** Professional Buyers  
專業買家

**60%** Public Buyers  
公眾買家



**IN-DEPTH VISITS**  
深度觀展

**~90%**

Scheduled Half-Day or Full-Day visits  
買家預留半日或全日行程參觀



**STABLE  
BUYER BASE**  
穩定客源

**+80%**

Returning Buyers (2+ Visits)  
回頭客 (2次或以上入場)



**HIGH REVISIT  
INTENT**  
高回訪意願

**97%**

Plan to visit the upcoming JMA show  
買家計劃參觀下屆展會

## 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/  
GEMSTONES JEWELRY ZONE 合成及培育鑽石/寶石首飾區
- ◆ 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



# MARKETING & PROMOTION STRATEGY 宣傳與推廣策略

Through the integration of outdoor and digital platforms, a strategy of "Broad Exposure, Precision Reach" is adopted to transform festive traffic into your booth leads.

透過戶外與數碼平台的整合推廣，以「廣泛曝光、精準觸及」為策略，在節慶旺季提升展會關注度，並將市場目光轉化為您攤位前的實質客源。

## KEY CITY TOUCHPOINTS 城市動線覆蓋



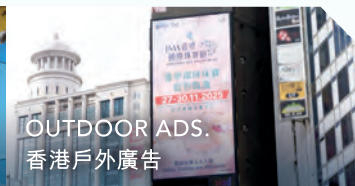
BUS ADS. 巴士廣告

Local Transit Reach: metro advertisements, bus body and selected outdoor ads, ensuring continuous visibility of the exhibition.

本地交通滲透：透過港鐵站內廣告、流動巴士車身廣告以及精選地段戶外廣告，讓展會形象持續穿梭於城市脈絡。



HK METRO ADS.  
香港地鐵廣告



OUTDOOR ADS.  
香港戶外廣告



SHENZHEN METRO ADS.  
深圳地鐵廣告



HK HIGH SPEED-RAIL ADS.  
香港高鐵廣告

Strategic Cross-Border Presence: capturing premium China buyers with Strategic ad placement inbound and outbound to deliver exhibition messages directly.

跨境樞紐佈局：於高鐵西九龍站及深圳地鐵站投放展會訊息，精準鎖定鄰近香港中高收入客群。

## TARGETED DIGITAL PROMOTION 數字精準推廣

Digital Conversion: Targeting potential social communities with high spending to drive online engagement directly to your booth.

社群精準觸達：於主流平台進行高密度品牌曝光，鎖定具消費潛力的活躍社群，將線上關注轉化為現場人流。



Data-Driven Invitations: Reaching our proven premium buyer network with exclusive, direct invitations.

具規模買家網絡：憑藉歷屆累積的買家數據，我們透過官方渠道，向優質買家發出專屬觀展邀請。

## GLOBAL BUYER DELEGATIONS 全球買家團

We host annual international delegations to bring global sourcing demand directly to our exhibitors.

每屆展會，我們均積極組織來自世界各地的買家團親臨現場，旨在匯聚全球採購需求，為參展商創造更多實質商機。



## JMA CLUB MEMBERSHIP PROGRAM JMA Club會員計劃



Since 2017, JMA Club has provided a loyal base of high-spending buyers. We partner with you to deliver product spotlights and brand insights directly to our members.

自2017年推行至今，JMA Club已積累了穩定的優質買家群體，為展會注入持續增長的購買力。我們致力與參展商緊密合作，將更多精選產品及品牌資訊，精準推送予我們的會員。



## SHOW DETAILS 展會詳情

### SHOW NAME 展會名稱

The 34<sup>th</sup> Edition JMA Hong Kong International Jewelry Show  
第34屆JMA香港國際珠寶展

### SHOW DATE 展會日期

10-13.12.2026

### VENUE 地點

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

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

### BOOTH APPLICATION DEADLINE

展位申請截止日期

30.6.2026



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 Jewellery 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)