

*AsiaWorld-Expo hosts the world's No. 1 jewellery show :  
Hong Kong Jewellery & Gem Fair grows from strength to strength*

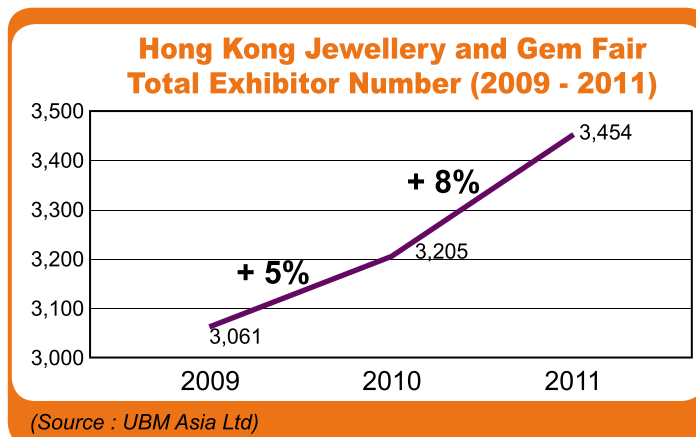


As a global trading and business hub, AsiaWorld-Expo plays a key role in the continued growth and success of the Hong Kong Jewellery & Gem Fair. Using the innovative “One Fair, Two Venues” and product sectorisation concept, the event has already been the world’s largest jewellery fair since 2009, and still it continues to grow at AsiaWorld-Expo. Indeed, this year’s event featured the highest exhibitor and visitor numbers in the fair’s history. The future is looking bright, as with further room for growth at AsiaWorld-Expo, its unique location puts it at the heart of exciting regional developments.

**Reaching new heights of success with the “One Fair, Two Venues” co-operation and product sectorisation concept**

Thanks to the innovative “One Fair, Two Venues” co-operation and product sectorisation concept, the Hong Kong Jewellery & Gem Fair organised by UBM Asia, which has become the world’s number one jewellery event since 2009, was held from 19-23 September 2011 at AsiaWorld-Expo (AWE) and from 21-25 September 2011 at the Hong Kong Convention & Exhibition Centre (HKCEC).

This year’s fair at AsiaWorld-Expo **expanded from eight halls to nine halls** (60,000 sqm), bringing the event’s total exhibition space to 130,000 square metres. Together with the record-breaking 3,454 exhibitors from 46 countries and regions, representing an 8% increase year on year and the continued strong growth seen in recent years, it made the 2011 edition the biggest in the fair’s history.



**Upcoming Events**

- 1 - 3/2/2012**
    - LINC Asia-Pacific 2012
  - 18 - 21/2/2012**
    - Asia's Fashion Jewellery & Accessories Fair - March
  - 25 - 27/2/2012**
    - The 10th Hong Kong Wushu International Festival
  - 28 - 29/3/2012**
    - CARTES in Asia 2012
  - 12 - 15/4/2012**
    - China Sourcing Fair - Electronics & Components
    - China Sourcing Fair - Security Products
    - Korea Sourcing Fair - Electronics & Components
  - 20 - 23/4/2012**
    - China Sourcing Fair - Baby & Children's Products
    - China Sourcing Fair - Christmas & Seasonal Products
    - China Sourcing Fair - Gifts & Premiums
    - China Sourcing Fair - Home Products
    - China Sourcing Fair - Medical & Health Products
    - China Sourcing Fair - Solar & Energy Saving Products
    - India Sourcing Fair - Home Products
  - 27 - 30/4/2012**
    - China Sourcing Fair - Fashion Accessories
    - China Sourcing Fairs - Garments & Textiles
    - China Sourcing Fair - Underwear & Swimwear
    - India Sourcing Fair - Garments & Accessories
  - 4 - 5/5/2012**
    - Forever Asian & World Rally 2012
  - 25 - 28/5/2012**
    - International Antiques & Arts Expo 2012 - Hong Kong
  - 7/6/2012**
    - 2012 JCI Asia Pacific Hong Kong Conference
- Please visit : [www.asiaworld-expo.com](http://www.asiaworld-expo.com) for the full list of events

**AsiaWorld-Expo Management Limited**  
 Tel : (852) 3606 8888  
 Fax : (852) 3606 8889  
 Address : AsiaWorld-Expo,  
 Hong Kong International Airport,  
 Lantau, Hong Kong, China  
 Email : [info@asiaworld-expo.com](mailto:info@asiaworld-expo.com)  
 Website : [www.asiaworld-expo.com](http://www.asiaworld-expo.com)

AsiaWorld-Expo - The World's Choice in Asia

**Exhibitors**

“The **traffic was good** at the event; I could see there was around a **15% increase** in visitor numbers compared to last year. The **profiles of the buyers were also good**, just like previous years, and I will definitely be going back again.”



(Left) Mr. Gil Giladi, Company In-charge at GLD Diamond Manufacturer & Exporter (Exhibitor from Israel)

“I’ve always found it to be an **effective channel** for Hong Kong-based SMEs to broaden their customer base and promote local brands to the international market. Many of our existing clients were in attendance this year and wanted to **explore new business opportunities** with us.”

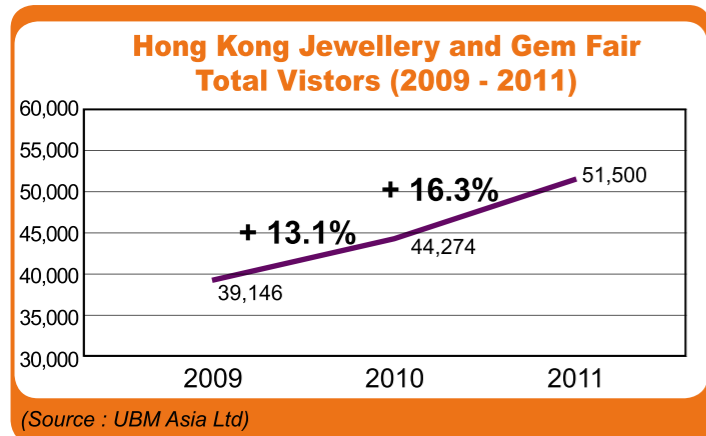


Mr. Yu Kwok Yee, Chairman at Asia Pearl (H.K.) Co., Ltd (Exhibitor from Hong Kong)

“In view of the closer economic integration and easy connections between Hong Kong and China, the fair featured a particularly **good flow of Chinese visitors**, which was very useful for our business. I appreciate having this important fair held at the **gateway to China’s thriving market.**”



(Left) Mr. Padam Jain, Company In-charge at RMC Gems Thai Co., Ltd. (Exhibitor from Thailand)



Another record-breaking feat is that the **total number of trade visitors reached 51,500, a 16.3% increase** on last year. The show statistics shows that the visitor ratios per square metres at both venues (AWE and HKCEC) are almost identical, representing the equal importance of both venues in welcoming quality visitors to the fair. It’s also interesting to note that **AWE’s daily visits continued to grow**, yet further proof of the venue’s ability to draw significant visitor traffic.

The success of the fair at AsiaWorld-Expo was echoed by international participants, such as the Israeli diamantaires, who made the biggest representation at the show’s diamond section. Israel Diamond Institute (IDI)’s Chief Marketing Officer

Nissim Palomo revealed that the two Israel Diamond pavilions received a huge amount of traffic which had surpassed their expectations.

The event’s successful **“One Fair, Two Venues” co-operation provides an ideal model for mega fairs wanting flexible capacity that can sustainably accommodate long-term growth.** The continuous growth of the Jewellery and Gem Fair and the ongoing, sustainable increase in the number of exhibitors and visitors is compelling proof that this groundbreaking concept not only drives tangible success, but also provides massive scalability for even the world’s most demanding events.

**Strategic location provides an effective business platform for Hong Kong SMEs**

Home to the fair’s raw materials, packaging, tools and equipment sectors, AsiaWorld-Expo offers easy accessibility both regionally and internationally. Fully integrated with Hong Kong International Airport and uniquely positioned at the gateway to the emerging China market, AsiaWorld-Expo provides an ideal location for both overseas and mainland participants.

Indeed, this superb location not only serves as a **springboard for mainland enterprises wanting to “go global”**, it also provides a valuable platform for

local corporations, especially **Hong Kong Small and Medium Enterprises (SMEs), to tap into the China market**, reach out internationally, and strengthen their intermediate role between mainland and international companies.

**Unprecedented growth potential in parallel with China’s Twelfth Five-year Plan**

The fair is already thriving at AsiaWorld-Expo, and the future looks even brighter. The Chinese Central Government recently unveiled ambitious new plans in the “Outline of the 12<sup>th</sup> Five-Year Plan for the National Economic and Social Development of the People’s Republic of China” which envisions the **creation of a dynamic Pearl River Delta (PRD) metropolis that will become a powerful engine of national and global economic growth.** Complemented by a series of monumental infrastructure projects, including the Hong Kong-Zhuhai-Macao Bridge, the proposed Hong Kong-Shenzhen Western Express Line and other cross-boundary facilities, **AsiaWorld-Expo will be seamlessly connected with this powerful new economic zone, all of which will be within a one-hour**

**commuting radius of the venue. This will give events at AsiaWorld-Expo an affluent catchment of up to 100 million people.**

The growing importance of the China market was reflected in the visitor profile at this year’s fair, with **buyers from China forming the biggest group of visitors.** Among the overall total overseas visitors, buyers from mainland China accounted for 33%, reaching 11,483 which is, a **significant increase of some 45%** over last year’s edition.

Ongoing market trends and the region’s future development not only affirm AsiaWorld-Expo’s unrivalled role as a leading venue, but also enable it to offer a value-added experience to organisers, exhibitors and visitors. **With its strategic location at the hub of the region’s important new PRD metropolis, AsiaWorld-Expo is truly set to become the world’s gateway to global business.**



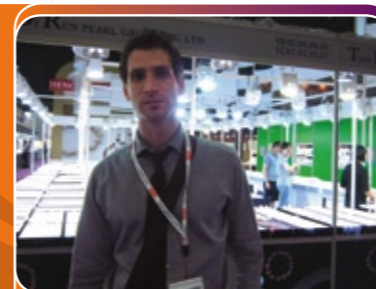
**Buyers**

“I was glad to know that the fair had expanded to an additional hall. I am confident that **the fair will continue expanding at AsiaWorld-Expo** and I look forward to an even bigger one next year!”



Mr. Ng Chi Hung, Owner of New Style Jewellery Collection (Buyer from Hong Kong)

“It was very pleasant to find that all exhibitors were **under one roof and on a single floor.** This enabled me to easily identify the right suppliers and source products in a **more efficient and effective way.**”



Mr. Marko, Owner of Damas Diamonds Ltd. (Buyer from Canada)

“The **new cross-boundary infrastructure** and investment plan outlined in the national development plan offer greater convenience to visitors and will surely help to **draw more traffic** to the fair. The future development of the Hong Kong – Zhuhai – Macao Bridge will **put the venue at the heart of a fast-growing PRD metropolis.**”



Mr. Zhu Yan, Director at Zhejiang Good Hope Jewellery Co. (Buyer from Beijing)



# 全球最大型珠寶展 - 香港珠寶首飾展覽會於亞洲國際博覽館再創佳績

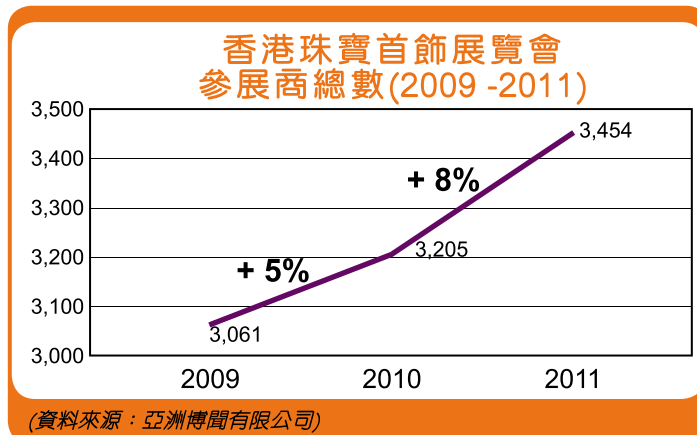


作為環球商貿樞紐的亞洲國際博覽館，在推動香港珠寶首飾展覽會的發展和成就方面一直擔當重要的角色。憑藉「一展兩館」及產品分類的創新模式，這個展會由2009年起經已成為全球最大型的珠寶展，而在亞洲國際博覽館舉行的部份更不斷擴張。事實上，今年盛會的參展商和訪客數目再創歷屆新高。憑藉獨特的地理優勢，博覽館勢將盡攬區內發展先機，坐擁更大的發展潛力及更具優勢的發展前景。

## 「一展兩館」合作模式及產品分類佈局 屢創輝煌成績

憑藉創新的「一展兩館」合作模式及產品分類佈局，亞洲博覽有限公司舉行的香港珠寶首飾展覽會由2009年開始已晉身為全球最大型的珠寶展，而本屆展覽會於較早前已分別於亞洲國際博覽館(9月19日至23日)及香港會議展覽中心(9月21日至25日)順利舉行。

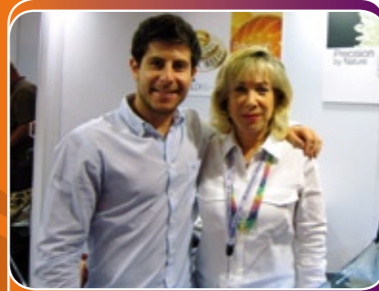
本屆展會在亞洲國際博覽館展出的部份由八個展館增至九個(面積達60,000平方米)，令整個展覽的總面積增至130,000平方米。今屆參展商多達3,454家，來自全球46個國家及地區，按年上升8%，延續近年的強勁增長勢頭。在參展商數目進一步增長下，本屆展會的規模創歷屆之冠。



## 即將舉行之活動

- 2012年2月1-3日**
    - LINC Asia-Pacific 2012
  - 2012年2月18-21日**
    - 亞洲時尚首飾及配飾展 - 3月
  - 2012年2月25-27日**
    - 第十屆香港國際武術節
  - 2012年3月28-29日**
    - 亞洲智能卡工業展
  - 2012年4月12-15日**
    - 環球資源電子產品及零件採購交易會
    - 環球資源安防產品採購交易會
    - 環球資源韓國電子產品及零件採購交易會
  - 2012年4月20-23日**
    - 環球資源嬰兒及兒童產品採購交易會
    - 環球資源聖誕及節日產品採購交易會
    - 環球資源禮品及贈品採購交易會
    - 環球資源家居用品採購交易會
    - 環球資源醫療及健康用品採購交易會
    - 環球資源太陽能及節能產品採購交易會
    - 環球資源印度家居用品採購交易會
  - 2012年4月27-30日**
    - 環球資源流行服飾配件採購交易會
    - 環球資源服裝及面料採購交易會
    - 環球資源內衣及泳衣採購交易會
    - 環球資源印度服裝及配飾採購交易會
  - 2012年5月4-5日**
    - Forever 亞洲及世界年會2012
  - 2012年5月25-28日**
    - 2012國際古玩藝術博覽 - 香港
  - 2012年6月7日**
    - 2012 JCI Asia Pacific Hong Kong Conference
- 請瀏覽：[www.asiaworld-expo.com](http://www.asiaworld-expo.com)，  
查閱更詳盡的活動概覽表。

「展覽的人流不絕，我估計訪客數目較去年增長約15%，而質素亦跟以往同樣優秀。展會買家的質量兼備，令我非常滿意，我明年一定會再度參展。」



(左) GLD Diamond Manufacturer & Exporter 公司主管 Gil Giladi 先生 (以色列參展商)

「我認為這個展覽是本港中小企開拓客戶基礎，向國際市場推廣本地品牌的有效途徑。我們不少舊客戶也有參加今年的展會，並有意與我們洽談新的合作機會。」



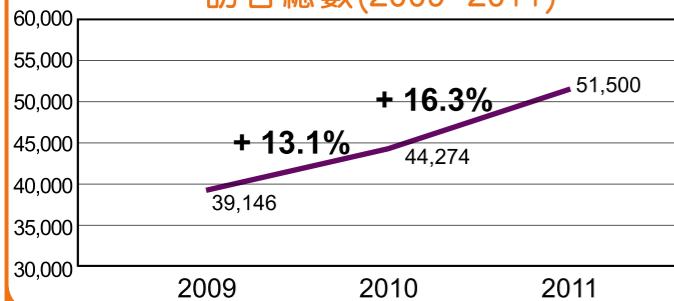
亞洲珍珠有限公司主席余國儀先生 (香港參展商)

「隨著中港的經濟加快融合，往來交通日趨便捷，令這個展覽吸引了不少內地訪客，有利我們公司的業務發展。我樂見這個矚目盛會選址博覽館，讓我們有機會進軍龐大的內地市場。」



(左) RMC Gems Thai Co., Ltd. 公司主管 Padam Jain 先生 (泰國參展商)

### 香港珠寶首飾展覽會 訪客總數(2009-2011)



(資料來源：亞洲博覽有限公司)



本屆香港珠寶首飾展覽會的訪客數目亦創新高。是次展會商貿訪客總數較去年上升16.3%至51,500人。根據展覽會的統計數字，兩個展館(亞洲國際博覽館及香港會議展覽中心)的展出面積及訪客比例相若，反映兩個場館在吸引高質素買家方面發揮同樣重要角色。另一重點是博覽館的每日訪客數目按年不斷遞升，反映博覽館具備招徠人流的非凡實力。

展會於博覽館成功舉行，亦得到海外參與者，例如：位於鑽石館內最大的

以色列參展代表團所認同。以色列鑽石行業協會首席市場官 Nissim Palomo 表示是次展會相當成功，兩個以色列展館的參觀人數都非常可觀，表現超過預期。

香港珠寶首飾展覽會的規模不斷擴張，加上參展商和訪客數目持續長線增加，足以證明「一展兩館」這個新合作模式不僅有助活動取得豐碩的成果，亦能為要求嚴謹的國際盛會提供靈活充裕的展會空間，滿足活動的長線增長

需要，成為各類大型展覽進一步擴充的卓越方案。

盡攬地利優勢，成為本港中小企的可靠商貿平台

香港珠寶首飾展覽會的原料、包裝、工具及設備展館均設於亞洲國際博覽館，而憑藉與香港國際機場連接和位於新興中國市場門戶的獨特地利優勢，博覽館為海外和內地訪客提供理想的展覽場地。

事實上，這個地理優勢不僅令博覽館成為內地企業「走出去」的重要跳板，亦為本港企業 — 特別是香港中小企 — 提供進軍內地和國際市場的寶貴平台，協助加強它們作為中外企業的中介人角色。

中國「十二五」規劃，發展潛力無限

在博覽館的全力支援下，香港珠寶首飾展覽會的規模日益壯大，前景光明。中央政府早前公佈全新的「中華人民共和國國民經濟和社會發展第十二個五年規劃綱要」，銳意把珠三角地區發展為首屈一指的國際都會，成為推動國家以至環球經濟增長的強大動力。在港珠澳大橋、擬建的港深西部快速軌道線及其他跨境設施等多項大型基建的支持下，只須一小時之內便可由博覽館直達這個新經濟區，令選址博覽館的活動能覆蓋多達一億的人口。

從本屆香港珠寶首飾展覽會所見，內地買家佔展會整體訪客的最大部份，正好反映中國市場日趨重要的事實。本屆香港珠寶首飾展覽會的內地買家佔整體海外買家數目達33%，共有11,483名內地訪客進場參觀，較去年顯著增加45%。

推陳出新的市場趨勢和區內的發展計劃，不僅有助鞏固博覽館作為領先展覽場館的獨特地位，亦能為此舉辦或參加活動的主辦機構、參展商和訪客進一步增值。博覽館位處這個矚目珠三角都會的樞紐地帶，勢必成為進軍全球商業市場的主要門戶。

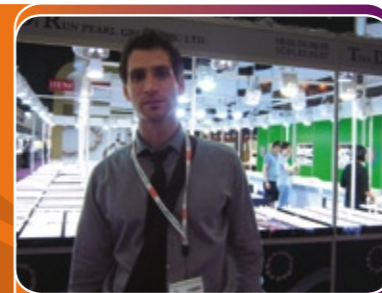


「今屆展覽會得以再擴充多一個展館的消息令人感到相當鼓舞，我相信落戶亞洲國際博覽館的珠寶展將繼續擴充規模，亦非常期待來年參與更盛大的展覽！」



New Style Jewellery Collection 公司東主 吳志雄先生 (香港買家)

「全球各地的優質參展商集中在同一層的展館，這個安排令我可輕易找到合適的供應商，提升採購產品的效率和效益。」



Damas Diamonds Ltd. 公司東主 Marko 先生 (加拿大買家)

「新的跨境基建和國家發展計劃提出的投資大計，將為訪客帶來更多便捷，有助刺激展覽的人流。港珠澳大橋將令博覽館成為高速增長的珠三角都會核心。」



浙江好望角珠寶公司董事長 朱岩先生 (北京買家)