

《補充資料一》

Exhibitor Survey of September Hong Kong Jewellery & Gem Fair 2010
by UBM Asia Limited
「九月香港珠寶首飾展覽會」參展商問卷調查
Questionnaire (Simplified version) and Key Findings

1. Exhibitor respondents' background information

Number of Exhibitor Respondents	2,131
Exhibitor Respondents Breakdown:	
Exhibitors at HKCEC	1,394
Exhibitors at AWE	737

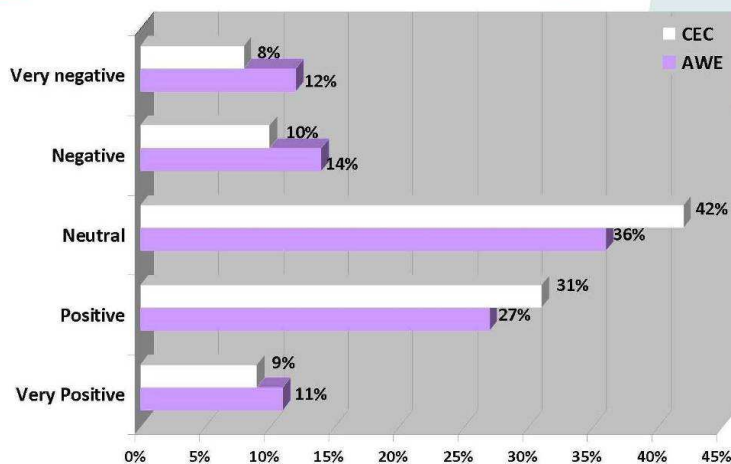
2. Opinions on “One Fair, Two Venues” Concept among HKCEC & AWE exhibitors

While a large percentage of both venues' exhibitors rated the “One Fair, Two Venues” concept as “Neutral” to “Very Positive”, HKCEC's exhibitors has a slightly higher percentage on the acceptance of “One Fair, Two Venues” concept. (HKCEC: 82%; AWE: 74%)

兩個展館大部份的參展商對「一展兩地」分流合作模式的評分是「中立」至「很正面」。當中會展中心參展商歡迎「一展兩地」分流合作模式的百分比略高於博覽館。(會展中心：82%；博覽館：74%)



The concept of product sectorisation over two venues was introduced in 2009. What is your opinion about this concept?



HKCEC: 82%
AWE: 74%



No. of respondent for this question in both venues:
CEC: 1,227 AWE: 641

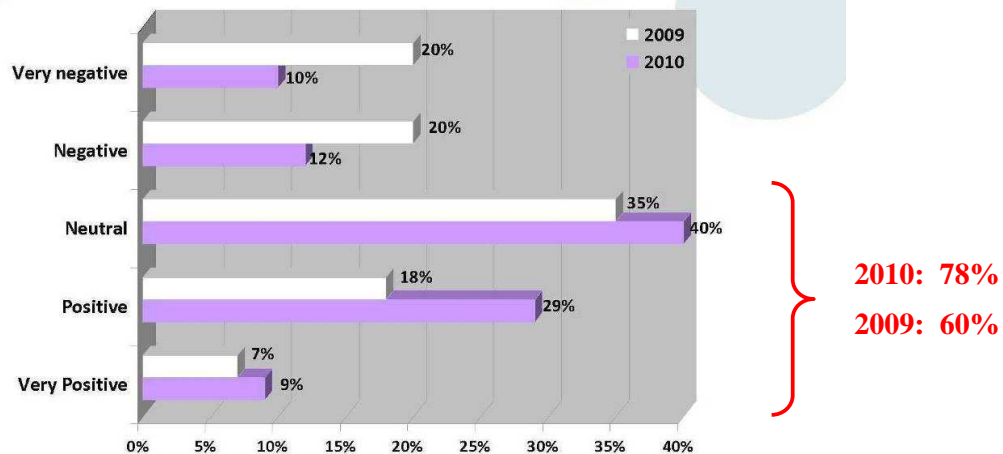
3. Opinions on “One Fair, Two Venues” Concept (2009 VS 2010)

Exhibitor’s opinions on the “One Fair, Two Venues” concept (rating from “Neutral” to “Very Positive”) rises to 78% in 2010. Compared to the 60% in 2009, the concept has gained greater support from the exhibitors and has been proved a success.

2010年，參展商對「一展兩地」分流合作模式的評分（「中立」至「很正面」）上升至78%。對比2009年的60%，證明更多參展商支持「一展兩地」分流合作，這個模式取得成功。



The concept of product sectorisation over two venues was introduced in 2009. What is your opinion about this concept? [No. of respondent: 1,868]



Most of the respondents (40%) were neutral about the product sectorisation concept, while 29% of respondents had positive opinion about this concept. Comparing with 2009, the concept has gained greater support from the exhibitors and it is proved the policy was succeeded.



9JG10 Exhibitor Survey Report

Source of the Exhibition Survey of September Hong Kong Jewellery & Gem Fair 2010:
[http://apps.ubmasia.com/files/mediaobjects/Files/10/9JG10/9JG10%20Marcom/9JG10_Exp_Report\(1\).PDF](http://apps.ubmasia.com/files/mediaobjects/Files/10/9JG10/9JG10%20Marcom/9JG10_Exp_Report(1).PDF)

**Exhibitor & Visitor Figures of September Hong Kong Jewellery & Gem Fair
by UBM Asia Limited**

「九月香港珠寶首飾展覽會」參展商及買家人數

The September Hong Kong Jewellery & Gem Fair, which is the world's biggest jewellery fair, continued to adopt the "one show, two locations" approach since 2009. The fair has gone from strength to strength as illustrated in the chart below. In 2011, overall visitor attendance soared to 51,500 from 155 countries and regions with close to 3,500 exhibitors from 46 countries and regions – the biggest exhibitor and visitor figures in the fair's history.

「九月香港珠寶首飾展覽會」自 2009 年起正式採用一展兩地分流合作模式，規模不斷擴大。以下圖表顯示出珠寶展無論是參展商數目和買家人數均不斷攀升。2011 年，展覽會吸引了來自 46 個國家接近 3,500 名參展商參加，以及來自 155 個國家和地區 51,500 名訪客，打破其以往紀錄。



Study on of Exhibitors' Perceptions of HKCEC and AWE

中文大學就會展中心及博覽館參展商的調查研究

Key Findings

**A Survey Conducted by Professor Waiman Cheung
The Chinese University of Hong Kong**

1. Respondents' background information

Number of Respondents	180
Respondents Breakdown:	
Exhibitors at HKCEC	120
Exhibitors at AWE	60
Places Breakdown:	
Hong Kong	50%
Mainland China	42%
France, U.S., Taiwan, South Korea, South East Asia	8%

2. Rating venue facilities and services

Both HKCEC and AWE were rated favourably, as being above average, on their overall venue facilities and services. Among others, "Cleaning Services" and "Facility Maintenance" are the two concerned factors from the exhibitors' point of views. There is only a slight difference between the ratings for HKCEC and AWE in terms of "Cleaning Services" and "Facility Maintenance". 參展商對會展中心及博覽館兩個場地的設施和服務評分都很正面，多屬於滿意或十分滿意程度。當中，參展商較關注場地的「清潔服務」及「設施管理」。而會展中心及博覽館於這兩個範疇的評分差距有限。

(5 = excellent, 1 = unsatisfactory)

HKCEC	AWE
Cleaning Services 清潔服務 (4.00)	Cleaning Services 清潔服務 (3.80)
Facility Maintenance 設施管理 (3.85)	Facility Maintenance 設施管理 (3.80)
Overall Facilities and Services 總合設施和服務 (3.68)	Overall Facilities and Services 總合設施和服務 (3.32)

3. Rating venue supporting infrastructure

In terms of supporting infrastructure for the exhibition venue, the most concerned factors by the exhibitors are "Ease of Access to Nearby Accommodation" and "Ease of Access to Venue". HKCEC received relatively higher ratings comparing with those of AWE, for both factors. 有關場館的支援設施方面，參展商最關注「容易往來場館」及「容易往來附近酒店」。會展中心的評分較博覽館略高。

(5 = excellent, 1 = unsatisfactory)

HKCEC	AWE
Ease of Access to Venue 容易往來場館 (4.17)	Ease of Access to Venue 容易往來場館 (3.35) *
Ease of Access to Nearby Accommodation 容易往來附近酒店 (4.04)	Ease of Access to Nearby Accommodation 容易往來附近酒店 (3.87)
Overall Supporting Infrastructure 綜合支援設施 (3.73)	Overall Supporting Infrastructure 綜合支援設施 (2.97)

* For AWE, non-local exhibitors rated AWE significantly more convenient compared to the ratings from local exhibitors. 就博覽館而言，非香港參展商比本地參展商認為博覽館較方便。

(5 = excellent, 1 = unsatisfactory)

Local Exhibitors at AWE	Non-Local Exhibitors at AWE
Ease of Access to AWE 容易往來博覽館 (2.87)	Ease of Access to AWE 容易往來博覽館 (3.83)

4. Main reasons for exhibiting in Hong Kong

The top three reasons for exhibiting in Hong Kong are:
參展商考慮於香港參展的三個最主要因素：

- 1st: Quality of Buyers 買家質素
- 2nd: Hong Kong's Liberal Entry Policy 香港自由入口政策
- 3rd: Abundance of Buyers 充裕買家數量
- Other reasons include, Quality of Show Organisation, Quality of Exhibition Venue, Sound System of Law/ Protection of Intellectual Property Right, Sophisticated Logistics Network, Hong Kong's Free Trade Policy, Financial Freedom and Services, Government Support/ Subsidies 其他考慮因素包括：主辦商質素、展覽場館質素、有效保障知識產權/法律制度、完善物流網絡、香港自由貿易政策、自由金融體系及服務、政府支持/補助

Ratings for the top three reasons to participate exhibition in Hong Kong from local and non-local exhibitors are shown as the followings: 本地及非本地參展商考慮於香港參展的三個最重要因素及其評分：

(5 = extremely important, 1 = no importance)

Local Exhibitors at HKCEC & AWE	Non-local Exhibitors at HKCEC & AWE
Quality of Buyers 買家質素 (3.89)	Quality of Buyers 買家質素 (4.05)
Government Support / Subsidies 政府支持/補助 (3.81)	Hong Kong's Liberal Entry Policy 香港自由入口政策 (4.01)
Abundance of Buyers 充裕買家數量 (3.77)	Hong Kong's Free Trade Policy 香港自由貿易政策 (3.79)

Source of the Survey conducted by The Chinese University of Hong Kong:
http://www.ccl.baf.cuhk.edu.hk/Download/HKEI_study_Phase_2.pdf

Study on Exhibitors' Perceptions of HKCEC and AWE
中文大學就會展中心及博覽館參展商的調查研究
Simplified Version of the Exhibitor Questionnaire

A Survey Conducted by Professor Waiman Cheung
The Chinese University of Hong Kong

To assess exhibitors' perceptions on the venue facilities and supporting infrastructure of HKCEC and AWE, and to understand the reasons for local and non-local exhibitors at both venues exhibiting in Hong Kong, Professor Waiman Cheung of the Chinese University of Hong Kong was engaged to conduct a study in 2010. The study includes a survey which was conducted in April – June with 180 successfully completed questionnaires collected at various trade fairs held by TDC – the public organiser and private organisers in both HKCEC and AWE respectively. The trade fairs include:~

- China Sourcing Fair: Gifts & Premiums in April 2010 (AWE)
- China Sourcing Fair – Home Products in April 2010 (AWE)
- China Sourcing Fair – Baby & Children's Products in April 2010 (AWE)
- India Sourcing Fair – Home Products in April 2010 (AWE)
- HKTDC Hong Kong Gifts & Premium Fair in April 2010 (HKCEC)
- Vinexpo Asia-Pacific in May 2010 (HKCEC)
- Build4Asia in June 2010 (HKCEC)
- Hong Kong Jewellery & Gem Fair in June 2010 (HKCEC)

1. Respondents' background information

Where is your company based?

2. Rating a venue's facilities and services

Please rate the following items:

- Venue Adequacy (e.g. layout, signage, etc.)
- Move-in/out Experience (e.g. arrangement, waiting time, etc.)
- Facility Maintenance
- Catering Services
- Cleaning Services
- Overall rating for this Venue

3. Rating a venue's supporting infrastructure

Please rate the following items:

- Ease of Access to Venue

- Cost of Transportation to Venue
- Ease of Access to Nearby Accommodation
- Choice and Availability of Nearby Accommodation
- Ease of Access to Nearby Restaurants
- Ease of Access to Nearby Leisurely Activities
- Overall rating for the Supporting Infrastructure

4. Main reasons for exhibiting in Hong Kong

What are the major reasons for your company to exhibit in Hong Kong? Please rate its importance.

- Quality of Buyers
- Abundance of Buyers
- Quality of Show Organisation
- Quality of Exhibition Venue
- Hong Kong's Free Trade Policy
- Hong Kong's Liberal Entry Policy
- Sound System of Law/ Protection of Intellectual Property Right
- Financial Freedom and Services
- Sophisticated Logistics Network
- Government Support/ Subsidies
- Others (Please specify) : _____

Space Availability of AsiaWorld-Expo 博覽館場地使用表 (2011)
For the Adoption of Two Venues Cooperation

Month 月份	Trade Fairs at AWE 在博覽館舉行的商貿展覽	Spaces Availability at AWE 博覽館場地空間	Sufficient Critical Mass for HKTDC to consider the adoption of Two Venues Cooperation 貿發局面對場地緊張的展覽 (可考慮採用兩館合作模式)
January	--	✓✓✓✓✓✓✓	--
February	--	✓✓✓✓✓✓✓	--
March	Asia's Fashion Jewellery & Accessories Fair – March	✓✓✓✓✓✓✓	HKTDC Hong Kong International Jewellery Show , with sufficient critical mass, can consider to adopt the Two Venues Cooperation 貿發局珠寶展面對場地緊張，可以考慮採用兩館合作模式
	Asian Aerospace International Expo and Congress 2011		--
	Asian Business Aviation 2011	✓✓✓✓	--
	Air Freight Asia 2011		--
	Asia Pacific Airline Training Symposium (APATS 2011)		--
	Cartes in Asia 2011	✓✓✓✓✓✓✓	--
April	China Sourcing Fair – Electronics & Components, Security Products, Solar & Energy Saving Products	✓	HKTDC Hong Kong Electronics Fair (Spring Edition) , with sufficient critical mass, can consider to adopt the Two Venues Cooperation 貿發局電子展面對場地緊張，可以考慮採用兩館合作模式
	Korea Sourcing Fair – Electronics & Components		
	China Sourcing Fair – Baby & Children's Products, Gifts & Premiums, Home Products, Medical Products & Supplies	✓✓✓	HKTDC Hong Kong Gifts & Premium Fair and HKTDC Hong Kong Houseware Fair , with sufficient critical mass, can consider to adopt the Two Venues Cooperation 貿發局禮品及家品展面對場地緊張，可以考慮採用兩館合作模式
	Korea Sourcing Fair: Gifts & Premiums		
	India Sourcing Fair – Home Products		
	China Sourcing Fair – Fashion Accessories, Garments & Textiles, Underwear & Swimwear	✓✓✓	
	India Sourcing Fair - Garments & Accessories		
Hong Kong International Printing and Packaging Fair			
May	2011 International Antiques & Arts Expo - Hong Kong	✓✓✓✓✓✓✓	
June	--	✓✓✓✓✓✓✓	--
July	Better Living Expo	✓✓✓✓✓✓✓	--
August	--	✓✓✓✓✓✓✓	--
September	Vitafoods Asia 2011	✓✓✓✓✓✓✓	--
	Hong Kong Jewellery & Gem Fair 2011 / Asia's Fashion Jewellery & Accessories Fair – September	✓	--
October	China Sourcing Fair – Electronics & Components, Security Products, Solar & Energy Saving Products	✓	HKTDC Hong Kong Electronics Fair (Autumn Edition) , with sufficient critical mass, can consider to adopt the Two Venues Cooperation 貿發局電子展面對場地緊張，可以考慮採用兩館合作模式
	Korea Sourcing Fair – Electronics & Components		
	China Sourcing Fair – Baby & Children's Products, Gifts & Premiums, Home Products, Medical Products & Supplies, Christmas & Seasonal Products	✓✓✓	--
	India Sourcing Fair – Home Products		--
	Eco Expo Asia - International Trade Fair on Environmental Protection		--
	Sports Source Asia - International Sourcing Fair for Sports Equipment and Sports Apparel		--
	Hong Kong International Building & Decoration Materials and Hardware Fair	✓✓	--
	China Sourcing Fair – Fashion Accessories, Garments & Textiles, Underwear & Swimwear		--
India Sourcing Fair - Garments & Accessories		--	
November	Winefuture Hong Kong 2011	✓✓✓✓✓✓✓	--
December	--	✓✓✓✓✓✓✓	--

Remarks: ✓ is the indicator of space availability. The more ✓, the more space available.