



## International Jewelry + Watch Vietnam



# POST SHOW REPORT 2014

Brought to you by:



World Trade Fair (International) Ltd



VCCI Exhibition Service  
An exhibition organisation of  
Vietnam Chamber of Commerce & Industry

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# Post Show Report

## When & Where



**8 - 11 May 2014**

Tan Binh Exhibition and  
Convention Centre  
**Ho Chi Minh City, Vietnam**

## Future Dates & Venue

**7 - 10 May 2015**

Tan Binh Exhibition and  
Convention Centre  
**Ho Chi Minh City, Vietnam**

**6 - 9 August 2015**

International Center for  
Exhibition (I.C.E.)  
**Hanoi, Vietnam**



## Market Background

The slowdown and cost containment pressures in the US, European and Japanese markets have persuaded the jewellery, diamonds and gemstones industry to move further afield. The Vietnamese gold and jewellery market is growing rapidly, so international suppliers can no longer ignore the region's huge potential. In fact, because there is no jewellery and watch manufacturing industry in Vietnam, only some small workshops.

International Jewelry + Watch Vietnam (IJV) is the international exhibition for the jewellery, diamond, gemstone and timepiece industries.

## Market News

The establishment of the Free Trade Area (FTA) between China and ten member states of the Association of Southeast Asian Nations (ASEAN) makes trade easier and better.

The ASEAN-China FTA includes China and ten Southeast Asian countries namely Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. The FTA is expected to become world's third largest free trade area with a combined population of 1.9 billion and a combined gross domestic product (GDP) close to 6 trillion U.S. dollars.

## The Rising Star in Asia

The exhibition brought together the jewellery, diamond, gemstone and timepiece suppliers from the globe to meet, network and explore business opportunities with a global audience of industry professionals, including importers, distributors, dealers, consultants, designers, store managers and other key end users.





## Past IJV records

Total number of exhibitors: 168

Visitors came from more than 34 countries and regions, including:

Exhibiting countries/regions: Belgium, Czech, Egypt, Mainland China, Hong Kong, India, Indonesia, Italy, Israel, Japan, Korea, Malaysia, Singapore, Switzerland, Taiwan, Thailand, Turkey, USA and Vietnam

Asia-Pacific  
Australia, Brunei, Cambodia, Hong Kong, India, Indonesia, Japan, Korea, Lao People's Dem Republic, mainland China, Malaysia, Myanmar, Philippines, Singapore, Taiwan, Thailand and Vietnam.

Middle East

Israel, Saudi Arabia and United Arab Emirates

Africa

South Africa

Europe

Belgium, Czech Republic, Germany, Italy, Spain, Switzerland, Turkey and United Kingdom.

North, South & Central America

Canada, United States, Brazil and Mexico.

Total number of visitors in 2014: 11,563

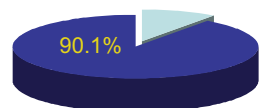
(Vietnam based visitors: 10,686 "92.42%")

(Visitors from outside Vietnam: 877 "7.58%")

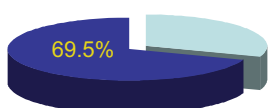
## Visitors' Products of Interest

Diamond jewellery (vvs)	39.0%
Diamond Jewellery (vs)	48.2%
Gemset Jewellery	68.3%
Silver Jewellery	30.9%
Jade Jewellery	28.0%
South Sea Pearl Jewellery	19.7%
Loose Diamonds (1-carat and above, vvs)	31.2%
Loose Diamonds (Below 1-carat, vvs)	56.5%
Loose Diamonds (1-carat and above, vs)	42.0%
Loose Diamonds (Below 1-carat, vs)	67.8%
Loose precious gemstones	36.3%
Loose South Sea Pearls & Tahiti Pearls	23.3%
Loose Semi-Precious Stones	21.4%
Jewellery Accessories	44.6%
Jewellery Display & Packaging Material	43.0%
Jewellery Tools & Equipment	32.5%
Trade Publications & Services	16.6%
Brand Name Watches & Clocks	28.6%
Complete Watches & Clocks	39.4%
Jewellery Watches	41.1%

## Results from the independent survey conducted onsite:



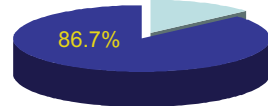
90.1% of visitors said the quality of exhibitors had met or surpassed their expectations.



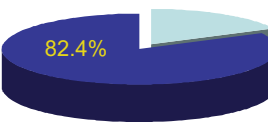
69.5% of visitors said they had done business with one or more existing suppliers at IJV.



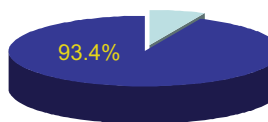
56.6% of visitors said they had done business with one or more new suppliers at IJV.



86.7% of visitors said the variety of exhibitors had met or surpassed their expectations.

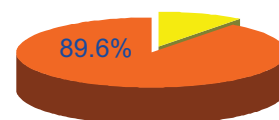


82.4% of visitors attended two or more days of IJV.

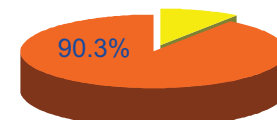


93.4% of visitors surveyed said that they fully intend to visit IJV 2015.

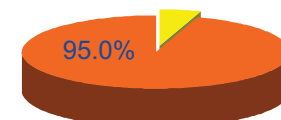
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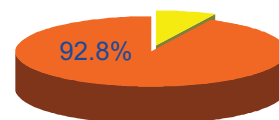
89.6% of exhibitors surveyed said that they would recommend exhibiting at IJV.



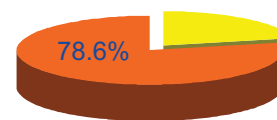
90.3% of exhibitors stated that their overall objectives had been met.



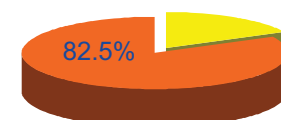
95.0% of exhibitors said that the number of visitors had met or surpassed their expectations.



92.8% of exhibitors said that participating at IJV was crucially important to their marketing activity in the region.



78.6% of exhibitors confirmed that they had met or surpassed their objectives for establishing new business contacts for future sales.



82.5% of exhibitors expressed that the event had an immediate positive effect on their business prospects within the region.

## What Exhibitors say about the past editions International Jewelry + Watch Vietnam ("IJV")



"The organizer - World Trade Fair Ltd. has opened up a new market successfully. IJV is a good platform for jewellery industry and business in Vietnam. IJV let us have a new business chance in the world and we have been participating IJV since 2008. The organizer & their crew are very helpful in any assistance."

Ms. F.L. Kan, Director of Golden Master Jewellery Ltd., Hong Kong

"This exhibition provides an excellent platform for us to display our products and services like no other trade show"



Ms. Sam Ng, Business Manager of Wing Fung Precious Metals Ltd., Hong Kong



"We should be patient with the potential markets, they are ourselves of yesterday. IJV leads a simple way for the subjects to emulate. Vision without action is a dream, action without vision passes time, vision and action can change the world."

Ms. Vivien So, Managing Director of Antwerp Classic Diamond (HK)



## Show Marketing & Visitor Promotion



### Website

www.vietnamjewelryshow.com is the primary marketing tool for International Jewelry + Watch Vietnam throughout the year, detailing up to date show and industry news. The website also facilitates online visitor and delegate registration, various downloads and subscriptions.



### VIP Invitation Card

A VIP invitation Card was sent to key decision makers and influencers in Vietnam jewelry and watch business.



### Lucky Draws

Several promotional lucky draws were conducted during International Jewelry + Watch Vietnam past editions. Prizes included supermarket coupons, a piece of jewelry or luxury timepiece...etc.

### Email Campaign

Monthly e-newsletters and email broadcasts were sent to targeted segments of the International Jewelry + Watch Vietnam database. As an exhibitor of IJV, you can take advantage of our email campaign, your advertising message goes to highly targeted buyers that is eager to see your message. Call us today for details.



### Fax Campaign

Our fax campaign reached out to thousands of buyers in past IJV events, and the response was overwhelmingly encouraging. These supported fax and campaigns, encouraged people to pre-register for the exhibition.



### Advertising

Advertisements were published in leading regional and international magazines and newspapers promoting International Jewelry + Watch Vietnam.

### SMS Reminding

Nearly 26,300 individuals from past show dates were received SMS via their cell phones, making it an excellent tool to ensure maximum attendance at the event.



## Show Marketing & Visitor Promotion (Con't)

### Press Release

In addition to traditional publicity, press release were also published in leading regional and international trade portals in order to further promote the event.



### Overseas / Web Banner Advertising & Promotion

Web Banner Advertisements were published in leading regional and international websites promoting International Jewelry + Watch Vietnam.





### Discover the booming luxury goods marketplace

Recognising the wealth of business opportunities present in Vietnam's rapidly developing and largely unpenetrated luxury products sector, International Jewelry + Watch Vietnam (IJV) is a professional trade event developed specifically for Vietnam and the neighboring regions. For a population of 86 million, the GDP increased 6% or more annually from 2005 to 2014. It's really a great potential market. Vietnam's economic growth rate is forecast to reach 6.5 percent by 2014.

IJV will provide the much-needed face-to-face gathering for networking and conducting business with your potential clients and a selected group of leading jewelry retailers in Vietnam. This event is targeted to attract retailers and major department stores as well as private collectors from Vietnam and the rest 9 ASEAN member countries. Our research indicates that retailers and private collectors are eager to attend an event of its kind in Vietnam.

### Why Should You Exhibit?

Top 9 reasons to join the IJV:

1. Vietnam mainly relies on imports since they do not have jewelry and timepiece industries.
2. Growth of bridal jewelry demand will be dramatic over the next decade, because half of the populations are under age 35.
3. Import and re-export procedures of exhibit are easy and simple. Handcarry service for shipment is available (through the official customs brokers & forwarder "BRINK'S" and they will assist you upon arrival at Ho Chi Minh international airport).
4. International exhibitors are allowed to sell and deliver their exhibits at the exhibition (usually cash transactions in U.S. dollars).
5. No customs duties, taxes or VAT are applied upon entry to Vietnam. Customs duties, taxes and VAT are only applied on sold items, and all duties and taxes will be paid through the international broker designated by the organisers on the last day of the exhibition.
6. Customs duties, taxes/VAT based on declared invoice CIF value only (not actual sold value).
7. Products from Mainland China (Certificates of Origin – Form E required) could enjoy preferential import duty at 0% - 5%.
8. Products from ASEAN could enjoy preferential import duty at 0% - 5%.
9. Trade buyers are eager to stock their shops "just-in-time" for the lucrative holiday buying season, and most visitors are expected to purchase presents for the Mother's Day.

### Other expenses for reference:

1. Round trip air ticket between Ho Chi Minh City (Saigon) and Hong Kong is approximately US\$350.
2. Twin bed room at official 4-star hotel is US\$100 per room night inclusive of tax and breakfast.
3. Temporary importation bond and inward / outward clearance for exhibits is about US\$1200.

Be smart and do not miss out this unique opportunity! Develop your market share in Vietnam and other 3 neighbourwood countries, such a large market of 160,000,000 populations will help your business stand out.

**YOU CANNOT AFFORD TO MISS THIS CHANCE!**