



香港珠寶玉石廠商會
Hong Kong Jewellery & Jade Manufacturers Association
 Company Limited by Guarantee

Our Ref. Exh102592aF/HL/tl
 December 8, 2010

Application Deadline:
January 5, 2011

Total 1 page

To: Associate Members & Jewelers

Re: Korea International Jewelry & Watch Fair (14/4 – 17/4/2011)

We are recruiting for the Korea International Jewelry & Watch Fair (14/4 – 17/4/2011), the only jewellery fair in Korea held in Seoul, the city with 90% of the country's jewellery and watch enterprises. According to a luxury goods market survey of Korea in August 2010, there has been a fast increase in sales of luxury goods, particularly jewellery and watches and this increase is ongoing. Young ladies aged 20-30, according to the survey, have also been the country's important consumers. We therefore believe this fair can provide a well-coordinated trading platform for companies who wish to explore the Korean market.

As Korean jewellery designs are popular among Koreans and people from overseas, jewellery manufacturers, for processing' sake, need a great deal of raw materials which is limited in Korea. For this reason, imported raw materials has been on the rise and Korean manufacturers in addition to raw material wholesalers from Korea and overseas will be one main source of clients in the show. Information of the 2010 fair are:

- No. of Exhibitors: 295 from 15 countries (including Hong Kong, Japan, Singapore, Indonesia, USA etc.)
- No. of Visitors : Close of 24,000 from 62 countries
- Products : Diamond, platinum, 24K gold, precious stone, silver, pearl and antique jewellery; clocks and watches; fresh, akoya, south sea and fresh water pearls; diamonds; gem stones; jewellery settings, mountings and parts; carvings; ornaments; jewellery exhibits; packaging material; tools & equipment and trade publications.

For encouraging members to take part in the subject show to explore the Korean market, HKJJA has successfully obtained the fair organizer's agreement to retain Participation Fee as 2010. Fair details are:

Show duration: 14/4 to 17/4/2011 (Thursday to Sunday)
 Venue: Hall C, COEX World Trade Centre, Gangnam-Gu, Seoul
 Show nature: Trade and retailers
 Participation Fee (per 9-sqm booth) includes basic facilities (low showcases, long table, round chairs, spotlights, HQI white lights, sockets, electricity etc.), as below:

1st time participation (Standard Booth): US\$4,300	Non-1st time participation (Standard Booth): US\$3,990
Corner Booth surcharge (each): US\$400 / HK\$3,120	

Interested parties please complete the attached reply slip and fax return **before Wednesday, 20 January, 2010**. We will then deliver the **ORIGINAL Non Full Member Application Form** to you. All applicants are required to return the completed Original Application Form together with the cheque for full Participation Fee by hand or mail before the specified deadline.

Guarantee Fund for Non Full Members: Non Full Member participants are required to submit a cheque for HK\$40,000 to the Association one month before the show starts. The cheque, without interest, will be returned to the participant 60 days after the fair, provided the participant has not violated any of the participation rules that incur losses to the Association.

For queries, please contact Ms. Jamie Wong or Mr. Tony Lo at tel. (852) 2543 0543.

Exhibition Department
 HONG KONG JEWELLERY & JADE
 MANUFACTURERS ASSOCIATION

To: Exhibition Department, Hong Kong Jewellery & Jade Manufacturers Association Fax: (852) 2815 0164

Request for "Application Form" for Korea International Jewelry & Watch Fair (14/4 -17/4/2011)

Company name: _____

Tel. No. _____ Fax: _____

Contact person: _____ Company stamp & Signature: _____

We would like to apply for a 9-sqm Standard Booth / 9-sqm Corner Booth.

Remark: This form is **NOT an official application** for the subject show. The official application requires the return of the ORIGINAL Application Form together with the cheque for Participation Deposit to the HKJJA Office before the specified application deadline.



香港珠寶玉石廠商會

Hong Kong Jewellery & Jade Manufacturers Association

Company Limited by Guarantee

檔案編號：EXH102592F/JW
致：各同業會員及珠寶商號

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韓國國際珠寶鐘錶展覽會 (14/4 - 17/4/2011) Korea International Jewelry & Watch Fair

截止報名日期：
2011年1月5日

2011年「韓國國際珠寶鐘錶展覽會」現已接受報名。此展覽乃韓國唯一珠寶展覽，在擁有全韓國超過90%之珠寶及鐘錶企業的首爾舉行。根據一項2010年8月有關韓國奢侈品市場之調查，韓國奢侈品市場(特別是珠寶及鐘錶)之銷售額增長迅速並持續走強，當中20-30歲之年輕女性，更是重要的消費人群。相信此展會能為有意開拓當地市場之商號提供完善配套的交易平台。

此外，韓國本土之珠寶設計因得當地及海外人士喜愛，因此製造商需要更多原材料進行產品加工製造，但當地原材料供應有限，因此對外地進口原材料的需求較以往有所提升，故此當地廠商及國內、外之原料批發商亦成為本次展覽另一主要客源。以下為2010年展覽資料：

- 參展商：295家廠商，來自15個國家(包括：香港、日本、星加坡、印尼、美國等)
- 參觀人數：接近24,000名，來自62個國家
- 參展產品：鑽石首飾、鉑金首飾、24K精緻黃金首飾、寶石鑲嵌首飾、銀飾、古董首飾、珍珠首飾、珠寶鐘錶設計、南洋珍珠、養殖珍珠、淡水珍珠、鑽石、有色寶石、珠寶模鑲、珠寶戒托/模件、珠寶雕刻品、展覽飾品、展示首飾、珠寶展示及包裝材料、珠寶首飾製造工具及設備、珠寶平面媒體刊物

為鼓勵各有意開拓韓國市場之商號參加是次展會，本會已成功向主辦大會爭取參展租金不加價，並決定維持舊有的參展費(即與2010年度的費用相同)，展會詳情如下：

日期：2011年4月14日至4月17日(星期四至星期日)
地點：韓國首爾世界貿易中心 Hall C, COEX World Trade Centre, Gangnam-Gu, Seoul
展覽性質：業內及零售

參展費用： (每9平方米攤位計算)	首次參展(標準位)：US\$4,300	非首次參展(標準位)：US\$3,990
	轉角攤位附加費：US\$400 / HK\$3,120 (每個)	

費用包括基本設施(矮身陳列櫃、長檯、圓椅、射燈、HQI白光燈、電源及電源插座等)

有興趣參展之商號，請填妥附頁資料，並於2011年1月5日(星期三)或之前傳真至2815 0164，本會將安排專人送交非永久會員參展申請表格正本至貴司。屆時請在指定日期前把填妥之參展申請表格正本連同參展費全數支票郵寄或遞交本會，以便辦理。

非永久會員參展保證金：若參展商為本會非永久會員，本會將於展前一個月向其收取參展保證金支票HK\$40,000(支票將不會過戶)。展覽期間，如參展商有欺詐客戶或其行為導致本會有所損失，保證金將作為賠償之用。在沒有被動用的情況下，保證金支票將於展覽會結束後60天無息退還。

如有查詢，請致電2543 0543 與本會職員黃靜微(Jamie)或盧侃斌(Tony)聯絡。



香港珠寶玉石廠商會展覽部 謹啓
2010年12月8日

致：香港珠寶玉石廠商會 展覽部 傳真：(852) 2815 0164

索取「2011年韓國國際珠寶鐘錶展覽會(14/4 - 17/4/2011)」參展申請表格

公司名稱：_____

電話：_____ 傳真：_____

聯絡人：_____ 公司蓋章及簽署：_____

■ 本公司欲申請9平方米標準/轉角攤位_____個。

註：此回條並非正式參展表格。貴司必須於「截止報名日期」前將參展表格正本及參展費全數支票遞交本會辦事處，方為正式申請參展。

For English version, please contact Ms. Jamie Wong or Mr. Tony Lo at 2543 0543.