



# International Jewelry + Watch Vietnam

## Past IJV records

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

**Mainland China, Hong Kong, India, Korea, Poland, Singapore, 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.

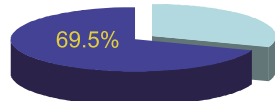
**North, South & Central America**  
Canada, United States, Brazil and Mexico.

**Total number of visitors in 2018 :**  
10,844  
(Vietnam based visitors: 8,892 "82%")  
(Visitors from outside Vietnam: 1,952 "18%")

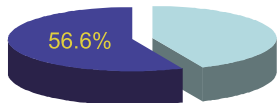
## Results from the independent survey conducted onsite:



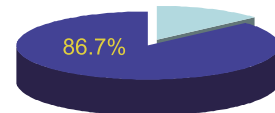
90.1% of visitors said the quality of exhibitors had met or surpassed their expectations.



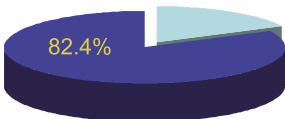
69.5% of visitors said they had done business with one or more existing suppliers at IJV.



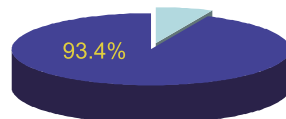
56.6% of visitors said they had done business with one or more new suppliers at IJV.



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.

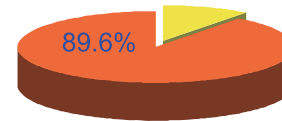


93.4% of visitors surveyed said that they fully intend to visit IJV 2019.

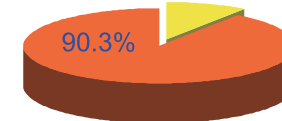
## Visitors' Products of Interest

Diamond jewellery (vvs)	54%
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Gemset Jewellery	48%
Silver Jewellery	44.5%
Jade Jewellery	24.8%
South Sea Pearl Jewellery	35%
Loose Diamonds (1-carat and above, vvs)	34%
Loose Diamonds (Below 1-carat, vvs)	52.4%
Loose Diamonds (1-carat and above, vs)	56%
Loose Diamonds (Below 1-carat, vs)	72%
Loose precious gemstones	47%
Loose South Sea Pearls & Tahiti Pearls	30%
Loose Semi-Precious Stones	37.5%
Jewellery Accessories	38%
Jewellery Display & Packaging Material	28%
Jewellery Tools & Equipment	39%
Trade Publications & Services	18%
Brand Name Watches & Clocks	33.8%
Complete Watches & Clocks	41%
Jewellery Watches	38%

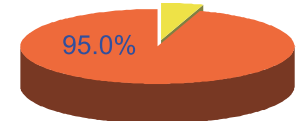
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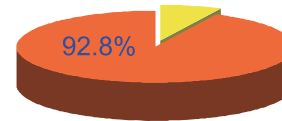
89.6% of exhibitors surveyed said that they would recommend exhibiting at IJV.



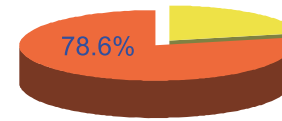
90.3% of exhibitors stated that their overall objectives had been met.



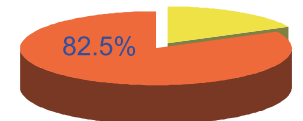
95.0% of exhibitors said that the number of visitors had met or surpassed their expectations.



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")



"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."

"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**



"IJV show let us get a chance to try a new potential market - Vietnam"  
**Mr. Lam Ngan Ching, Director of Nam Keung Hong, Hong Kong**

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





# International Jewelry + Watch Vietnam



## Show Marketing & Visitor Promotion

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### Website

www.jewelrytradefair.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.

### 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.

### Advertising

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



### 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.

