



We Are One Community

Supporting each other.
Working together.



11 May 2020

Building synergies in the world of jewellery

Jewellery & Gem ASIA Hong Kong postponed to 26 – 29 November 2020 at AWE

Dear Valued Industry Partners,

In light of ongoing public health concerns and prevailing travel restrictions, we have made the difficult but necessary decision to postpone Jewellery & Gem ASIA Hong Kong (JGA), which was originally scheduled for 25 – 28 June 2020 at the Hong Kong Convention & Exhibition Centre (HKCEC).

JGA will instead be held on **26 – 29 November 2020 at the AsiaWorld-Expo (AWE)**. We sincerely apologise for the inconvenience that this decision has caused many of you. Exhibitor contracts and payments made for JGA will carry over to the revised dates, with our team directly following up with exhibitors individually to discuss the detailed arrangement.

The safety and well-being of our partners is of paramount importance to us, and we believe that by moving the show to November, we will be able to deliver the quality of in-person sourcing experience that you expect from us – and in an environment that is more conducive to business. This is, however, a one-off event in response to the extraordinary circumstances we are currently facing. In 2021, JGA will return to its regular slot in June.

It is also worth noting that majority of the companies participating in JGA are unique exhibitors who are not exhibiting anywhere else. As a global trade show organiser, we have the responsibility to create opportunities for customers to exhibit in the last international B2B fair of the year.

Ultimately, we believe everyone stands to benefit from this sourcing experience. Because of its timing, JGA gives the jewellery community the option to regather and maximise opportunities to fulfil pent-up demand, capture last-minute “cash-and-carry” peak season transactions and regroup for the coming year.

Industry Partnership

Due to the various event postponements tied to COVID-19 and lack of venue space, the only dates available for us are 26 to 29 November – the same schedule as the JMA Hong Kong International Jewelry Show. Our overlapping show dates open up possibilities to build valuable synergies between the two events and create a truly industry-wide occasion. Instead of splitting or dispersing traffic at the shows, we will concentrate all our energy and resources into one area in those four days.

We welcome opportunities for collaboration with JMA – a partnership that will see us deploying all resources within our disposal to make both November shows a success.

We are also currently working on the best arrangement possible to minimise the inconvenience caused by the fair rescheduling to JGA and JMA’s “overlapping” exhibitors.

Positive Actions

To ease JGA exhibitors’ burdens without reducing opportunities for their businesses to grow, we are launching a number of positive actions. These include:

- Investing additional resources in our events, with the goal of delivering stronger and more meaningful benefits for all show participants. Hosting 13 jewellery fairs annually in 9 cities and drawing close to 250,000 buyers and more than 8,500 exhibitors, we are continuously expanding our global jewellery database, which now consists of more than 1.35 million industry stakeholders from over 150 countries and regions
- Our 2020 marketing budget targeting quality buyers from China is up by more than 200% compared with 2019 figures
- We are offering flexible conditions for exhibitors’ trade fair participation. Those who cannot join due to travel restrictions imposed by the Hong Kong government or their respective governments have the option of having their 2020 booth contracts automatically transferred to the show’s 2021 dates

- Exhibitors participating in any of our Hong Kong shows will directly benefit from the revitalisation measures initiated by the Hong Kong SAR Government, namely:
 - Exhibitor Marketing Fund, the amount of which is in direct proportion to the size of the stand that exhibitors have paid for
 - Option to purchase a selection of Informa Markets – Jewellery marketing solutions using our complimentary “coupons”
 - A more comprehensive 2020 Hosted Buyer Programme

In the coming weeks, we will also be announcing details about a virtual event with business matching opportunities, which will complement the offering of our physical shows and leverage our powerful trading platform – the newly revamped JewelleryNet.

This virtual experience will be further enriched by webinars – live and on-demand – and market intelligence tools produced by the Jewellery Media team, led by our flagship publication – JNA.

We will also keep you updated on developments about our JGA November fair as they come in; so, stay tuned for more information on how you can benefit from this in-person sourcing event.

Your continued support, commitment and understanding during these times of uncertainty is invaluable, and for that we are deeply grateful. The challenges presented by COVID-19 have tried and tested us all, but we believe that by digging deep into our strengths and resilience, and by standing together as one community, we will come out of this crisis stronger than before.

In the meantime, stay home and stay well, and we look forward to welcoming you in Hong Kong when it is safe to do so.

Sincerely Yours,

A handwritten signature in black ink, appearing to be 'Celine Lau', written in a cursive style.

Celine Lau

Director, Jewellery Fairs
Informa Markets