



**SPRING  
FAIR 09  
INTERNATIONAL**

# **Spring Fair International 2009**

**February 1- 5, 2009**



# **Post Show Report**



香港珠寶製造業廠商會  
**20th Anniversary**

**Hong Kong Jewelry Manufacturers' Association  
China Hong Kong Pavilion**





## **1. Birmingham Spring Fair 2009**

Spring Fair International is one of the world's major retail buying events. The Fair provides wide ranges of products for buyers to source suppliers and products. Products categories include: Volume Gifts & Home, Kitchen & Dining, Greetings & Stationery, Contemporary Gifts & Collectibles, Toys, Festive, Floral & Fireworks, Gifts, Well being, Heritage & Souvenirs, Outdoor Living, Home Gifts & Interiors, Art & Wall Decor, Fashion Accessories and Jewellery products.

## **2. The Jewellery Show**

It is the first time for the organizer to launch **the Jewellery Show** in Hall 17, 18 and 19. The Show offering the finest range of precious jewellery, gemstone, silver, fashion jewellery, clocks and watches all in one place.

Hall 17: Precious Jewellery

Hall 18: Semi-precious & Silver Jewellery

Hall 19: Fashion Jewellery, clocks & watches

### **2.1 Exhibitors in Jewellery Sectors**

700 companies were exhibited in the Jewellery Show of Spring Fair Birmingham 2009. The number of exhibitors in jewellery had decreased by 12.5% by comparing with 2008 (800 companies).

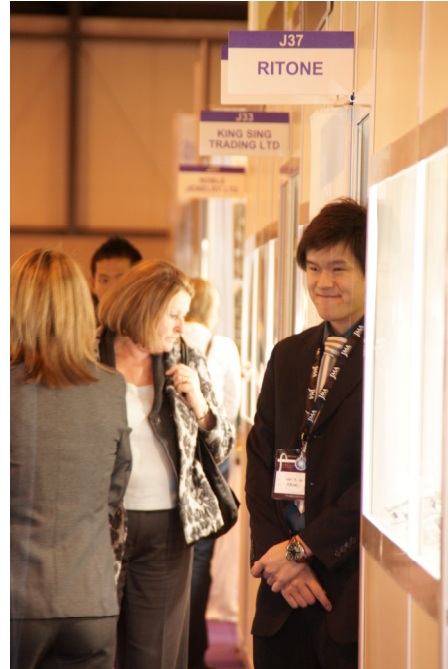
Exhibitors in jewellery sectors include manufacturers, distributors, jewellery designers-marketers, artists, brand-owner, agents and jewelry association, etc. Most of the exhibitors come from UK and European Countries.



## **2.2 China Hong Kong Pavilion**

Hong Kong Jewelry Manufacturers' Association brought in **13 exhibiting companies** to the fair and displayed high quality products. List of the Participants are:

Colorjewels  
Deckwell Gold Ltd  
Dewcarat Ltd  
East Arts Jewelry Mfy. Ltd.  
Elegance Jewellery International Ltd.  
Goldmart Jewelry Limited  
Hung Ngai Jewellery Fty. Limited  
King Sing Trading Ltd.  
Mira Style Jewellery Company Limited  
Nelson Jewellery Arts Co., Ltd.  
Noble Jewelry Limited  
Ritone Jewelry International Limited  
Windsor Joailliers Ltd.



## **Promotion:**

An eye-catching advertisement is put on the only billboard next to the entrance of the show venue. It demonstrates clear message to the visitors about the presence of the Hong Kong Pavilion.



## **Show highlight:**

### **Retail Jeweller Gallery**

Located inside hall 18 of the Jewellery Show, the retail Jeweller Gallery is an exclusive showcase of unique ranges and materials from some of the freshest talent in the industry. There were 60 British and international designer makers exhibiting inspirational collections featuring precious metals, gemstones, silver and mixed materials.

### **Retail Jeweller Café**

Located in Hall 17, the café is a perfect place to sit back, network and grab a coffee.

## **Observation**

Spring Fair International allows exhibitors to reach jewellery retailers from different parts of United Kingdom. However, most of our exhibitors reported a decrease of visitors in the Show. The heavy snowfall during the show period caused flight cancelled and train suspended. So, buyers were unable to reach the show venue. Besides, jewellery buyers are cautious in their transaction due to the global economic crisis. The adverse economy causes a gloomy picture for its short near future.

## **Upcoming Events**

Spring Fair International 2010  
February 7- 11, 2010