

## SEASONS | Autumn – Fashion Jewellery & Accessories Fair 2024

### Post-event Report

#### Visitor Profile

(A) Number of overseas and domestic visitors

Number of Hong Kong-based visitors	2,618	21.23%
Number of visitors from outside Hong Kong	9,716	78.77%
Total number of visitors	<b>12,334</b>	

(B) Visitors were from 112 countries and regions, as follows:

##### Asia-Pacific

Cambodia, mainland China, Hong Kong region, India, Indonesia, Japan, Laos, Macau region, Malaysia, Mongolia, Myanmar, Nepal, North Korea, Northern Mariana Islands, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan region, Thailand and Vietnam

##### Middle East

Armenia, Azerbaijan, Bahrain, Egypt, Iran, Israel, Jordan, Kuwait, Lebanon, Libya, Oman, Palestine, Qatar, Saudi Arabia and United Arab Emirates

##### Africa

Algeria, Ghana, Ivory Coast, Kenya, Madagascar, Morocco, Namibia, Nigeria, Reunion, South Africa, Tanzania, Tunisia and Zambia

##### Europe

Albania, Andorra, Austria, Belarus, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Jersey, Kazakhstan, Latvia, Lithuania, Luxembourg, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom and Uzbekistan

##### North & South America

Argentina, Bolivia, Brazil, Canada, Colombia, Costa Rica, Dominican Republic, Guatemala, Jamaica, Mexico, Panama, Peru and United States

##### Oceania

American Samoa, Australia, French Polynesia, Guam, Heard Island and McDonald Islands, Mauritius and New Zealand

## (C) Visitors by job function

Owner / Director / President	39.6%
Buyer / Merchandiser	25.9%
Manager	25.1%
Sales & Marketing	9.4%

## (D) Visitors by company business nature

Distributor, Exporter, Importer, Trading	23.6%
Wholesaler/Buying Agent	20.2%
Retailer, Chain Store, Department Store, Duty Free Shop, Gift Shop, Franchise	18.4%
Manufacturer / Supplier	12.5%
Fashion Jewellery Designer	9.5%
Online shop, Mail Order / E-Tailer	7.6%
Government Bodies, Media, Trade Association, Institution, Gem Laboratory / Gemmologist	4.0%
Others	4.2%

## Exhibitor Profile

(A) Number of exhibitors by country and region

	Country/Region	No. of Exhibitors
1	Mainland China	181
2	Hong Kong region	22
3	India	9
4	Philippines	4
5	South Korea	10
6	Taiwan region	1
<b>Total: 227</b>		

(B) What the exhibitors say:

“Having a presence at SEASONS is always beneficial, which is why we make sure to attend consistently. This year, we have connected with new buyers from Europe who have already placed orders during the show.” – **Mike Maglasang, Marketing Executive of Floreia by Natures Legacy Eximport Inc, Philippines**

“We met with many buyers – both new and returning customers from Germany, Italy, France, India and other countries. We produce recycled steel and recycled leather jewellery in our own factory in Dongguan.” – **Jasmyn Yuan, CLEEE-Group Limited, China**

“It’s a great platform for our products. We met many buyers from around the world, including visitors from the Middle East, Europe and other regions.” – **Yuen Ching Yin, Masterwork Jewellery Trading Limited, Hong Kong region**