

Proposal for BV S+U at Salon de TE

Salon de TE (TE) is an area dedicated to quality watch brands in the HKTDC Hong Kong Watch and Clock Fair. The collection includes watches in limited editions, bejewelled watches of spectacular design, and trendy watches with technical features that connoisseurs will appreciate.

General Information

Fair name : Hong Kong Watch and Clock Fair (Special highlight: Salon de TE)
 Fair website : www.hktdc.com/hkwatchfair/te
 Date : 4-8 September 2018 (Tue-Sat)
 Venue : Hong Kong Convention and Exhibition Centre, Wan Chai, Hong Kong
 Admission : Trade visitors only on the first 4 days, open to public aged 12 or above on the last fair day

Theme Zones at TE

World Brand Piazza : Highlights the superior craftsmanship of leading global brands
 Chic & Trendy : Focuses on stylish fashion watches.
 Craft Treasure : Showcases exceptional mechanical timepieces and jewellery watches.
 Renaissance Moment : Turns the spotlight on classic and elegant watches originated from Europe.
 Wearable Tech : Displays smart watches with the newest technological innovation.

Fair Statistics – Watch and Clock Fair 2017

Exhibitor no : 827 exhibitors from 24 countries and regions
 Salon de TE : Close to 150 watch brands
 Visitor no : Close to 21,000 visitors
 Product zones : Salon de TE (brand zone), Complete Watches, Clocks, Machinery & Equipment, OEM Smart Watches, Parts & Components, Packaging, Trade Services

Participation Fee

Recommended exhibiting size for each brand is at least 9 sq.m.

Booth Size (Salon de TE)	Participation Fee
9 sqm Deluxe Booth	USD 4,870
12 sqm Deluxe Booth	USD 6,255
Custom-built Participation (min. 36sqm)	USD 402 per sqm

Additional Benefits

- Enjoying a complimentary showcase with optional Small-Order service for each brand
- Enjoying complimentary business-matching service
- Being featured in a directory which includes brand, product photo and company information
- Being highlighted in HKTDC publicity materials and events (e.g. print and social media, fair website, pre-fair press conference, overseas journalists' gathering) where appropriate
- Participating in a group parade session with professional support such as models, AV equipment and sound system (*Brands are welcome to work out individual event proposals such as parade and new product launch with HKTDC, cost of each individual session depends on the actual requirements*)
- **The fair's last day (8 Sept, Saturday) will be open for public visitors. Brands are encouraged to organise marketing events and have on-site retail sales**

Promotion Opportunities at Salon de TE

Pre-fair press conference in local shopping mall gives media the chance to preview some of the innovative exhibits.



Being featured on **television programme** (TVB Pearl & J5 Dolce Vita) and social media.



Media coverage

Intensive advertisement campaign targeting worldwide buyers includes various media channels, e.g. print, TV, radio, online and outdoor, etc.



Overseas Journalists are invited from all over the world to cover the event.

Overseas Journalists Meeting enables

overseas journalists (OJs) attending the fair to meet with some of the exhibitors as well as the industry leaders. This is an opportunity to exchange industry news and views from different markets.



Fairground Activities

Watch parades provides a full vision of the latest collections and trends of the upcoming seasons.



Product launch to promote new products.



Public day (the last day of the show), exhibitors have the opportunity to connect directly with end-consumers through a range of activities and optional retail sales. Visitors enjoy the prestige of getting first-release information and previews of new products, and providing brands with instant feedback.

Networking reception and Gala Dinner provides a good chance for industry players to build business relations.



The **Asian Watch Conference** enables industry experts to share various topical issues, such as smart watch trends, design philosophy, success stories and branding strategies.



The **Hong Kong International Watch Forum** provides international industry players with a platform to discuss current issues affecting the world of timepieces.



2017 Fair References

Extracted Buyer List

In addition to traditional buyers such as import agents, retailers and distributors, extra resources were provided to recruit buyers from targeted regions, as well as TV shopping channels and e-tailors in view of the rising trend.

Country / Region	Companies	Country / Region	Companies
Argentina	Comercial la Plata, Garios SA	Mexico	La Tendence
Australia	James Pascoe Group, Lindsay's, Michael Hill Jewellers	Norway	Feras
Bangladesh	Kallol Group of Companies	Philippines	Zalora
Brazil	Chilli Beans, Monte Carlo Joias, Seculus	Russia	Chascom, Fregat, Optim, Sky Time
Bulgaria	Ru-Watch Ltd	Singapore	Arista Singapore, Crystal Time, Doray Trading, Lazada, Norbreeze Group
Canada	St. Moritz Watch Corporation, Wenger's Ltd	South Africa	CJR Gift Sales, S. Bacher & Co
Chinese mainland	Ocj.com.cn, Hengdeli, wbiao.cn	Spain	El Corte Inglés, Joya Diseno, Neckmarine, Tone Watch
Czech Republic	GOLDTIME a.s., Meoris	Sweden	Anima AB, Daniel Wellington
Denmark	Bering Time ApS, Bulbul, Muuio, Obaku	Switzerland	Fendi Timepieces, Swatch
France	TWC	Taiwan	Paidel Watch House
India	Ethos Watches, Flipkart, Luxepolis, Myntra, Titan, Zimson Watches	Turkey	Konyali
Indonesia	Blibli.com, Jam Original, Radatime, PT.	UAE	CitrusTV, Concept Brands Group, Hadi Enterprises, Rivoli Group
Japan	Citizen Retail Planning, Isetan Mitsukoshi, Senga, The Loft	UK	Scorpio Worldwide, Tayroc, Zeon
Korea	E-land World, Lotte Dept Store, Shinsegaw Dept Store, Trendmecca, Woorim Mfg	USA	Amourlite, E. Gluck, Fossil, Jomashop
Malaysia	Timeless Charm Sdn Bhd	Vietnam	Queen Watch

Extracted Media List

Country / Region	Publications	Circulation
Australia	Freelance	N/A
Chinese mainland	Famous Watch 名表	80,000
Chinese mainland	Robb Report	184,800
France	Le Bijoutier	5,000
India	Watch Market Review	25,000
Italy	L'Orologio	50,000
Indonesia	Collector's Guide – WATCHES	26,000
Japan	Watch & Jewelry Today	9,000
Korea	Jewellery Journal	25,000
Lebanon	Collection Magazine	35,000
Switzerland	Europa Star	20,000
Taiwan	Time Square 時間觀念	40,000
Thailand	QP	50,000
United Kingdom	The Horological Journal	63,000
United States	aBlogtoWatch	45,000

Salon de TE 2017 – Brand List

147 brands from 23 countries & regions

World Brand Piazza	
Chic & Trendy	
Craft Treasure	
Renaissance Moment	
Wearable Tech	

Hong Kong Watch and Clock Fair 2017 – Exhibitor Number

Country/Region	Number
Exhibitors from Hong Kong	428
Exhibitors from outside Hong Kong <i>Chinese mainland, France, Germany, Hungary, India, Italy, Japan, Korea, Lebanon, the Netherlands, Singapore, Sweden, Switzerland, Taiwan, Thailand, United Kingdom, USA</i>	399
Total	827

Hong Kong Watch and Clock Fair 2017 – Trade Visitor Number

Country/Region	Number
Hong Kong	11,398
Asia	7,495
Europe	926
Middle East	481
North America	277
Australia & Pacific Islands	139
Latin America	101
Africa	50
Total	20,867

For First-time Exhibitors (Application and Travel Tips ☺)

Date	Progress
6 April	Application deadline. Application Link
By 27 April	Brand document submission for selection panel's approval
By June	Announcement of approval into Salon de TE Booth location selection (Booth allocation policy) Settling full participation fee Trip preparation - hotel room reservation ~ list of partnered hotels will be published online in around June 2018) ~ room rate of the partnered hotels in 2017 ranged from HK\$800 - HK\$1,300 per night - air ticket booking (exhibitors should arrange themselves) - visa application (if needed)
By July	Application for - additional facilities - business matching service - complimentary Small-Order Zone showcase - stage event
2 Sept	Exhibitor move-in (Custom-built exhibitors only)
3 Sept	Exhibitor move-in (All exhibitors)
4-8 Sept	Fair dates

Salon de TE 2017 – Floor Plan

- WorkBrand Piazza
- CHIC & TRENDY
潮流時尚
- CHIFF TREASURE
巧匠瑰寶
- L'ENNAISSANCE
鐘表藝術
- WEARABLE TECH
智能手錶
- Buying Mission Service Counter
買家服務櫃檯

LEGEND 圖例

- Information Centre
新聞處
- Toilet
洗手間
- Escalator
電梯
- hktcdc.com Free Sourcing Service
(FREE suppliers list)
hktcdc.com 免費高質配對服務
(免費參展商名單)

