



Fly High with Hong Kong SMEs

The HKTDC strives to develop new marketing channels for Hong Kong SMEs to reach quality international buyers and establish useful contacts.

Watch & Clock

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– Mr Vincent Wan, General Manager
MK Jewelry Co

Customer Profile



- Company Name: MK Jewelry Co
- Country: Hong Kong
- Year of Establishment: 2009
- Industry: Watch & Clock
- A HKTDC customer since 2010
- Participation in HKTDC Activities:
 - hktdc.com Premium advertiser
 - HKTDC Watch & Clock magazine advertiser
 - hktdc.com Small Orders Zone advertiser
- Hong Kong Watch & Clock Fair,
- Hong Kong Gifts & Premium Fair,
- Hong Kong Houseware Fair,
- Hong Kong Electronics Fair (Spring Edition)

Watchmaker MK Jewelry Co leverages the hktdc.com and the Small Orders zone at various HKTDC trade fairs in recent years. The company has successfully expanded its business.

hktdc.com Small Orders zone brings more business for SMEs

MK Jewelry Co, a Hong Kong company established in 2009, specialises in medium-priced fashionable watches for women. Like many others, MK Jewelry has been successful through its participation in the

hktdc.com Small Orders zone at various HKTDC trade fairs in April 2012. MK Jewelry then returned to the hktdc.com Small Orders zone at Hong Kong Watch & Clock Fair in September of the same year and secured eight to nine orders. “Most of the orders are mainly of small quantities, part of them only ask for dozens of pieces, but we also acquire an order for 2,000 pieces. I think it is always a good start with small quantities. With small orders, we can gradually build up mutual trust with customers,” General Manager, Vincent Wan indicates.



Expanding global customer base via hktdc.com

The hktdc.com Small Orders zone has enabled MK Jewelry to broaden its customer base in different countries and regions. Apart from traditional markets in Europe and the US, the company has found new customers from emerging markets such as India, Brazil, Russia and the Chinese mainland. At the same time, a Turkish buyer contacted them through hktdc.com and ordered from them.



“Buyers from places like Turkey and Brazil prefer higher-priced watches. These orders can easily reach HK\$300,000-400,000. Unlike the US market, it takes longer to tap into these markets as there are higher import duties and complicated custom regulations. But in a slow economy, doing business with clients from these emerging markets certainly means new opportunities.” Wan says.

“Over the past year, we have connected with dozens of new buyers from all over the world via hktdc.com, which creates business opportunities. It is a nice surprise that buyers from more distant areas such as Mauritius found us through hktdc.com!” Wan exclaims, adding



that a majority of his buyers come from Spain, Italy, UK, US, Japan, Korea and the Chinese Mainland. Their regular customers normally place larger orders while new customers purchase for lower quantities to test market. “Although these orders seem smaller, we have obtained a large number of customers. Customers now tend to buy smaller quantities but at much shorter interval. If we add up the total value, the small orders are more or less the same as a large order. Though we might have to spend more time on handling small orders, the profit margin is higher.”

Highly effective and low-cost marketing solution

Wan points out the hktdc.com Small Orders online-offline integrated platform is a highly effective, low-cost marketing solution, which helps him to expand his customer base. “HKTDC is extremely reliable. They guarantee satisfactory services, reasonable prices and strict management, giving buyers and suppliers confidence. Their customer service officers contact us regularly and remind us to update products from time to time, just to make our webpage more appealing.”

The hktdc.com Small Orders zone set up at trade fairs helps to draw big buyers from traditional markets. A Japanese buyer visited the zone placed an order worth more than HK\$200,000 with the company. The online marketplace hktdc.com serves all kinds of buyers anytime anywhere, allowing buyers to efficiently connect with suppliers. MK Jewelry will continue to use these channels to complement their all-round marketing strategy.