



Bangkok Gems & Jewelry Fair Wows Buyers and Visitors



The 62nd Bangkok Gems and Jewelry Fair left a lasting impression for buyers, visitors and exhibitors with robust trading activities and a variety of creative and innovative jewelry from Thai and international exhibitors.

Organised by the Department of International Trade Promotion (DITP), Ministry of Commerce, the 62nd edition of Bangkok Gems and Jewelry Fair held on September 7-11, 2018 at IMPACT, Muang Thong Thani attracted visitors from **107** countries with top five visiting nations from India, China, Myanmar, USA and Vietnam.



Robust Trading Activities

The DITP's determination to promote policies issued by the Thai government, from Creative Economy, Thailand 4.0 to the promotion of Thai SMEs was reflected in the numerous zones at the Bangkok Gems & Jewelry Fair which encouraged more trading activities for all buyers and exhibitors.

In this edition, **914** exhibitors participated at the fair, occupying **2,066** booths. Although 800 of these were from Thailand, others came from around the globe, including numerous countries as diverse as China, Poland, Turkey, Japan, Singapore, India, Israel, Indonesia, South Korea, Nigeria and USA. A total of **THB 2,400 million** in trade value was generated at the show.

Domestic Exhibitors

800
companies

1,892
booths

Foreign Exhibitors

114
companies

174
booths



Thailand's Magic Hands: The Spirit of Jewelry Making



The 62nd Bangkok Gems & Jewelry Fair was held under the theme of “Heritage & Craftsmanship” which highlighted Thailand’s cultural heritage, promoting the exquisite craftsmanship of Thai artisans.

At the fair, Ministry of Commerce launched a brand new global campaign to present a new image for Thailand’s gems and jewelry industry which is “Thailand’s Magic Hands: The Spirit of Jewelry Making” which demonstrates the comparative advantages of Thailand, from being the place where craftspeople with high-level expertise of jewelry-making gather, to being a fertile ground for talented designers and emerging Thai jewelry brands.

HIGHLIGHTS

To align with the government’s initiatives, the DITP instigated a series of special zones with the aim to promote Thai SMEs and up-and-coming brands to meet overseas buyers. Moreover, the DITP encouraged jewelry designers and manufacturers to focus on catering to the demands of international customers as well as niche markets.

New Faces

featured jewelry products from 150 SMEs from 18 provinces across the country, who prior to the 60th edition of Bangkok Gems and Jewelry Fair had never participated at the show.



Innovation and Design Zone (IDZ) showcased innovative products from start-ups as well as jewelry that utilises new techniques.



Niche Showcase

featured the latest trends in jewelry for niche markets. Specifically, this focused on five main product groups:



Heritage & Craftsmanship
with an emphasis on craftsmanship



The Moment
jewelry for special occasions



Beyond Jewelry
lifestyle items decorated with metals and precious stones



Metro Men
jewelry for men



Spiritual Power
jewelry of belief and opulence

The Jewellers

exhibition featured 23 brands from designers who have participated in the Designers' Room and Talent Thai projects with jewelry-making demonstrations and jewelry-making technical workshops.



Creative Jewelry

a showcase of jewelry from 40 brand that participated in seminars and consulting sessions with gems and jewelry design experts, designers, and successful jewelry brand owners.





TRADING / BUSINESS



In 2017, the gems and jewelry industry was ranked third in terms of exports in Thailand after automotives and computers. Exports totalled nearly USD13 billion and, when excluding unwrought gold, for the first seven months of 2018 (January to July 2018) the industry saw an increase of 6.93% in exports compared to the same period in 2017.

At the opening ceremony, **Mr. Sontirat Sontijirawong, Minister of Commerce**, said that, “MOC is confident that the gems and jewelry industry will see robust growth in the continuing period.”

Moreover, the 62nd Bangkok Gems and Jewelry Fair held a series seminars and workshops to promote trade and cooperation. These were on a range of topics from raw materials and jewelry trends, to marketing and gem certification from the Gem and Jewelry Institute of Thailand (Public Organization).



Fashion Show

The 62nd Bangkok Gems & Jewelry Fair hosted an extravagant fashion show under the theme “Queen of Jewelry” to honor the royal projects of Her Majesty Queen Sirikit who dedicated her life to promoting arts and culture as well as helping her subjects generate income. This fashion show highlights jewelry from Thai manufacturers which are considered the most exquisite collections in high fashion, from gold jewelry made by artisans who carried on ancient ways of jewelry-making, contemporary gold and silver jewelry and jewelry featuring valuable gemstones with intricate designs.



TESTIMONIALS



Minoru Kodama
Chairman, Yamanashi
Jewelry Association

From BGJF62, we received orders from Chinese buyers as well as interest from visitors who came from Italy, UK, France and the Middle East. I think the most important thing for jewelry is trust from customers and that's what they can find in this fair.



Suriyon Sriorathaikul
Vice President,
Beauty Gems

This year, we have more overseas buyers who placed orders with our brand here at BGJF62 so it's been a special edition of the fair, thanks to the continuous support from many government organizations for the gems and jewelry industry in the past few years.



Worachai Siriwipinan
Owner, Basic Teory

The strengths of Thai jewelry are in the design and craftsmanship. Joining BGJF62, I got a lot of exposure for my brand and I also met new customers and received more orders.



Benjaratt Arthachinda
Owner, Aclaire Jewelry

This is my first time joining the New Faces zone at the BGJF62. Overseas buyers really like to source for silver and gemstones in Thailand, so this is a great chance for Thai brands to show their products to foreign customers.



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**BANGKOK
GEMS & JEWELRY
FAIR 63rd EDITION**
FEBRUARY 2019

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