

THAILAND'S MAGIC HANDS

THE SPIRIT OF JEWELRY MAKING

Organized by

DITP

Department of International Trade Promotion
Ministry of Commerce, THAILAND



BANGKOK GEMS & JEWELRY FAIR

65th Edition February 2020

Challenger Hall 1-3 IMPACT, Bangkok



ABOUT BANGKOK GEMS & JEWELRY FAIR

Bangkok Gems & Jewelry Fair (BGJF) is one of the world's most renowned and longest-celebrated gems and jewelry trade fairs in the industry. Organized on a biannual basis by Thailand's Department of International Trade Promotion (DITP) in February and September, BGJF is regarded as a significant trading arena where all key players in the global gems and jewelry business can achieve their purposes of sourcing, trading and networking.

Thailand's BGJF is a globally-trusted marketplace for a wide range of quality products, extensive resources, and innovative designs. Especially, it is globally recognized as a sourcing and manufacturing hub as well as the gathering of professional and delicate jewelry craftsmanship. The 65th BGJF was organized under the theme **"Thailand's Magic Hands: the Spirit of Jewelry Making"** to proudly showcase the skilled craftsmanship of Thai manufacturers as well as our international alliances.

The 65th BGJF was featuring a wide range of precious stones, semi-precious stones, rough stones and synthetic stones sourced from Thailand and the supply chain of gemstones around the world. The fair also offered extensive of jewelry from manufacturers in Thailand and overseas namely, pearls, diamonds, gold jewelry, fine jewelry, silver jewelry, costume & fashion jewelry, including display & packaging, jewelry parts, equipment, tools, and machinery.

The fair welcomed nearly 10,000 buyers and visitors including all stakeholders from global gems and jewelry industry. For the number of exhibitors, it covered 900 companies with over 2,000 booths from selected domestic and international exhibitors.

NUMBER OF EXHIBITORS

Over 900 companies with 2,000 booths from selected domestic and international exhibitors.



PRODUCT GROUPS

Gemstones (precious stones, semi-precious stones, and rough stones), diamonds, gold jewelry, fine jewelry, pearls, silver jewelry, fashion jewelry, synthetic stones, display & packaging, jewelry parts, equipment & tools, machinery, etc.



VISITOR GROUPS

Importers, boutiques, manufacturers, fashion showrooms, trading companies and brokers, department stores, distributors, buying agents, wholesalers, designers, retailers, and others.



INTERNATIONAL
TRADING PLATFORM

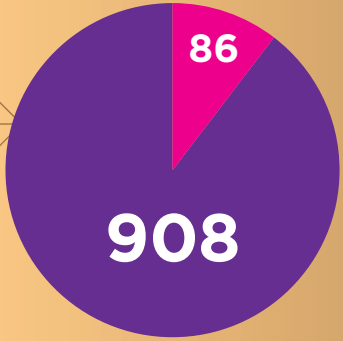
visitors
in February edition, 2020

9,292
visitors

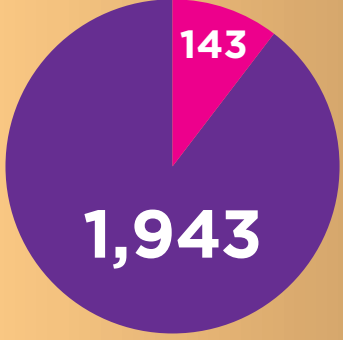
Domestic
4,438
visitors

International
4,854
visitors

Countries
106
countries



994
Companies



2,086
Booths

Domestic Exhibitors
Foreign Exhibitors

Top 10 visiting Countries

India	China	Myanmar	Sri Lanka	Russia	USA	France	Japan	Pakistan	The Philippines

Top 5
Best Selling Products
in the 65th Edition



Gemstones



Machinery



Silver Jewelry



Others



Pearls

THE 65TH BANGKOK GEMS & JEWELRY FAIR

Courteously Wrapped Up
With Sincere Appreciation to All Key Players Coming
In the Wake of COVID-19 Global Spread

The 65th edition of Bangkok Gems & Jewelry Fair was held on February 25-29, 2020 at IMPACT, Muang Thong Thani, amidst the global outbreak of COVID-19, the fair was courteously ended with warm collaboration and kind trust from all domestic and international jewelry players. The 65th BGJF welcomed visitors from over 106 countries with top five visiting nations from India, China, Myanmar, Sri Lanka and Russia, respectively. The show also featured 994 exhibitor companies in 2,086 booths, a 10% increase from the previous February edition.

During the trade days, the fair welcomed approximately 7,000 visitors, half of which were overseas trade visitors. Despite rising concerns over global virus spread and travel



restrictions from the Fair's major partner countries such as United Arab Emirates, South Korea, Iran, Bahrain, Kazakhstan, the 65th BGJF gathered almost 10,000 visitors through the five days of event. The statistics show that global jewelry players are still confident in the highest preventive measures as well as quality products offered in BGJF.



BANGKOK GEMS & JEWELRY FAIR'S HIGHEST COVID-19 PREVENTIVE MEASURES

Following the incident of the COVID-19 outbreak across the world, DITP, as the BGJF organizer together with the Department of Disease Control and Impact Exhibition Management Co. Ltd., the venue provider, took strongest precautionary measures to ensure the safety and well-being of the exhibitors and trusted trade partners at the fair ground. The preventive measures implemented are installing thermal-scanners as well as using infrared thermometers to identify potential virus-infected persons; providing hand sanitizers at fair entrances,

toilets and all meeting rooms; setting up a COVID-19 screening medical unit; increasing frequencies of wipe downs and spraying disinfectant; providing masks and special waste bins for all exhibitors and visitors, to name a few.

Even in the midst of global situation effects, the 65th edition has continued to demonstrate the potential of Thailand as one of the world's gems and jewelry trading and manufacturing hubs and highlight the Bangkok Gems and Jewelry Fair as the world's prominent trading platform of the industry.



THE TRADING ARENA OF GLOBAL GEMS & JEWELRY INDUSTRY

Thailand's BGJF is a globally-trusted marketplace for a wide range of gems and jewelry quality products as well as extensive resources and services. Especially, it is globally recognized as a sourcing and manufacturing hub as well as the gathering of professional and delicate jewelry craftsmanship. From raw materials, designs, technical and machineries, packaging and services, through to special events and features, business networking, knowledge sharing sessions and various workshops. BGJF covers all jewelry industry elements showcasing under one roof.



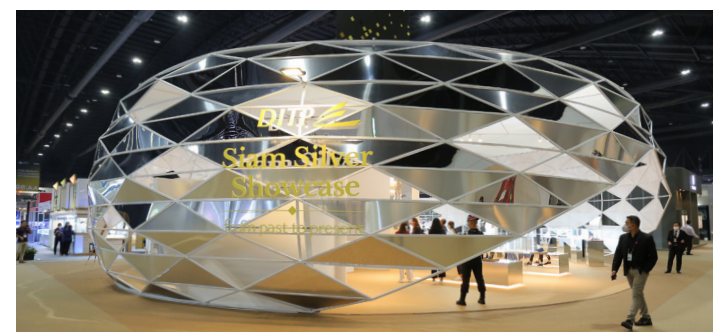
THAILAND'S MAGIC HANDS: THE SPIRIT OF JEWELRY MAKING

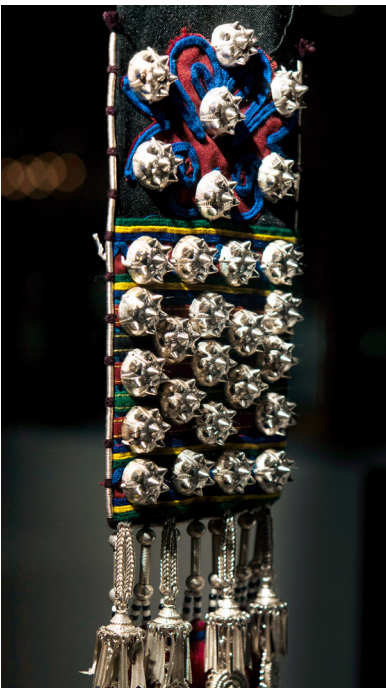
The 65th BGJF was organized under the theme **“Thailand’s Magic Hands: the Spirit of Jewelry Making”** to celebrate incomparable Thai craftsmanship and proudly showcase the skilled artisans in creating the exquisite work pieces to meet the needs of international consumers. DITP is determined to promote the exceptional craftsmanship to make Thailand the global leader in gems and jewelry trade or Jewelry Hub that builds from skillful craftsmanship to global design, innovation and international trade excellence.



THE FAIR HIGHLIGHTS

Apart from all jewelry brands showcasing their highlights in this 65th BGJF, there were also various activities in the fair, for instance, Networking Reception, Fashion Show, Siam Silver Showcase, The New Faces, The Jewellers, and insightful seminars.





SIAM SILVER SHOWCASE - FROM PAST TO PRESENT

An exhibition of contemporary silver jewelry from leading brands as well as a showcase of the history of silver jewelry in Thailand. The exhibition features the latest trends in silver jewelry that are popular among consumers in order to showcase the potential of Thailand's silver industry, the talent of Thai designers, the intricate skills of Thai artisans, and the long history of silver jewelry manufacturing in the country from past to present. The exhibition is presented in various parts;

Silver Trends

Showcasing the latest trends in silver jewelry according to consumer behaviors, with five main trends that are found worldwide as follows:

Generation Silver: Silver jewelry worn by the younger generation with a focus on stylish pieces that quickly evolve in line with fashion trends.

Modern Heritage: An updated version of artistic pieces that are inspired by the glorious past combined with ancient techniques to create contemporary jewelry pieces.

Fashion Charm: Fashionable silver jewelry inspired by traditional beliefs.

Lifestyle Silverware: Home décor and utensils made from silver.

Urban Tribe: Silver jewelry inspired by the aesthetics of various tribes.





HERITAGE SHOWCASE

An exhibition of the history of Thai jewelry from past to present with masterpieces including silver jewelry and nielloware.



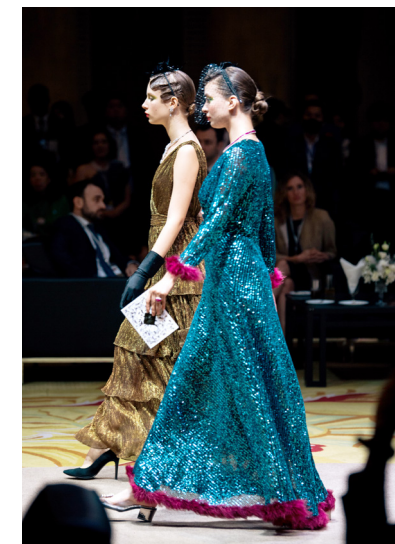


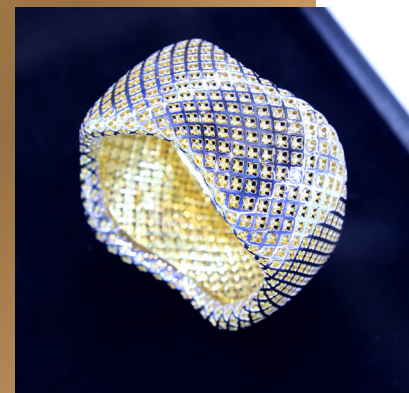
SILVER JEWELRY SHOWCASE

An exhibition of silver jewelry selected from exhibitors at the event.

NETWORKING RECEPTION

The networking reception at BGJF offers a special platform for key figures in the gems and jewelry industry to extend their business networks in a cozy, yet glamorous atmosphere. Held under the concept of **'Bangkok Gems & Jewelry Elite Club'** reflecting the social gathering in the atmosphere of the 50s. The Fabulous Jewel Society fashion show featured luxurious jewelry collections from Dhanu, Jewelry Center by Darach, V&P Jewelry and Iris Gold, for instance, worn by famous celebrities and models accompanied with a live musical performance.





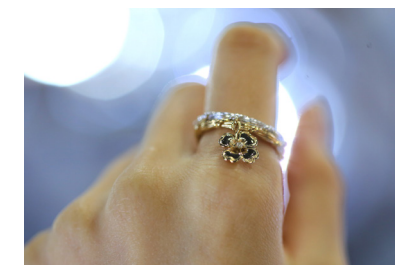
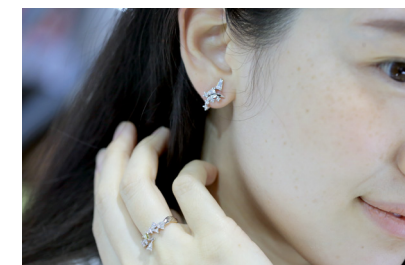
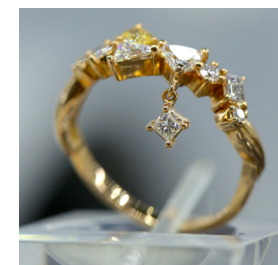
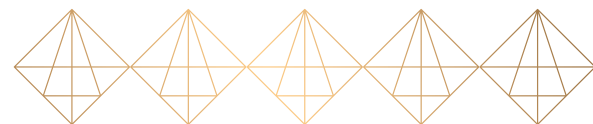
THE NEW FACES

To highlight the talent of Thai artisans, the creativity of young designers, and the exciting new collections from up-and-coming jewellers, this project focuses on developing SMEs nationwide to promoting Thai jewelry businesses to meet overseas buyers. Moreover, DITP encouraged jewelry designers and manufacturers to focus on catering to the demands of international customers as well as niche markets. The current edition showcases 179 exhibitors from DITP partners such as GIT and the Thai Goldsmith Association who have invited jewelry manufacturers to join this project.



THE JEWELLERS

An exhibition features 20 Thai designers demonstrating their potential in using unique and innovative materials as well as designing jewelry pieces to capture global needs.





FIRST TIME GEMSTONE TENDER HERE IN BGJF!

At the 65th edition, BGJF presented a special event of Coloured Gems Tender organized by Bonas Coloured Gems, the world's longest established diamond brokerage and consultancy firm. The tender was held for emeralds, sapphires, tourmalines, rubies, and other gemstones, totaling 503 stones.

According to Mr. Tom Denning, the Executive of Bonas Group, joining in the 65th BGJF is an opportunity to meet a range of new customers as Thailand is regarded

as a centre of coloured gems.

“We know that Bangkok is a leading hub for coloured gems trading and we think it's the primal opportunity to tap into the coloured gems space and meet a whole range of people who work here in Thailand. It's a great opportunity to meet local trades and people who come over from overseas. It's a great opportunity to see those new faces we don't see in other markets.”



SEMINARS, WORKSHOPS AND DEMONSTRATIONS

Seminars on topics relating to markets, products, design, and the use of e-commerce and social media tools for the gems and jewelry industry were shared to all jewelry enthusiasts. Workshops and demonstrations of silver jewelry making techniques from masters highlight the potential of Thai craftsmanship, as well as allowing visitors to learn how to create wonderful works of jewelry.



An Export Clinic with Thai Trade Centers' Directors, one of special one-on-one business consultancy, was held from February 25th to 27th, 2020 to support Thai SMEs in any business fields to meet global expectations.

TESTIMONIALS



Tim Denning

Executive of Bonas & Co Ltd.

“I can see the government and DITP support this industry by hosting this fair and it is a great place to make new business.”



Ken Lo

Chairman of Hong Kong Jewellery & Jade Manufacturers Association

“Jewellers from across the world have to come to the BGJF and Thailand to look for quality coloured stones.”



Judy Tu

Chief Jewelry Editor of Jewelry World Magazine

“The craftsmanship here in Thailand is beautiful and that is the special thing.”



Prakash Italia

Founder of Zaver Diam Co., Ltd.

“Bangkok Gems & Jewelry Fair is always a good exhibition. Every time we get good responses from the customers.”

We hope to welcome you all again at our
66th Bangkok Gems & Jewelry Fair
on September 7-11, 2020



BANGKOK GEMS
& JEWELRY FAIR

66th Edition September 2020

**Challenger Hall 1-3, IMPACT Muang Thong Thani
Bangkok, Thailand**

 WWW.BKKGEMS.COM

Organized by



**Department of International Trade Promotion
Ministry of Commerce, THAILAND**

DITP Call Center: 1169

Tel: +66 2507 8392 to 3

Fax: +66 2547 4292

E-mail: official@bkkgems.com

Website: www.bkkgems.com

Facebook: [bangkokgemsofficial](https://www.facebook.com/bangkokgemsofficial)

Instagram: [bkkgemsofficial](https://www.instagram.com/bkkgemsofficial)



THINK THAILAND