

Bangkok show bets on craftsmanship to lure international buyers

Trade office launches “Thailand’s Magic Hands” campaign

By David Brough

Thailand is pinning its hopes on the superb jewelry making skills of its craftspeople to entice international buyers to the February Bangkok show.

Trust



2019 is the Year of Thai Craftsmanship. Thailand is known for the highly capable artisanal skills of its jewelry makers going back many generations.

This year the Thai government is driving forward a global campaign called “**Thailand’s** Magic Hands” which will be the theme of the 63rd edition of the Bangkok Gems and Jewelry Fair taking place in Challenger Hall 1-3 IMPACT from February 20-24, 2019.

Thailand’s Department of International Trade Promotion (DITP) is putting more focus on emerging designers and their talent.

The campaign reiterates strengths of Thailand’s gems and jewelry industry at the international level connecting the spirit of jewelry making to the traditional way of life and advanced skills of making intricate creations. The campaign is set to increase awareness as well as exports of the country’s gems and jewelry products of the Thai gems and jewelry industry.

Trade



The Bangkok Show will be an outstanding opportunity for buyers seeking to acquire expertly manufactured gold, silver and gem-set jewelry, and polished precious and semi-precious gemstones.

Thailand has a top-notch reputation as a manufacturer of jewelry and is perhaps best known for its expertise in manufacturing silver jewelry and colored gemstones, such as rubies and sapphires.

Global brand Pandora manufactures its jewelry at Gemopolis, Bangkok, taking advantage of Thai skills and a range of tax incentives introduced by the Thai government to develop the country's gem and jewelry sector, now its third biggest export earner.

The 63rd edition of the Bangkok Gems and Jewelry Fair represents a vital export gateway for the Thai gems and jewelry industry, which exported over \$12 billion of goods in 2018.

The United States is a leading market for Thai-manufactured gemstones and jewelry.

The world's biggest economy is growing steadily and has a strong appetite for superbly manufactured and crafted jewelry, says Kwanapa Phivnil, Executive Director of Thai Trade Center in Los Angeles.

The Thai Trade Center is promoting three product groups from Thailand that experience strong demand from the United States: Food; Fashion, including clothing and jewelry; and Film.

"The overseas office is focusing on gems and jewelry products which is one of the fashion product categories that play a huge part in exports from Thailand," Phivnil said.

"The U.S. market imports \$59 billion worth of jewelry annually, with Thailand accounting for \$1.288 billion, 2.2% of the total."

Over the years, DITP has been promoting exports of Thai jewelry as the country has a reputation for its outstanding gemstone heat treatment, cutting, polishing, and jewelry setting techniques.

Trends



SARRAN



Grajang

In line with the campaign “Thailand’s Magic Hands,” at the 63rd Bangkok Gems and Jewelry Fair, DITP is proud to present ‘The Niche Showcase,’ featuring up and coming jewelry sets of emerging themes namely Heritage & Craftsmanship, High Jewelry, Luxe Men, Spiritual Power and Beyond Jewelry. Visitors can also find creative and innovative jewelry pieces from both internationally recognized brands and young talents from across the country.

Most notably among Bangkok talented designer brands is SARRAN by Sarran Youkongdee, which was founded in 2008 and combined Thai heritage with the surrounding Asian cultures in its designs

Sarran has won a major U.S. award – last April the Museum of Arts and Design (MAD) announced Sarran Youkongdee as one of the winners of the third annual LOOT Acquisition Prize, resulting in the acquisition of SARRAN’s Siam Rattikarn collection, crafted in 2017, for MAD’s permanent collection.

“U.S. buyers have bought many pieces from SARRAN over the years,” Sarran said. “Most of my customers appreciate unique forms and styles of jewelry and SARRAN caters to their taste. The concept of Sarran is ‘Asian Elegance’ which tells the story of Asian identities that can connect with international customers.”

SARRAN was on display at the 60th and 61st BGJF's NICHE Showcase and Sarran Youkongdee will be a special guest speaker at the upcoming edition of the Bangkok Gems and Jewelry Fair.

Another great emerging Thai brand is **Grajang**. Its designs are derived and developed from Thai motifs (grajang "Ta-oy", Kanok and Thai gold ornaments which are delicate and highly decorative) in order to provide more up-to-date look. **Porana** has pieces that are minimal but elegant, including dainty stacking rings in mixed metals – these designs are totally saleable in the U.S. Another saleable new Thai brand is **Supanan Trader**. Silver is one of the biggest categories of manufacture in Thailand, and Supanan Trader presents intricate, detailed and beautifully made designs.

Travel

Thai Airways offers a broad selection of flights to Bangkok with a superb standard of service.

The Thai capital has a large choice of five-star hotels creating a high level of comfort for the long-haul visitor from the U.S.

A number of the hotels offer direct shuttle services to the Bangkok show, which offers first rate catering facilities, including Thai and international cuisine.

The government is promoting Thailand as a leading gems and jewelry shopping destination for overseas tourists.

Foreign visitors can take time out to enjoy the gem and jewelry shopping experiences such as the Gems Street on Mahesak Road, the Gold Street on Yaowarat Road, and the Silver Street on Charoenkrung Road, Khaosan Road, Silom and Surawongse Road, and Baan Mor Area.

They can also enjoy a variety of restaurants and street food and take home some fabulous and unique souvenirs from their visit to the colorful sites to be found in the capital.

Plan your business and leisure time when you visit Bangkok Gems and Jewelry Fair at:

<https://www.bkkgems.com/>