



**BANGKOK GEMS
& JEWELRY FAIR**
63rd Edition February 2019

20-24 FEB 2019
Challenger Hall 1-3
IMPACT, Bangkok

Organized by
DITP
Department of International Trade Promotion
Ministry of Commerce, THAILAND

Press Release

**Her Royal Highness Princess Sirivannavari Nariratana
Presides Over the Opening of the 63rd Bangkok Gems & Jewelry Fair
Under the Theme of “Thailand’s Magic Hands: The Spirit of Jewelry Making”**

Her Royal Highness Princess Sirivannavari Nariratana presides over the opening of the 63rd Bangkok Gems & Jewelry Fair, held by the Department of International Trade Promotion, Ministry of Commerce at Royal Jubilee Ballroom, IMPACT, Muang Thong Thani. The event aims to promote Thai manufacturers and SMEs to export and expand their customer base to international markets. With over 20,000 visitors expected to visit the 63rd Bangkok Gems & Jewelry Fair, the event is held on February 20 to 24, 2019 at Challenger Halls 1-3, IMPACT, Muang Thong Thani.

HRH Princess Sirivannavari Nariratana chairs the opening ceremony of the 63rd Bangkok Gems & Jewelry Fair, with Ms. Chutima Boonyaprapatsorn, Deputy Commerce Minister, Mr. Boonyarit Kalayanamit, Permanent Secretary of Commerce, Ms. Banjongjitt Angsusingh, Director-General of the Department of International Trade Promotion and other government officials in attendance. Then, HRH Princess Sirivannavari Nariratana visited the gems and jewelry exhibitions at the event to show support for manufacturers in the gems and jewelry industry as well as inspire a new generation of designers to develop and produce gems and jewelry products for the world market.

Ms. Chutima Boonyaprapatsorn, Deputy Commerce Minister reveals that, “The gems and jewelry industry in Thailand is key to the country’s economy. The industry has long been recognized worldwide for quality manufacturing of gems and jewelry, while generating income for 1.2 workers in the industry. In 2018, export of gems and jewelry products including unwrought gold was worth 11,977 million USD, or 4.74 percent of the country’s total exports. The gems and jewelry industry is an industry that is highly successful in creating add value to the country.”

“To reinforce Thailand’s position as a world hub of gems and jewelry manufacturing and trading (Jewelry Hub), the Ministry of Commerce focuses on developing the competitiveness and





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marketing for this industry by carrying out communications campaigns to promote the image of the industry to be recognized among buyers, importers, as well as increase the awareness of consumers with projects such as the Buy with Confidence campaign by the Gem and Jewelry Institute of Thailand (Public Organization) or GIT, along with the promotion of the industry image in overseas markets through the “Thailand’s Magic Hands: The Spirit of Jewelry Making” by the Department of International Trade Promotion. Moreover, the DITP is uplifting the Bangkok Gems & Jewelry Fair which is a platform for businesspeople, buyers, sellers in the gems and jewelry industry to expand their businesses in many dimensions from material sourcing, trading, and network-building. The DITP is also working to expand online trade channels for gems and jewelry products through platforms such as Ali Express and thaitrade.com.”

Ms. Banjongjitt Angsusingh, Director-General of the Department of International Trade Promotion says that, “The 63rd Bangkok Gems & Jewelry Fair, held under the theme of “Thailand’s Magic Hands: The Spirit of Jewelry Making”, aims to honor Thai craftsmanship in creating exquisite jewelry pieces to meet the needs of international consumers. The DITP is determined to promote the exceptional craftsmanship to be led to the global gems and jewelry trade or Jewelry Hub that builds from skillful craftsmanship to global design, innovation and international trade excellence. At the event, over 900 exhibitors from manufacturers, distributors, to exporters from Thailand, Hong Kong, Japan, China, India, Israel, Italy, and ASEAN countries are displaying their products and services in an area of over 2,000 booths. The DITP anticipates that over 20,000 visitors from 130 countries will be at the event, with over 2,400 million baht in trade value generated.”

Apart from trade activities, visitors can enjoy special exhibits, for example, **The New Faces** showcasing jewelry products from 123 SMEs manufacturers and designers nationwide from 21 provinces including Lampang, Phrae, Chiangmai, Sukhotha, Nakonsawan, Tak, Surin, Phang Nga, Nakhon Sri Thammarat and Satun. **The Niche Showcase** features 5 product groups: High Jewelry (jewelry associated with royals), Heritage & Craftsmanship (jewelry representing arts and culture), Spiritual Power (jewelry of belief and opulence), Luxe Men (jewelry for men) and Beyond Jewelry (other lifestyle products with an emphasis on gems and jewelry materials). **The Jewellers** and **Innovation and Design Zone** feature innovative products from designers. Moreover, the 63rd Bangkok Gems and Jewelry Fair is showcasing live demonstrations of gems and jewelry making from the Thai





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Goldsmiths Association ranging from wax carving, gems and jewelry engraving, enamel, fancy polishing, and jewelry finishing. Other activities such as seminars and a mobile gems analyzing unit are also featured at the event.

The 63rd Bangkok Gems & Jewelry Fair takes place from February 20 to 24, 2019 at Challenger Halls 1-3, IMPACT Muang Thong Thani. The fair opens for trade negotiations during February 20 to 22 at 10 a.m. - 6 p.m. and opens for the general public on February 23 at 10 a.m. - 6 p.m. and February 24 at 10 a.m. - 5 p.m. For more information and pre-registration, please visit www.bkkgems.com or dial DITP Call Center 1169.

Bangkok Gems & Jewelry Fair (BGJF) is one of the world's most renowned and longest-celebrated gems and jewelry trade fair in the industry. Organized on a biannual basis by Thailand's Department of International Trade Promotion (DITP), Ministry of Commerce, in February and September, the Bangkok Gems & Jewelry Fair 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, networking.

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