



**BANGKOK GEMS
& JEWELRY FAIR**
64th Edition September 2019

10-14 SEP 2019
Challenger Hall 1-3
IMPACT, Bangkok

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

For Immediate Release

Quality Thai Jewelry Stands Out in Hong Kong



HONG KONG, March 11, 2019 - Thailand's Department of International Trade Promotion (DITP) organised a road show in Hong Kong from February 28 – March 4, 2019 to promote the 64th edition of the Bangkok Gems & Jewelry Fair, which will take place from September 10-14, 2019, highlighting Thai excellence in craftsmanship under the theme "Thailand Magic's Hands"

Thailand has a rich history as one of the world's most prominent centers for gems and jewelry and is well known for its high-quality manufacturing. The Bangkok Gems & Jewelry Fair is a vital conduit for Thai gem and jewelry exports, the third biggest export earner of the Southeast Asian country. Thailand is celebrated for its supreme craftsmanship and manufacturing capability in colored gemstones and gold and silver jewelry.

With the emerging role of ASEAN markets, the DITP believes that Thailand can be internationally competitive due to its advanced facilities, efficient transport links, special tax benefits and, most importantly, its heritage of excellent craftsmanship, quality and design.

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Thailand is well-positioned for upcoming trends, such as Fast Retailing. Special orders with the help of 3D printing will help to speed up the model making progress, leading to changes in manufacturing processes.

Exports rising and Hong Kong among top three trade partners

A large portion of the gems and jewelry produced by Thai artisans is exported to many of the leading markets around the globe including Switzerland, Hong Kong, India and the US. In 2018, exports of gems and jewelry, excluding unwrought gold, reached USD 7,606 million, led by significantly higher exports to the US, Germany, Belgium and China. Despite a slight drop in export values,

Hong Kong remains Thailand's number one trade partner in gems and jewelry, accounting for roughly one-quarter of the sector with an export value of USD 2.08 billion. These purchases were primarily in diamonds, gemstones and gold jewelry respectively.

In recognition of the industry's significance, the Department of International Trade Promotion (DITP), Ministry of Commerce of the Royal Thai Government, is ready to promote the 64th Bangkok Gems and Jewelry Fair to be held from September 10-14 2019.



**"For Thai exporters,
there is potential in
Thai color stone
exports to Hong
Kong."**

Mrs. Chanunpat Pisanapipong,
Thai Trade Center (TTC) Hong Kong
Executive Director

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"The DITP is working relentlessly to improve the look and content of the show, as well as facilities and services, in order to ensure that the BGJF continues to serve the needs of the industry and the market," said Mrs. Chanunpat Pisanapipong, Thai Trade Center (TTC) Hong Kong Executive Director.





Excellence of Thailand Craftsmanship in Global Industry Perception



“The skills and workforce in Thailand are not only comparable to international standards, but also are hard to match anywhere else in the world,” said Mr. Ng King Hon Kevin, Chairman of the International Jewelry Designers Association (Hong Kong).

Mr. Florence Chan, Editor-in-Chief & Deputy Publisher, Hong Kong Jewellery Magazine Limited, Hong Kong Jewellery & Jade Manufacturers Association (Hong Kong), said: “Thai jewelry design is becoming more impressive...Technology, Transparency and Sustainability are key words to win global buyers’ confidence.”



PANDORA, which is made in Thailand, is a prime example of a Thai-manufactured brand that is doing well in the Hong Kong market.



Mr Sumed Prasongpongchai, Deputy Director (Business), of the GIT – Gem and Jewelry Institute of Thailand (Public Organization), said: “Thailand is the leader in colored gemstones, and cooperation between GIT and China’s NGTC – National Gemstone Testing Center, is currently moving forward to develop standardisation of product quality assurance, language and a global certificate system.”

For Thai exporters, there is potential in Thai color stone exports to Hong Kong, bolstered by the zero import tax system to China, according to the DITP.





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**"Thailand's
craftsmanship gives
Thailand a strong
competitive edge in the
global marketplace."**

Mr. Prida Tiasuwan,
Chairman of Thailand's Pranda Group

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Mr Prida Tiasuwan, Chairman of Thailand's Pranda Group, a leading manufacturer, said he believed that the DITP was right to focus on Thailand's craftsmanship as these skills, developed over generations, give Thailand a strong competitive edge in the global marketplace. "I hope that we will continue to see the excellence of Thai craftsmanship running as a highlighted theme at the Bangkok Gems & Jewelry Fair," Mr Prida said.

The Bangkok Gems and Jewelry Fair gathers more than 15,000 visitors from some 118 countries to order the latest products from Thai companies and brands, including manufacturers, trading companies, distributors, wholesalers and designers.

The September show will be an unrivaled opportunity to source from a vast selection of jewelry, gemstones and diamonds, pearls, as well as state-of-the-art machinery technology, display materials and packaging.

"Visitors who had been invited to the Bangkok show from Hong Kong are mostly niche buyers. Thai exhibitors should prepare themselves with full details, such as export knowledge, documentation and quotations. In addition, as most Hong Kong buyers have high expectations of receiving prompt feedback, having instant/real time interaction with customers via email or multimedia platforms, will be extremely important to build trust. added Mrs Chanunpat.

The 64th Bangkok Gems & Jewelry Fair will be held from September 10 to 14, 2019 at Challenger Halls 1-3, IMPACT Muang Thong Thani. For more information, please visit www.bkkgems.com or dial DITP Call Center 1169.

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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.

For more information, please contact:

Department of International Trade
Promotion, Office of *Lifestyle* Trade
Promotion,
Suchira Panchana Tel. 062-404-1565
Napalai Praibung Tel 02 507 8405
Email: prbkkgems@gmail.com

Asialife Media (Thailand) Co., Ltd.
Natthineethiti (Nikki) Phinyapincha
Public Relations Division 2019 Bangkok Gems &
Jewelry Fair
Tel 061-527-6999
Website: www.bkkgems.com
Facebook: Bangkokgemsofficial

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