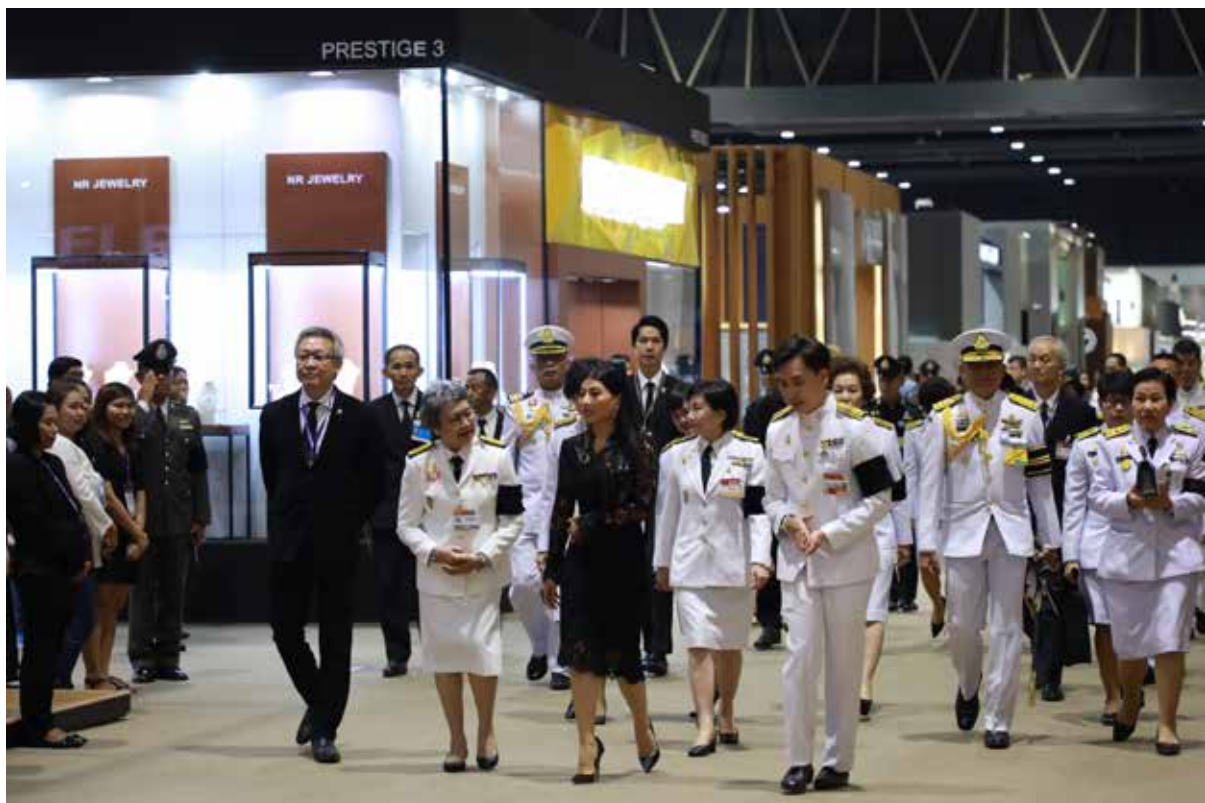




**BANGKOK
GEMS & JEWELRY
FAIR 60th EDITION
SEPTEMBER 2017**

The 60th Bangkok Gems & Jewelry Fair closes its curtain with nearly 60 million USD of trade revenue

The Bangkok Gems & Jewelry Fair concluded its 60th edition successfully in having attracted an 18% rise in the number of overseas participants in the Country Pavilion zone. More than 16,000 trade visitors flocked the fair and helped generate nearly 60 million USD of trade revenue.



The 60th Bangkok Gems & Jewelry Fair, held during September 6-10, 2017 at Challenger Hall 1-3, IMPACT Muang Thong Thani concluded with impressive success. The Fair featured over 900 leading exhibitors covering 2,200 exhibition booths to present their latest gems and jewelry products as well as related services.



Ms. Malee Choklumlerd, Director General of the Department of International Trade Promotion (DITP) revealed that “The 60th BGJF reached its goal in having attracted a good number of buyers. Apart from Thai exhibitors in a total of 659 companies in 1,897 booths, we are much satisfied with the number of overseas participants who joined the Country Pavilion such as Hong Kong, Japan, Turkey, Poland, Taiwan, Singapore, Cambodia, Sri Lanka, and South Africa. At the end of the fair, the number of overseas exhibitors was reportedly increased by 18% compared to that of the previous fair. Meanwhile, the fair attracted some 16,000 visitors and buyers and generated a total of 59,210,685 USD, a 28.94% increase from the previous fair. The figure comprise a total of 9,664,354 USD worth of immediate purchase order, a 205.77% rise compared to BGJF59, and a total of 49,546,331 USD worth of one-year purchase order.”



“In line with the government’s policy in propelling Thailand towards the position of world’s gems and jewelry hub, the Bangkok Gems & Jewelry Fair serves as an effective marketing tool by providing golden opportunity for gems and jewelry enterprises, especially local SMEs and emerging designers with high potential to embark into international markets as well as introduce their outstanding creations for the world to see. From this perspective, it will surely help generating income, enhance business expansion and increase the country’s export value of gems and jewelry where in 2016, Thailand ranked the world’s number 10 largest gems and jewelry exporter.”



In addition, to celebrate the 60th edition of the Fair, HRH Princess Sirivannavari Nariratana graciously presided over the opening ceremony, Her Royal Highness later chaired the ribbon-cutting ceremony of the SIRIVANNAVARI's Jewelry Showcase and viewed highlighted exhibitions.



Also available on view were jewelry items made specially for the spotlighted niche markets and jewelry crafted by SMEs from reputed districts across Thailand. Entitled the Niche Showcase and the New Faces, the two exhibition featured five categories of jewelry to eye on: The Moment – jewelry for special occasions such as jewelry for wedding ceremonies and anniversaries; Metro Men – the emerging jewelry products for metrosexual stylish men; Heritage & Craftsmanship – for art and craft connoisseurs inspired by elaborate original techniques, historical and cultural values; Spiritual Power – jewelry for spirituality, supernatural beliefs, amulets, soul protections and morale-boosting gems; and Beyond Jewelry – lifestyle products and home décor items decorated with gemstones, ornamental jewelry, and metals”, said DITP’s Director General.



Furthermore, Bangkok Gems and Jewelry Fair also featured a kick-off public relations campaign in promoting the World Ruby Forum, to be held in Bangkok in November 4, 2017 jointly organized by DITP, the Gem and Jewelry Institute of Thailand (GIT), Asian Institute of Gemological Sciences (AIGS), and Jewelry Trade Center (JTC). On display were the awarded most beautiful rubies from 2 main categories: unheated ruby and heated ruby where winners received trophies and certificates of HRH Princess Chulabhorn Walailak.



Some of the additional seminars, organized by the New Academy Economy (NEA) included Jewelry Design and Market Trend in Japan, Let's Know Diamond Standard, Digital Marketing Equipment, Hallmark, strategies and techniques in penetrating European market. Plus on-site gemological lab services from (GIT) and other world's leading gemological institutes.

The 61st Bangkok Gems & Jewelry Fair will take place during February 21-25, 2018 at Challenger Hall 1-3, IMPACT Muang Thong Thani. Interested companies can now secure their exhibiting space by contacting DITP Call Center 1169 or visit www.bkkgems.com.















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