



Post Show Report



The 67th BGJF: The Great Comeback of Bangkok Gems & Jewelry Fair

After being pivoted into virtual editions for two years during the COVID-19 pandemic, Bangkok Gems and Jewelry Fair (BGJF), one of the world's leading trade fairs on gems and jewelry products was finally held for its 67th edition between 7-11 September 2022, at IMPACT, Muang Thong Thani. It was not only the first full-scale physical edition after a hiatus, but also the fair that was co-organized, for the first time, by the Department of International Trade Promotion (DITP) and the Gem and Jewelry Institute of Thailand (GIT) to ensure a better fair experience for exhibitors and visitors alike.



In summary, the 67th edition of BGJF was the greatest comeback, brighter than ever. For 5 days, the fair showcased gems and jewelry products from 1,020 exhibitors from Thailand and worldwide in 2,004 booths and welcomed up to 17,000 buyers and visitors from Thailand and 113 countries across the world. Most visiting countries included India, Myanmar, Sri Lanka, and many more, while up to 3 billion THB in trade value was generated.



Facts & Figures

The 67th Bangkok Gems & Jewelry Fair



Total Number

16,919

visitors



82.08%

Increased from previous edition

DOMESTIC

8,431 visitors

INTERNATIONAL

8,488 visitors



113
countries

2,004
booths



Exceeded the target by 30%

618 overseas companies



from 20 countries

Top 5
Selling Products



Gemstones

Diamonds



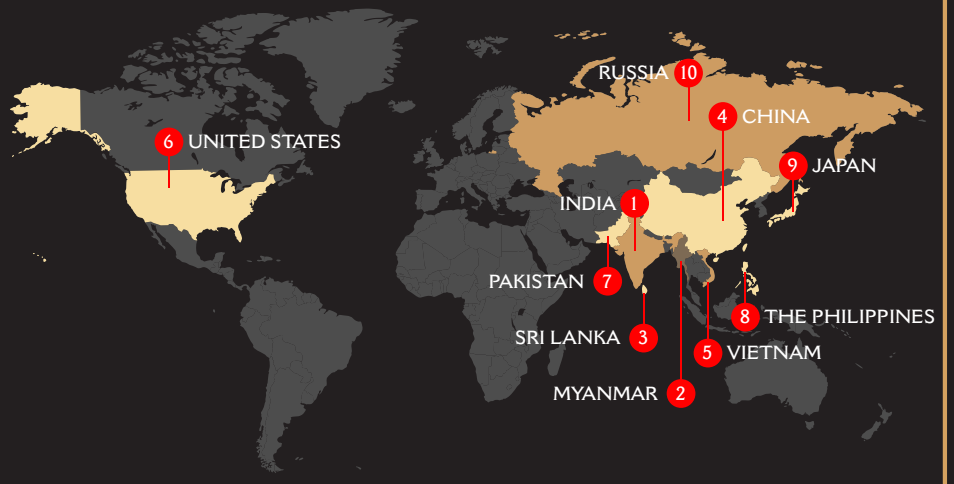
Gold Jewelry

Fine Jewelry



Silver Jewelry

Top 10 Visiting Countries



- | | | | |
|---|-----------|----|-----------------|
| 1 | INDIA | 6 | UNITED STATES |
| 2 | MYANMAR | 7 | PAKISTAN |
| 3 | SRI LANKA | 8 | THE PHILIPPINES |
| 4 | CHINA | 9 | JAPAN |
| 5 | VIETNAM | 10 | RUSSIA |



The Fair Highlights



BGJF EXCELLENCE RECOGNITION CEREMONY

In the BGJF Excellence Recognition Ceremony, Mr. Jurin Laksanawisit, Deputy Prime Minister and Minister of Commerce hailed the 67th Bangkok Gems and Jewelry Fair a great success. "This time, Bangkok Gems & Jewelry Fair is returning as a full-scale event and receiving warm welcome from both buyers and sellers alike. The fair, now the 67th one, is attended by exhibitors from 1,020 gems and jewelry companies, expanding across 2,004 booths. Of this number, over 168 exhibitors are from overseas. The number of participating exhibitors – both Thai and foreign – exceeds the target set by 30%," said Mr. Jurin





NETWORKING RECEPTION

The activity offered a special platform for key figures in the gems and jewelry industry to extend their business networks in a cozy, yet glamorous atmosphere. For international buyers, the Networking Reception is the first step towards meeting other professionals. The event, which is also joined by DITP and GIT representatives, trade missions, ambassadors and VIPs from Thailand, features a special jewelry fashion show with selected jewelry pieces from Thai exhibitors. In this edition, the event featured the 'Wonder of Thai Jewels' show, created by award-winning cultural technologist Lamtarn Hartrakul or Yaboi Hanoi, featuring the jewelry presentation by leading models.





NEW FACES

The New Faces exhibition provided a variety of jewelry creations to serve various lifestyles. The project focused on highlighting the talent of Thai artisans, the creativity of young designers, and the exciting new collections from up-and-coming jewelers across Thailand.



THE JEWELLERS

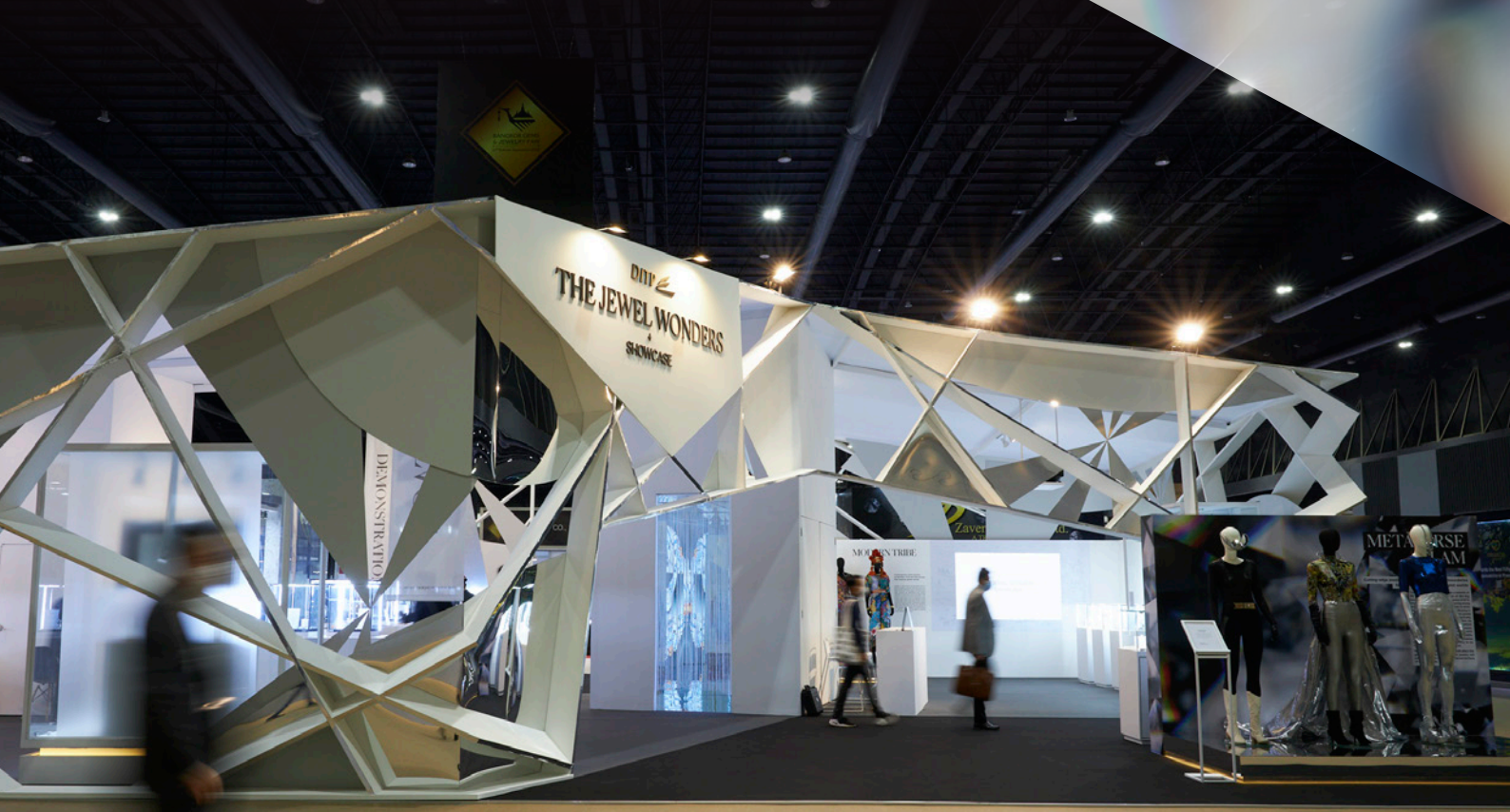
The Jewellers exhibition featured 20 top Thai designers who have participated in the Designers' Room and Talent Thai projects of DITP. Here, the designers showcased their uniquely-designed and innovative jewelry pieces aimed at the global market. They have introduced an exciting element to BGJF while demonstrating the potential of Thai designers in using unique materials and designs. All the jewelry designs from young designers were created for a unique everyday look.





THE JEWEL WONDERS

The Jewel Wonders showcase hosted cutting-edge jewelry showcases, workshops, jewelry-making demonstrations and consumer insights that will shape the gems and jewelry market in the near future.





FIVE KEY TRENDS



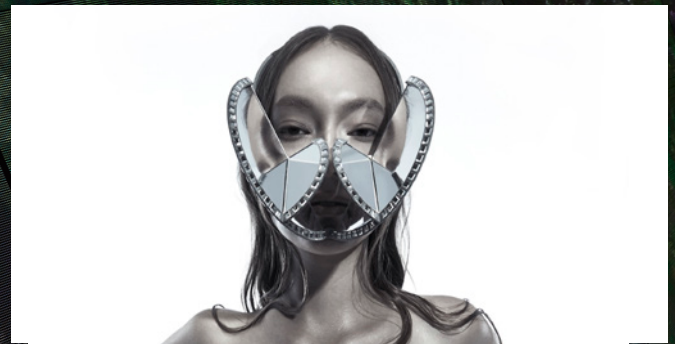
1

NEO HERITAGE: jewelry creations that are made and inspired by traditional artisanship



2

CIRCULAR JEWELS: jewelry items that place ethical and environmental concerns at heart from design to production



3

METVERSE GLAM: cutting-edge jewelry creations that redefine the boundaries between the real and digital worlds



4

MINIMAL LUXE: simple-yet-luxurious jewelry are currently in high demand among young consumers



5

MODERN TRIBE: modern silver jewelry created by hill tribe people in the north of Thailand

Apart from the showcase, the exhibition also featured several workshops, namely the enameling and hot enameling workshops by Thai Goldsmith Association, the UV resin earring making by T.forest studio, and silver clay jewelry making by Shannta, all of which have received positive feedback and fully booked. The showcase also had jewelry making demonstrations by master artisans and the photogenic immersive room that reflected the wonders of Thai jewels.



BUSINESS MATCHING, SEMINARS & WORKSHOPS

The Business Matching and Personal Assistant activities were provided through Thaitrade.com platform, in order to facilitate trade for buyers/importers, while a series of seminars relating to markets, products, design, e-commerce and social media tools were available for fair visitors. For this edition, the theme was centered around how to increase the competitiveness of entrepreneurs and how to adapt their business practices to the current global business context.





Testimonials



“We have joined BGJF 67 times, and this edition is very special because the number of the visitors in the first two days is equal to the whole fair of last time. For us, it is very important to have an on-ground fair because our business is jewelry and this kind of products still needed to be seen, touched and felt with our eyes and hands.

The interaction of human beings is also needed so it is perfect to be under one roof in a country that is peaceful, friendly, and affordable like Thailand.

Suriyon Srirorathai,
Managing Director, Beauty Gems



“We have had a booth at this event every year, but we haven’t been able to physically participate in events like this since Covid-19 started, so it’s nice to see the BGJF make its return. Overall, the quality is good and they have done an impressive job. On-ground events are important, because coloured gemstones need to be experienced first-hand. Just taking a photo, or looking at it on Instagram won’t reveal all detail like seeing it in real life does.”

Li Miao Xin,
Manager, Yong Tai Gems

“This is my first time here. I’m working on launching a new technology company in Thailand, specifically related to the gems and jewelry trade, so we came here to do some research. Attending an on-ground fair is better because you get to see the products and meet the people. The quality of this fair is extremely excellent, and though we are just here as attendees, we aim to become exhibitors next year.”

Peter Rhodes, Visitor



“I’m glad to be back at this event, which is a key opportunity for us. Our factory has been waiting for the chance to come back and meet our customers again, because most of them actually prefer to see our products in real life rather than online. The fair brings together a lot of different brands, with special promotions you can’t get anywhere else. There are also new products made exclusively for this event, and entrepreneurs can also come to meet new suppliers for their businesses.”

Pawornrat Suksawat, Manager,
Duang Kaew Jewelry Manufacturer Co.,Ltd



“I’m very happy to attend the 67th BGJF. The fair has a lot of visitors from India, more than 25,000 people, and they are very happy to attend this show. Indian exhibitors are also very happy with their businesses. The number of visitors has increased by 60-70% compared to last year, which is impressive. We are definitely looking forward to the bigger the fair in September next year.”

Reena Shukla, Media, India



“Being at an on-ground event like this allows you to meet new customers, while maintaining your relationships with old ones. Customers come to see a wider range of products than what is available at the store, and for us to get to meet each other is very motivating. It pushes customers to buy more, pushes us to produce more, and motivates us all to keep working together. This year, we saw many participants from both Thailand and abroad, showing that buyers from all over the world are interested in the BGJF, and that it’s still one of the top fairs out there.”

Sirapat Pipatveeravat,
Creative Director, Der Mond



“I’ve been attending this event for about 15 years but this is my first time joining it as an exhibitor. Everything inside is pretty well organized and it’s pretty affordable, I hope it stays like this. The impression is that there are a lot of visitors this time. Even though all important jewelry fairs are happening, I think people would rather come here than other places because Thailand is a nice and affordable country.”

Fares D. Alahmar, Founder and CEO, Alahmar



“After the two-year pause during COVID-19, this edition is very exciting for us. We have lots of customers, both old and new, and the fair ambiance is great. For us, physical events are still important, especially for gemstone products that are valuable products. Face-to-face interaction is essential for us. BGJF covers all products in the supply chain, from upstream to downstream, which is great for us in the industry.”

Pasit Ploychattakool,
Sale staff, Gemburi



“We have a pretty good booth location, and even on the first day there were lots of customers, so I managed to make a lot of sales. This is a nice difference from most other gem shows, which is a good reflection of the BGJF’s quality. We have been here several times, and will come here again for the next one.”

Denis Goncharoff, Manager, Alex Goncharoff