

**BANGKOK GEMS  
& JEWELRY FAIR**

# POST SHOW REPORT

**THE REMARKABLE SUCCESS OF  
THE 68<sup>TH</sup> BANGKOK GEMS & JEWELRY FAIR**

**6-10 SEPTEMBER 2023**



# Bangkok Gems & Jewelry Fair



## Bangkok Gems and Jewelry Fair Celebrates its Ruby Jubilee

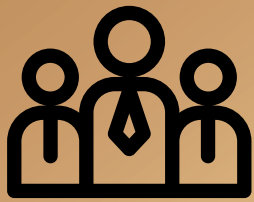
### with a Sparkling Success

Bangkok Gems and Jewelry Fair, which celebrates its Ruby Jubilee this year, ended with a remarkable success. The 68<sup>th</sup> edition of this prestigious fair, jointly organized for the second time by the Department of International Trade Promotion or DITP and the Gem and Jewelry Institute of Thailand or GIT, took place between 6-10 September 2023 at the Queen Sirikit National Convention Center (QSNCC).

The 68<sup>th</sup> edition of Bangkok Gems featured more than 1,100 Thai and international exhibitors in over 2,400 booths, covering all 8 halls and 2 levels of QSNCC. In 5 days, the fair welcomed nearly 40,000 visitors from 117 countries, representing a 44% increase from the previous edition. The Fair witnessed a large number of international participants with the top 10 countries being India, Myanmar, China, Sri Lanka, the United States of America, Japan, Pakistan, Vietnam, Russia, Australia respectively. Over the five days of the event, the estimated order value reached 3.3 billion THB, more than the set target.



# FACTS & FIGURES



**39,774**  
visitors



**44%**  
increased



from  
**117**  
countries

Estimated Order Value

**3.3 BILLION**

THB

**2,400+**  
booths



increased from  
previous edition  
by **20%**

**Top 5** OVERSEAS  
EXHIBITORS

- Hong Kong (SAR)
- Sri Lanka
- Japan
- India
- Turkey



EXHIBITORS

**1,100+**  
COMPANIES  
FROM 21 COUNTRIES



DOMESTIC

**13,366**  
visitors



**15.41%**  
increased



INTERNATIONAL

**26,408**  
visitors



**38.77%**  
increased

## TOP 10 VISITING COUNTRIES



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



# THE FAIR HIGHLIGHTS

## OPENING CEREMONY The 68<sup>th</sup> Bangkok Gems & Jewelry Fair



## THE OPENING CEREMONY OF THE 68<sup>th</sup> BANGKOK GEMS

On 6<sup>th</sup> September 2023, the 68<sup>th</sup> Bangkok Gems and Jewelry Fair was officially opened at QSNCC with a ceremony presided over by Mr. Phusit Ratanakul Sereroengrit, Director-General of the Department of International Trade Promotion (DITP), Ministry of Commerce. The event was attended by DITP and GIT executives, along with esteemed exhibitors and VIPs.







NETWORKING RECEPTION

The 68<sup>th</sup> Bangkok Gems & Jewelry Fair



# NETWORKING RECEPTION Bangkok Gems & Jewel



## THE NETWORKING RECEPTION

Bangkok Gems' Networking Reception is always something not to be missed. On the first day of the fair, a number of exhibitors, along with the VIPs and international delegates, had a chance to join this sensational event with live music, food and free-flow drinks, along with a jewelry showcase on models. This special event was strategically designed to foster valuable trade partnerships among exhibitors, buyers, and industry professionals.







**Gems Alchemist**  
 A Tribute to Thailand's Colored Gemstone Legacy  
 In the radiant world of gemstones, Thailand stands globally for their unparalleled gemstone enhancing science, elevating the nation to global acclaim.  
 Our story begins in Chanthaburi, Thailand's eastern province, where this region shimmered with a treasure trove of precious stones. Chanthaburi emerged as bustling hubs, revolutionizing the market through their secret techniques.  
 In 1968, a devastating fire hit Chanthaburi's gem market. This event triggered a revelation in Uncle Sam Museum from the heat and explored its scientific basis, marking a turning point.  
 While today's Chanthaburi might not be scattered with raw stones from around the globe, especially the illustrious ones, the legacy lives on.  
 Embracing the mystique of alchemists of old, Thai artisans meticulously morphing rudimentary stones into precious gems, maintaining their dominance in the lucrative gem and jewelry realm.

## “THE MAGNIFICENT 40-YEAR JOURNEY OF BRILLIANCE” EXHIBITION

To mark the Ruby Jubilee of Bangkok Gems and Jewelry Fair, the Department of International Trade Promotion (DITP) and the Gem and Jewelry Institute of Thailand (GIT) launched the exhibition “The Magnificent 40-Year Journey of Brilliance”, the first iconic exhibition in Thailand, showcasing exquisite jewelry pieces curated by prominent figures in the Thai gem and jewelry industry. This exhibition emphasized Thailand’s significance as a global hub for gem production and trading.







The exhibition “The Magnificent 40-Year Journey of Brilliance” narrated the history of the Thai gem and jewelry industry through displays categorized under 5 main themes:

1. **GOLDEN LEGACIES:** Presented the history and age-old tradition of Thai gold jewelry.
2. **SILVER ADORNMENT:** Focused on the journey of the Thai silver jewelry industry.
3. **CREATIVE SOLITAIRE:** Displayed contemporary jewelry that combines innovation with art.
4. **HAUTE JOAILLERIE:** Featured high jewelry, creations from leading brands both from Thailand and abroad.
5. **GEMS ALCHEMIST:** Narrated the legends of Thai colored gems, highlighting valuable gemstones such as rubies and sapphires.







## SEMINARS

Bangkok Gems and Jewelry Fair featured curated set of seminars, focusing on evolving market trends, design innovations, and essential takeaways to amplify business outcomes. This edition's highlights included the inaugural Thailand Gold Forum held by World Gold Council, Gold Traders Association (Thailand), and GIT, the seminars on the opportunities in the Middle East region, and GIT Research Day.



## THE NEW FACES ZONE

The New Faces Zone was the buzzing showcase highlights the creativity of young designers, and the exciting new collections from up-and-coming jewelers across Thailand.



## THE JEWELLERS SHOWCASE

The Jewellers, one of the highlight exhibitions of the 68th Bangkok Gems and Jewelry Fair, showcased 20 outstanding Thai jewelry designers under the theme "The Element". This theme further branched into four sub-concepts: Extract, Mirage, Expression, and Ingenious. The innovative designs and unique materials on display garnered unexpected attention, captivating both attendees and potential buyers







## EVENTS AND ACTIVITIES

### Concurrent Activities

During the event days, there were various activities hosted by global trade organizations. This included the World Gold Forum, the International Colored Gemstone Association (ICA) gathering in Thailand, the Asia-Pacific Gemstone and Technology Standardization Alliance (AGA) meeting, and the ASEAN Gems and Jewelry Association (AGJA) initiative.

### Trade Partnership Meeting

DITP and GIT met with Yamanashi Jewelry Association's Chairman and JETRO representatives to discuss gem and jewelry business development, marketing, and technology transfer for SMEs. They partnered on promotional activities in Thailand and Japan to boost trade value.

### Export Clinic

In the Export Clinic, directors or trade representatives from Thai Trade Center from around the world came to provide consultation for Thai entrepreneurs who want to go global.



### Business Matching

Business matching and dedicated assistance were available via the Thaitrade.com platform, ensuring a smooth connection experience for buyers and importers.

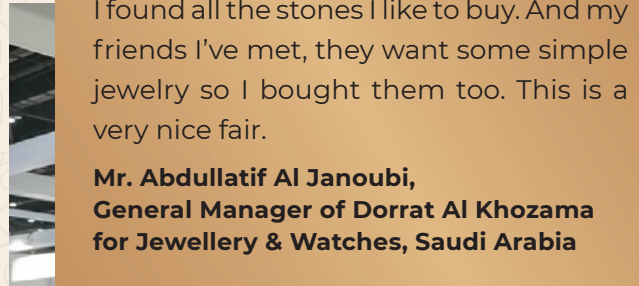


# TESTIMONIALS



I'm very happy to be in this beautiful fair where there are so many exhibitors from all over the world, and especially because of the craftsmanship of the jewelry makers in Thailand.

**H.E. Mrs. Ana Maria Prieto Abad, Ambassador of Colombia to Thailand**



I found all the stones I like to buy. And my friends I've met, they want some simple jewelry so I bought them too. This is a very nice fair.

**Mr. Abdullatif Al Janoubi, General Manager of Dorrat Al Khozama for Jewellery & Watches, Saudi Arabia**



The Fair is an excellent showcase for Thai craftsmanship in gemstones and jewelry with a vast range of products from the jewelry industry on show here, from colored-gemstones to handcrafted gold jewelry, and silver jewelry.

**Mr. David Brough, Jewellery Outlook, United Kingdom**



Bangkok Gems is always our second home. Being in the fair plays a large part in our brand's growth. Many international buyers met us here.

**Ms. Natchaya Maneewetwarodom, Owner of Taevika Jewelry, Thailand**



I have been participating in the show since 12 years ago. There's a lot more movement, I am happy that the fair has moved closer to the city. That is amazing.

**Ms. Marwa Mahallati, Managing Director of Mahallati, Thailand**





I have joined the fair since forever, so this fair is close to my heart. I'm so thankful for the organizers, DITP and GIT, and also the Thai government for this opportunity. There are so many changes, a lot of organizations are flying in, and many services are sponsored.

**Ms. Manasui Parikh,**  
**Brand Director of Halite Trading,**  
**Thailand**



It's great to be back at Bangkok Gems again. I think this new venue is fantastic. It's right in the heart of the city. The collection I have seen at the show has been really diverse. You can see the sparkles in my eyes, because it's just a fantastic show.

**Ms. Richa Goyal Sikri,**  
**Storyteller and Journalist, Singapore**

Bangkok is a beautiful city in itself and it's a great honor to come to source jewelry and accessories we use in our company. There are a lot of products that can be used from here. That's why we like to visit every year.

**Mr. Sandeep Sethi,**  
**Partner of Nine Jewelry, India**



The fair has been very well organized. It's been very easy for exhibitors and visitors to approach a particular brand, to source a particular gemstone or jewelry. It's very well curated.

**Ms. Renu Choudhary,**  
**The Diamond Talk, India**



I have been joining Bangkok Gems for more than 10 years. For this edition, the new venue is great. Everybody loves it. Thailand is famous for gems and jewelry, and this fair has a sense of Thai that really attract the international audience.

**Mr. Sirapat Pipatveeravat,**  
**Creative Director of DER MOND, Thailand**