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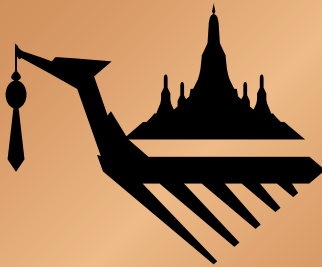
**DITP**

Department of International Trade Promotion  
Ministry of Commerce, THAILAND



**GIT**

Gem and Jewelry  
Institute of Thailand



**BANGKOK GEMS  
& JEWELRY FAIR**

THE BANGKOK GEMS  
**POST SHOW  
REPORT**

◆  
**THE REMARKABLE SUCCESS OF  
THE 69<sup>TH</sup> BANGKOK GEMS & JEWELRY FAIR**

**21-25 FEBRUARY 2024**



## THE 69<sup>TH</sup> BANGKOK GEMS AND JEWELRY FAIR *EXCEEDS EXPECTATIONS*

The 69<sup>th</sup> Bangkok Gems and Jewelry Fair ended with results that exceeded expectations, accumulating order values over the course of 5 days totaling more than 3,850 million baht, surpassing the target by 16%. The event was participated by over 1,125 leading exhibitors from both domestic and international origins, covering 2,483 booths and filling the space of Halls 1-8 on the G and LG floors, attracting nearly

40,000 visitors. The fair saw foreign participants from 112 countries, with the top five countries in terms of participation being India, China, Myanmar, Sri Lanka, and the USA, in that order. Notably, the number of buyers from Europe and America increased significantly, signaling a positive trend from the key target markets for Thailand's gem and jewelry exports.

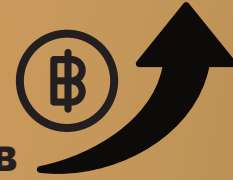


# FACTS & FIGURES

ESTIMATED ORDER VALUE

# 3.85 BILLION

THB



# 16%

INCREASE

# 2,483

BOOTHS



INCREASED FROM  
PREVIOUS EDITION BY

# 5%

# TOP 5



OVERSEAS EXHIBITORS

1. HONG KONG (SAR)
2. SRI LANKA
3. JAPAN
4. CHINA
5. SINGAPORE

EXHIBITORS

# 1,125

COMPANIES

FROM 21 COUNTRIES.



# 37,299

VISITORS

TOP 10 VISITING COUNTRIES



1 INDIA

2 CHINA

3 MYANMAR

4 SRI LANKA

5 UNITED STATES OF AMERICA

6 RUSSIA

7 PAKISTAN

8 JAPAN

9 FRANCE

10 AUSTRALIA



FROM

# 112

COUNTRIES



DOMESTIC

# 39%

INTERNATIONAL

# 61%

# THE FAIR HIGHLIGHTS



## THE OPENING CEREMONY OF THE 69<sup>TH</sup> BANGKOK GEMS

Her Royal Highness Princess Sirivannavari Nariratana Rajakanya graciously presided over the opening of the 69<sup>th</sup> Bangkok Gems and Jewelry Fair. The opening ceremony was attended by H.E. Mr. Phumtham Wechayachai, Deputy Prime Minister and Minister of Commerce, the Ministry's executives and officials, and other related private organizations. On this occasion, Her Royal Highness attended a jewelry fashion show, cut the ribbon to mark the opening of the fair and visited the "Heirlooms of Elegance" exhibition, which showcased the high jewelry design collaboration between SIRIVANNAVARI by the Creative Director HRH Princess Sirivannavari Nariratana Rajakanya, and Beauty Gems.





The Networking Reception is another significant event fostering networks, strengthening relationships, facilitating trade negotiations between Thai entrepreneurs and international buyers, and reinforcing the standing of Bangkok Gems Fair as a globally renowned jewelry trade show. Moreover, it provides another opportunity to showcase the potential of the Thai gem and jewelry industry. The event attracted enthusiastic participation from Thai jewelry industry entrepreneurs and international organizations.



# HEIRLOOMS of ELEGANCE EXHIBITION

The “Heirlooms of Elegance” exhibition stood as the highlight of the 69<sup>th</sup> Bangkok Gems & Jewelry Fair. This spellbinding collection was the result of an exquisite collaboration between SIRIVANNAVARI, helmed by HRH Princess Sirivannavari Nariratana Rajakanya, and Beauty Gems, Thailand's vanguard in fine jewelry.



## THE SPIRITUAL POWER SHOWCASE “RIT-RICH”

With a special focus on the cultural heritage of Thailand, the exhibition highlighted how gemstones have been revered not just for their aesthetic appeal but for their auspiciousness and spiritual potency. This reverence is deeply embedded in Thai culture, a legacy of ancient Indian influences and the Brahmin-Hindu religious practices. The exhibit narrated the tale of gemstones as symbols of status, prosperity, and protection, integral to Thai spirituality and lifestyle.



## THE JEWELLERS

The Jewellers Showcase, a standout exhibition at the 69<sup>th</sup> Bangkok Gems and Jewelry Fair, spotlighted 14 emerging Thai jewelry designers under the theme ‘Future Fusion.’ Presented in the unique form of a Select Shop, this showcase highlighted the creativity and innovation of Thai jewelry design, offering a glimpse into the future of the industry through the eyes of its most promising new talents.

## THE NEW FACES

The New Faces Zone at the fair provided a vibrant platform for small and medium enterprises (SMEs) in the Thai gems and jewelry sector to connect with global buyers. This was the place to admire the designs, crafts and materials from independent gems and jewelry companies from across Thailand.



# EVENTS AND ACTIVITIES

## Concurrent Activities

During the event days, there were various activities hosted by global trade organizations. This included:

- The Memorandum of Understanding (MOU) signing between the Gem and Jewelry Institute of Thailand (GIT), the Ministry of Minerals of Tanzania, and Bureau Veritas (Thailand) Ltd. to support sustainable practices in the gems and jewelry industry.
- A delegation from China's Yunnan Small and Medium Enterprise Association visited the Bangkok Gems and Jewelry Fair, bringing entrepreneurs to explore opportunities.
- The ASEAN Gems and Jewellery Trade Association (AGJA) events included a networking session, MOU signing ceremony and business forum.



## 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.





## SEMINARS

The Bangkok Gems and Jewelry Fair showcased a series of curated seminars aimed at shedding light on evolving market trends, design innovations, and strategies to enhance business outcomes. Highlights from this edition featured discussions on a range of topics, including the trends in luxury products such as jewelry and watches from Europe to Asia, the impact of artificial intelligence on jewelry design, revealing new paradigms of beauty and creativity, an introduction to the industry's best practices and procedures through the CIBJO Academy's programs, and insights into decoding the Chinese gem and jewelry e-commerce market.



# TESTIMONIALS



**Marcelo Souza,**  
**Brazil-Thai Chamber of Commerce**

"The quality of the exhibitors, the quality of the crafts, the attendance, this is an amazing show to participate. Bangkok Gems is one of the top five in the world but in my opinion, this is the top show in the world."

**Sidthisak Limvatanayingyong,**  
**President of the Thai Silver Exporters Association**

"We have more than one hundred companies in our association, and everyone agrees that Bangkok Gems is always the most important trade fair to us. This edition is impressive, with more visitors from Europe and America. We wish the fair to be more successful in the future, both in terms of quality and attendance. Our members of the association are ready to support to make it better."



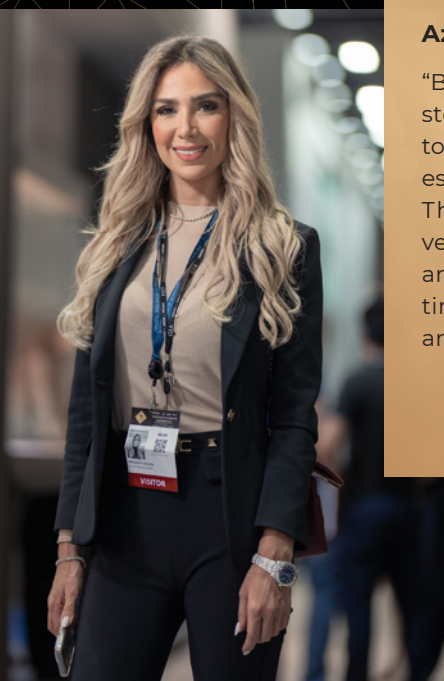
**Vibul Hongrichinda, President of the Gem and Jewelry Industry Club, the Federation of Thai Industries**

"I would like to congratulate the fair's co-organizers for an amazing show. This edition is very well-organized and the traffic is great, as we see a lot more visitors from Europe. I hope the fair continues to be better so that it becomes the world's top gems and jewelry fair in the future."



**Prida Tiasuwan,**  
**Chairman of Advisory Board, Pranda Group**

"Bangkok Gems can be considered as Asia's first gems and jewelry trade fair. For 40 years, this fair, which is held twice a year, has been in the calendars of global buyers from across the world. It is truly the world's leading destination for people in the global gems and jewelry industry."



**Azalea Mozaffarian, Visitor**

"Bangkok is famous for colored stones. I found it really great to source colored stones here, especially rubies and sapphires. They are very refined. The venue is also close to the city and convenient. This is my first time visiting Bangkok Gems and it's surprisingly amazing."

