

THE 70<sup>th</sup> BANGKOK GEMS & JEWELRY FAIR

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9-13 SEPTEMBER 2024

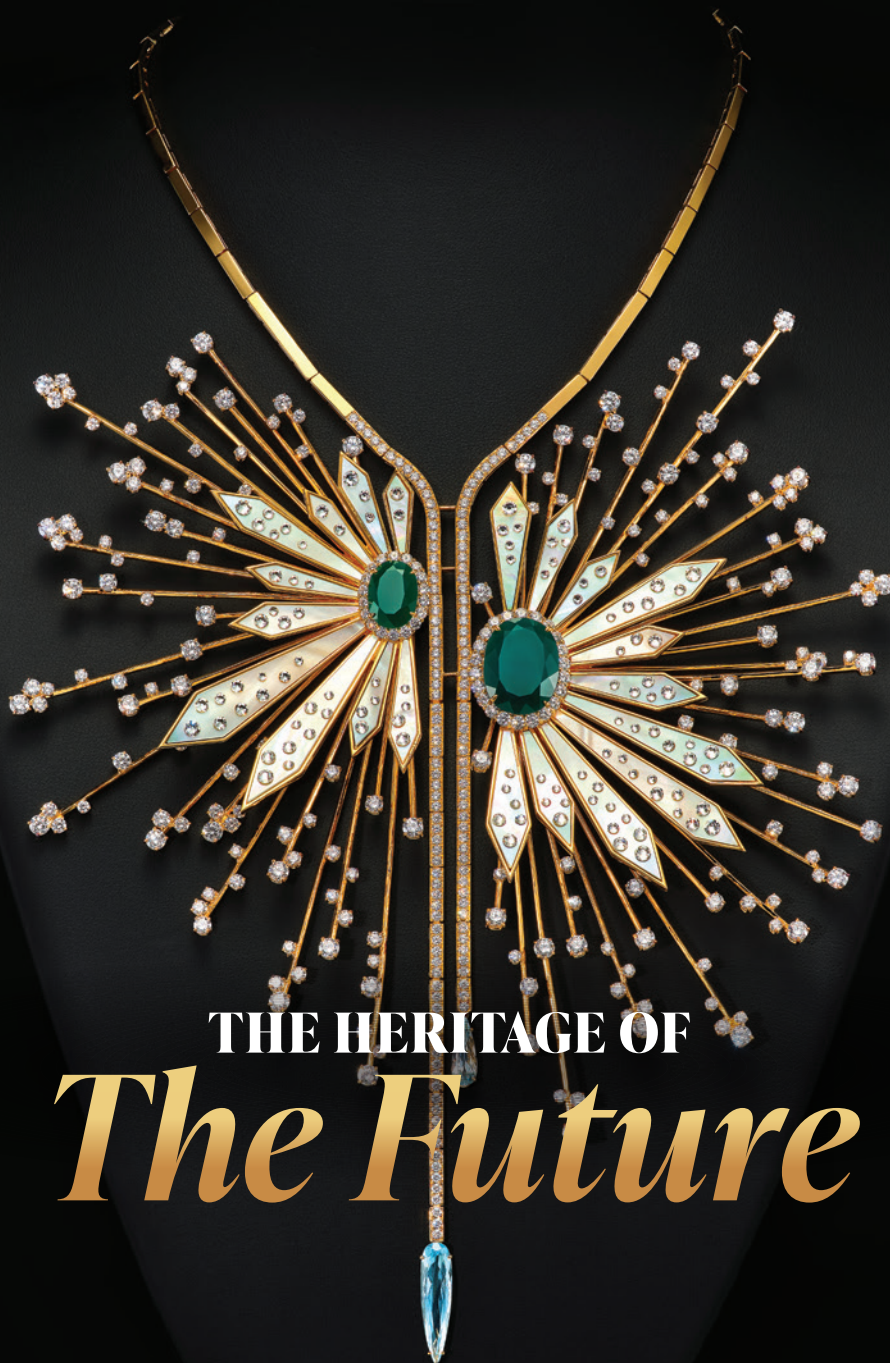
QUEEN SIRIKIT NATIONAL CONVENTION CENTER  
BANGKOK, THAILAND

Organized by



# THE BANGKOK GEMS SHOW DAILY

9-10 SEPTEMBER 2024



THE HERITAGE OF  
*The Future*



BEAUTY GEMS FACTORY CO., LTD.



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# Green Envy

*The Allure of Emeralds, Jade, and Nature's Most Dazzling Jewels*



SUWAN YUGA ITALY GOLD CO., LTD.



DER MOND ANANDARA CO., LTD

From timeless emeralds to the calming beauty of jade, discover how green jewelry pieces bring elegance, vitality, and a touch of nature's magic to your collection.



## HERITAGE OF THE FUTURE: CRAFTING TOMORROW'S LEGACY

In a world of uncertainty, Thailand's timeless artistry offers a beacon of hope.

As we navigate turbulent times marked by economic volatility, political discord, and environmental concerns, the need for psychological security has never been greater. In this quest for solace, Thailand's gem and jewelry industry shines as a symbol of resilience. Ranked as the third-largest export, it fuels nearly a million livelihoods while drawing on centuries-old craftsmanship. Thailand is not only a global trading hub but also a creative powerhouse where artisans—steeped in a rich heritage—craft exquisite, high-end jewelry. Global brands have long recognized these masterful hands that shape the industry.

At the 70<sup>th</sup> Bangkok Gems and Jewelry Fair, over 1,100 exhibitors from 20 countries showcase the finest selection of products. This gathering of top-tier companies offers an unparalleled opportunity to witness the future of craftsmanship.



## DITP and GIT Host 70<sup>th</sup> Edition of Bangkok Gems Fair, Reinforcing Thailand’s Position as a Global Gem and Jewelry Hub

The Department of International Trade Promotion (DITP) and the Gem and Jewelry Institute of Thailand (GIT) are set to host the 70<sup>th</sup> Bangkok Gems and Jewelry Fair from 9-13 September 2024 at the Queen Sirikit National Convention Center. This major event, expected to generate 3.5 billion baht, reinforces Thailand’s position as a global leader in the gem and jewelry trade.

Mr. Phusit Ratanakul Sereroengrit, DITP Director-General, highlighted the significance of the fair in boosting Thailand’s economy. “Bangkok Gems is crucial in achieving Thailand’s goal of becoming a global hub,” Mr. Phusit noted.

The event will feature over 1,100 companies showcasing products across 2,500 booths, attracting more than 35,000 global visitors. Key highlights include networking events, gem authentication services, and educational seminars focusing on market trends, including opportunities in the Middle East.

The fair, Asia’s oldest and one of the world’s top four gem events, will also support SMEs and emerging designers, providing them with a global platform to expand their businesses.



### DITP ONE: YOUR SMART FAIR NAVIGATOR



Experience a seamless visit at the 70<sup>th</sup> Bangkok Gems and Jewelry Fair with DITP ONE, the innovative app designed to streamline your networking. This cutting-edge application allows visitors to effortlessly collect and manage information with a quick scan of a badge. Bid farewell to cumbersome paper trails and embrace a world of digital efficiency. DITP ONE not only enhances your fair experience by providing instant access to exhibitor details and event updates, but also simplifies follow-ups and connections. Available now – download DITP ONE and elevate your fair journey to an unmatched level of convenience and productivity.





# Things

## You Won't Want to Miss

Highlights of the 70<sup>th</sup> Bangkok Gems & Jewelry Fair

### THE NETWORKING RECEPTION

This year's fair offers an exclusive opportunity for professionals in the gems and jewelry industry to connect and expand their business networks. Set in an elegant yet relaxed environment, the Networking Reception brings together a distinguished guest list that includes international buyers, trade missions, ambassadors, VIPs, and the industry's key figures. It promises to be a vital platform for fostering new business relationships and strengthening existing ones.



### THE NEW FACES

Emerging talent takes center stage in the New Faces zone, a showcase dedicated to the next generation of jewelry designers and entrepreneurs. Featuring participants from DITP's 'The Jewellers' project and the GIT's Smart Jewelers program, this area highlights over 60 local entrepreneurs from Chanthaburi, brought in by the Chanthaburi Provincial Commerce Office. It's a must-visit for those looking to discover innovative designs and the future of the jewelry industry.

### SEMINARS

A series of insightful seminars rounds out the fair's offerings, providing valuable knowledge for both established and emerging jewelry professionals. The seminars will cover a range of topics including market trends, product design, and the strategic use of e-commerce and social media. Focusing on enhancing the competitiveness of entrepreneurs, these sessions will offer practical advice on adapting business practices to the rapidly evolving global marketplace.



***THE  
SPIRIT OF  
JEWELRY  
MAKING  
EXHIBITION***

*A Celebration of Belief  
and Craftsmanship*





*Delve into the profound connection between belief, craftsmanship, and art in the world of jewelry making*

Belief is not merely an abstract concept but a force woven into the traditions and cultures that define our lives. Jewelry, throughout history, has been a reflection of this belief—an embodiment of faith, spirituality, and ancestral wisdom. It transcends aesthetics to become a symbol of devotion and protection, a connection to something greater than oneself.

Curated by renowned Thai jeweler Sarran Youkongdee, *The Spirit of Jewelry Making* explores how belief has inspired countless generations of jewelry design. From nature's hidden forces to sacred icons and religious teachings, the exhibition presents an array of pieces that capture the essence of devotion. The display showcases how these beliefs have been reinterpreted over time, giving life to timeless works of art that continue to resonate with beauty and faith.

Sarran Youkongdee, known for his wearable art that celebrates Asian culture and the strength of women, curates this exhibition with passion. His work, deeply rooted in Thai heritage and craftsmanship, has gained international acclaim. Through his artistry, Youkongdee emphasizes the power of jewelry to evoke emotions and elevate the soul.

Don't miss the opportunity to explore this extraordinary exhibition and experience the fusion of belief and artistry in jewelry making. \**The Spirit of Jewelry Making*\* is a tribute to the unseen forces that continue to inspire the world's finest craftsmanship.

*The Spirit of Jewelry Making*, a highlight exhibition at The 70<sup>th</sup> Bangkok Gems and Jewelry Fair, running from 9 - 13 September at the Queen Sirikit National Convention Center (QSNCC). Free Admission.



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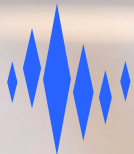
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## “GIT Reports

are essential tool for building  
trust with your customers”



### GIT

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