

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

13 SEPTEMBER 2024



## *Golden Era*

*The Resurgence of Gold Jewelry  
in Fashion and Investment*

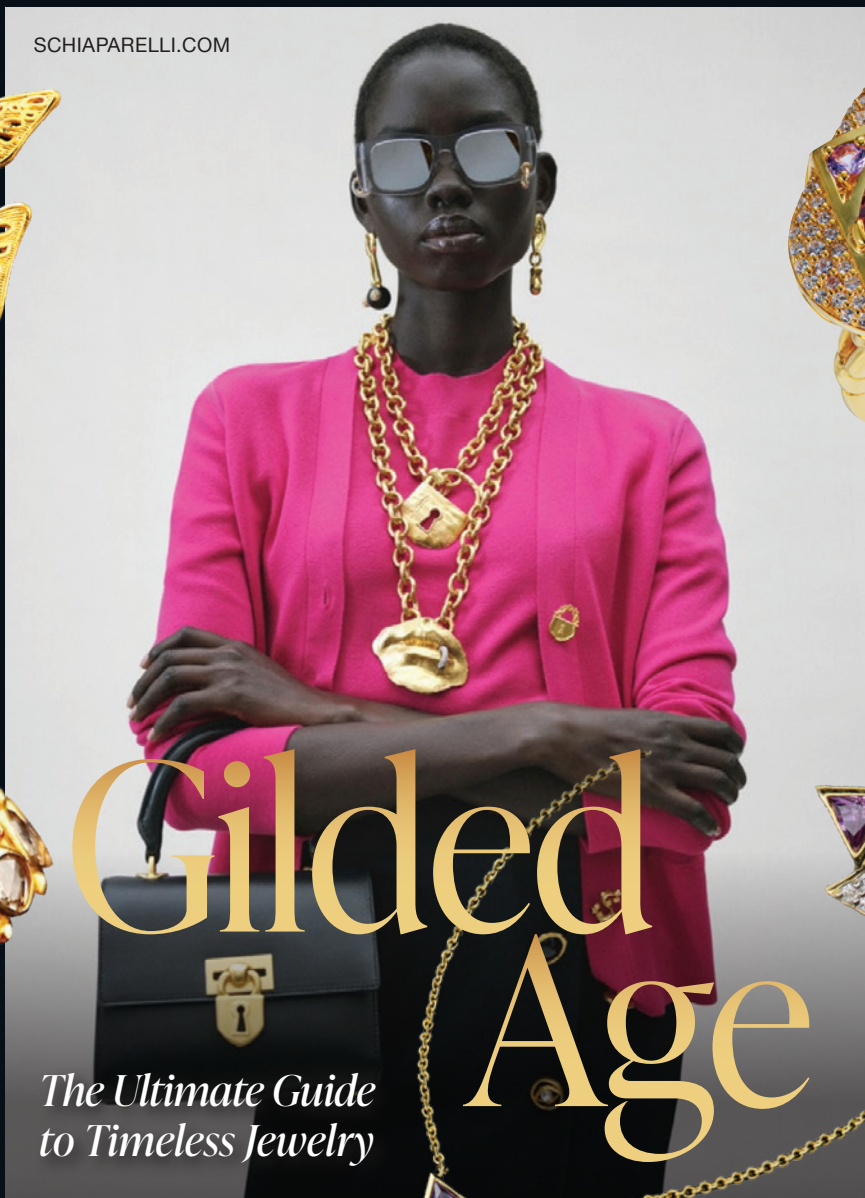
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# Gilded Age

*The Ultimate Guide to Timeless Jewelry*



FORMICA



ADVANCE MANUFACTOR

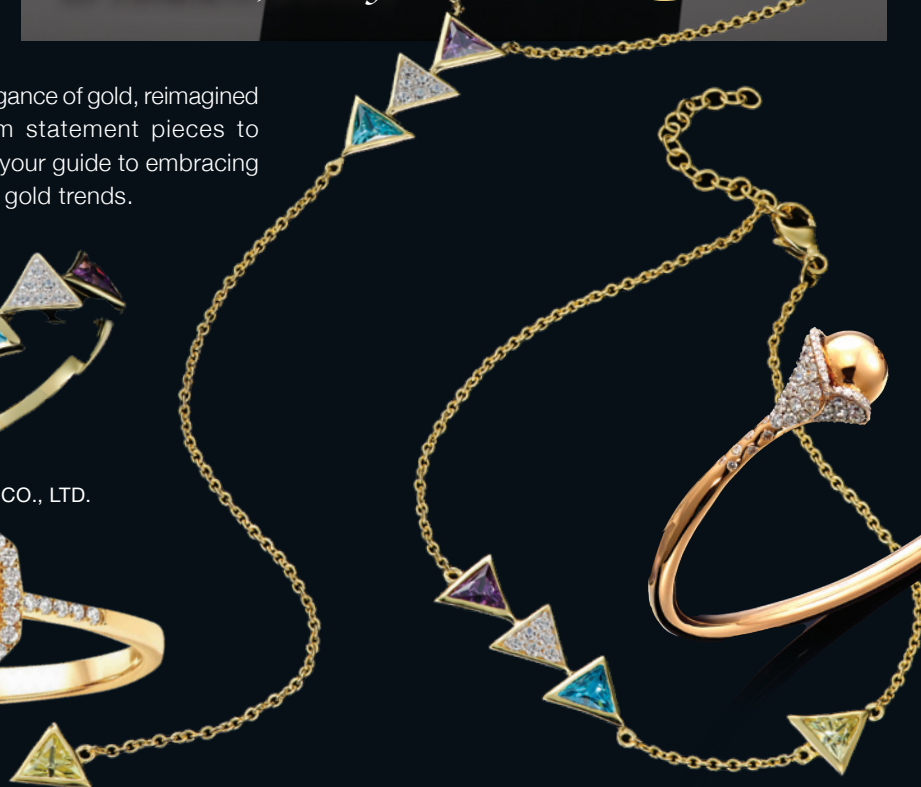
Discover the timeless elegance of gold, reimagined with modern flair. From statement pieces to delicate accents, here's your guide to embracing the season's must-have gold trends.



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# NEW GOLD STANDARDS

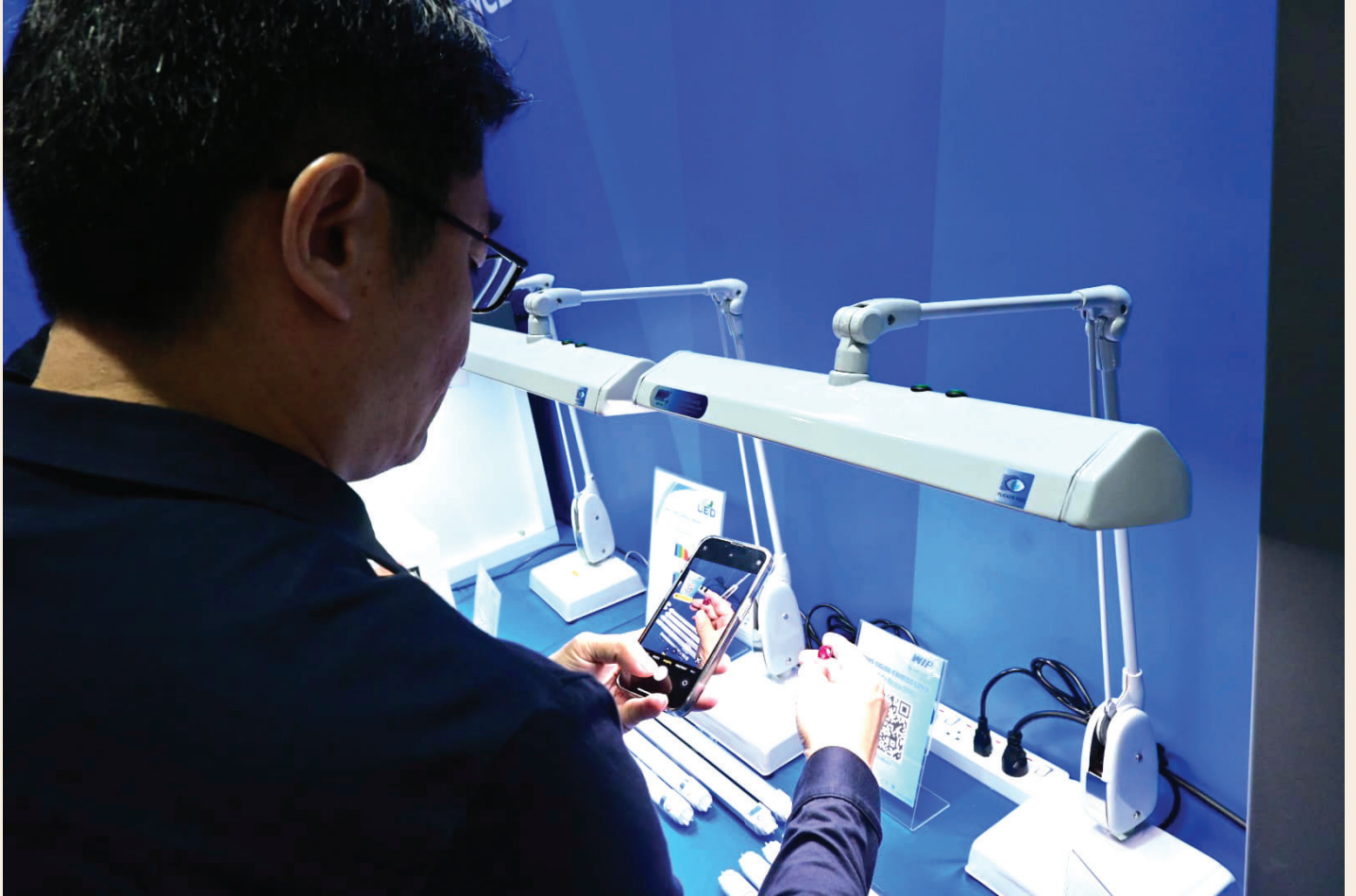
Gold jewelry trends are being shaped by a variety of factors, from rising gold prices to sustainability concerns

As gold prices increase, jewelers are adapting designs to feature smaller, lighter pieces to maintain affordability while still appealing to consumers.

Sustainability is also a critical issue in the gold jewelry market. Traditional gold mining is known for its harmful environmental impact, leading to a shift toward recycled gold. Gold reclaimed from electronics, for example, is playing a larger role in mass-market jewelry as eco-conscious consumers seek more sustainable options.

In addition to being a fashion statement, gold jewelry is also seen as a secure asset, especially during economic uncertainty. This is amplified by the ongoing trend of de-dollarization among investors, who are increasingly turning to gold as a store of value, viewing it as a safe hedge against fluctuations in global currencies.

Gold remains highly popular in markets like China and India, where 99.9% pure gold sheet artwork is a favored choice for gifts and investments. Meanwhile, Thailand, with its rich heritage of skilled artisans, continues to be a major hub for gold jewelry production. To explore these trends, the Bangkok Gems & Jewelry Fair showcases the latest designs and innovations in the industry.



## GIT LAUNCHES WORLD'S FIRST COLOR GRADING CABINET FOR GEMSTONE

The Gem and Jewelry Institute of Thailand (GIT) has partnered with W.I.P. Electric Co., Ltd. to develop the world's first LED standard light box for gem color grading. This innovative product is part of a research project aimed at studying the impact of different light sources—fluorescent and LED—on gem color evaluation and bringing the research to commercial application.

Historically, gem color grading has been conducted under natural sunlight, or in labs using fluorescent light boxes, which often caused discrepancies due to differing light spectrums. With the global shift toward LED lighting and the decline in fluorescent production, the need for a suitable LED alternative has become pressing.

Through this collaboration, GIT and W.I.P. Electric have created an LED light with a spectrum closely resembling natural sunlight. It boasts a 98 CRI (Color Rendering Index), providing accurate color grading for gems, including rubies and sapphires. This cutting-edge technology reduces the need for expensive imported equipment, supporting Thailand's ambition to become a global hub for gem and jewelry trade.

For more information or to purchase, visit [www.wipelectric.com](http://www.wipelectric.com).



# GIT AND TGO SIGN MOU

## to Promote Sustainable Practices in Gem and Jewelry Industry

The Gem and Jewelry Institute of Thailand (GIT) and the Thailand Greenhouse Gas Management Organization (TGO) have officially signed a Memorandum of Understanding (MoU) on September 10, 2024, at the Queen Sirikit National Convention Center. This landmark collaboration aims to integrate sustainable practices within the gem and jewelry industry by addressing its environmental impacts. The MoU highlights the commitment of both organizations to promote green initiatives and mitigate greenhouse gas emissions in this sector.

The signing ceremony was attended by key figures from both institutions, both parties expressed their optimism for a greener future through this partnership, focusing on innovation and responsibility.

Following the ceremony, a seminar featured distinguished speakers discussing the importance of climate action and sustainable jewelry practices, further emphasizing the role of environmental responsibility in shaping the future of the industry.





**A GATEWAY FOR EMERGING ENTREPRENEURS AT THE 70<sup>TH</sup> BANGKOK GEMS & JEWELRY FAIR**





The 70<sup>th</sup> edition of the Bangkok Gems & Jewelry Fair continues to shine as a premier platform for connecting Thailand's thriving jewelry industry with the global market. Among its many highlights, the New Faces zone stands out as a powerful launchpad for emerging entrepreneurs and designers.

This specially curated space serves as a springboard for small and medium-sized enterprises (SMEs) looking to expand their reach. The organizers, the Department of International Trade Promotion (DITP) and The Gem and Jewelry Institute of Thailand (GIT) aim to leverage the BGJF to create international opportunities for budding jewelry designers and entrepreneurs, helping them scale globally. The New Faces zone is a testament to this goal, providing rising stars a unique platform to showcase their creativity and innovation.



The New Faces section showcases 62 upcoming companies and entrepreneurs from various forward-thinking programs, including The Jewellers project by DITP and Smart Jeweler by GIT initiative. Additionally, local jewelry entrepreneurs from Chanthaburi—a province famed for its gemstone industry—are also participating, with support from the Chanthaburi Provincial Commerce Office.

For new entrepreneurs, the New Faces is not only a showcase but a stepping stone to success in the highly competitive global market. Through this innovative platform, the next generation of jewelers is poised to shine on the world stage.





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**Date :** Sep 9-13, 2024

**Time :** 10.00 - 17.00 hrs.

**Location :**

Business Matching Lounge  
Hall 7, LG Floor

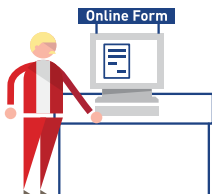
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