



**BANGKOK GEMS  
& JEWELRY FAIR**  
64<sup>th</sup> Edition September 2019

**10-14 SEP 2019**  
Challenger Hall 1-3  
IMPACT, Bangkok

Organized by  
**DITP**  
Department of International Trade Promotion  
Ministry of Commerce, THAILAND

Press Release

**The Ministry of Commerce Ready to Organize  
The 64<sup>th</sup> Bangkok Gems & Jewelry Fair with the Theme Thailand's Magic Hands  
Targeting Exports to Grow at 1%**



*Mrs. Vannaporn Ketudat (5<sup>th</sup> from right), Deputy Director-General of Department of International Trade Promotion together with private sector in the press conference the 64<sup>th</sup> Bangkok Gems & Jewelry Fair*

**Bangkok, August 8<sup>th</sup>, 2019** – The Ministry of Commerce by the Department of International Trade Promotion is ready to hold the 64<sup>th</sup> Bangkok Gems & Jewelry Fair under the theme of “Thailand’s Magic Hands: The Spirit of Jewelry Making” where the nation’s best gems and jewelry product will take the spotlight, showing the unique precious traditions blended with modern craftsmanship. This event also aims to promote Thailand as one of the key hubs for gems and jewelry trading and manufacturing in the world.

Mrs. Vannaporn Ketudat, Deputy Director-General of Department of International Trade Promotion, reveals that the gems and jewelry industry in Thailand has been key to the country’s economy for several decades, creating jobs, generating added value, and elevating creative ideas from up-and-coming designers. From January to June of 2019, export of gems and jewelry products worth a total

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of 7,245.63 million US dollars which grew 15.20% compared to the same period last year. Although the industry has been affected by the global economic situation and trade war from the main trading partner countries.



“The Bangkok Gems and Jewelry Fair is an important mechanism that has played a part to maintain and expand the existing and adding new markets as well as restoring the old market of Thai gem and jewelry industry, according to the policy of the Deputy Prime Minister and Minister of Commerce. BGJF is an important platform to promote both large and small Thai businesses as well as Small and Medium Enterprises who are looking to export their products, carry out trade negotiations, and meet partners from Thailand and other countries. Most importantly, the fair is a great opportunity for up-and-coming jewelry designers to express their creativity and talent through unique jewelry that demonstrates to international

buyers that Thailand is truly a source for quality jewelry products.”

In order to drive the promotion of Thailand’s gems and jewelry industry in overseas markets, the Department of International Trade Promotion has been organizing the “Thailand’s Magic Hands: The Spirit of Jewelry Making” campaign that showcases the uniqueness of Thailand’s gems and jewelry products that have been made by talented craftspeople and the new generation of designers with creative ideas. These characteristics have been passed on through the generations of Thailand’s tradition of jewelry crafting.

At the 64th Bangkok Gems & Jewelry Fair, over 900 exhibitors will be displaying their products and services in an area of over 1,900 booths. The DITP anticipates that over 20,000 visitors from 130 countries will be at the event.

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*Press Conference Fashion Show:*

*Jewelry Courtesy by Prima Gold by Pranda Jewelry, Beauty Gems, Der Mond, Taevika by K&N Gems, Meng Seng Pearls*

*Costume Courtesy: Pattarat*

Moreover, at the Bangkok Gems & Jewelry Fair, creative and innovative products will be on display in several exhibitions, from The Niche Showcase, where jewelry targeting niche markets are featured; The New Faces, exhibiting products from SMEs across the country; The Jewellers, highlighting products from designers who have joined the DITP's jewelry development program; and the Innovation and Design Zone, where Thai entrepreneurs showcase exceptionally innovative products. The highlights include seminars and workshops on interesting topics, such as the penetration of gem and jewelry products, branding in the digital era, tips for the sustainable success of major jewelry brands, etc.

In addition, the total export of gems and jewelry in the first six months of 2019 (January-June) was 7,245.63 million US dollars, an increase of 15.20%. When excluded unwrought gold, valued at 3,848.72 million US dollars, decreased by -0.45%. Products that are still expanding well including gemstones (gemstones and pearls), jewelry made of precious metals, imitation jewelry. Major export markets are Hong Kong, the United States, India, Germany, Switzerland, respectively. In the year 2019, DITP has set the target of gems and jewelry export at + 1%.

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*Press Conference Live exhibition:*

*Jewelry Courtesy by Beauty Gems, Duang Kaew Jewelry, Dhanu Art, Taevika by K&N Gems, Karen Silver Design*

The 64th Bangkok Gems and Jewelry Fair is set to be held on September 10- 14, 2019 at Challenger Halls 1 , 2 and 3 at IMPACT Muang Thong Thani. For more information and registration, visit [www.bkkgems.com](http://www.bkkgems.com) or call 1169 DITP Hotline.

Bangkok Gems & Jewelry Fair (BGJF) is one of the world's most renowned and longest-celebrated gems and jewelry trade fair in the industry. Organized on a biannual basis by Thailand's Department of International Trade Promotion (DITP), Ministry of Commerce, in February and September, the Bangkok Gems & Jewelry Fair is regarded as a significant trading arena where all key players in the global gems and jewelry business can achieve their purposes of sourcing, trading, networking.

**For more information, please contact:**

Department of International Trade Promotion,  
Office of *Lifestyle* Trade Promotion,  
Suchira Panchana Tel. 062-404-1565  
Napalai Praibeung Tel. 02 507 8405  
Email: [prbkkgems@gmail.com](mailto:prbkkgems@gmail.com)

Asialife Media (Thailand) Co., Ltd.  
Natthineethiti (Nikki) Phinyapincha  
Public Relations Division 2019 Bangkok Gems & Jewelry Fair  
Tel 061-527-6999  
Website: [www.bkkgems.com](http://www.bkkgems.com)  
Facebook: Bangkokgemsofficial

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