

THE 71<sup>st</sup> BANGKOK GEMS & JEWELRY FAIR

FREE COPY



22-26 FEBRUARY 2025

QUEEN SIRIKIT NATIONAL CONVENTION CENTER  
BANGKOK, THAILAND

Organized by



# THE BANGKOK GEMS SHOW DAILY

24 FEBRUARY 2025

## *Chanthaburi Detour*

The Gemstone  
Capital of Thailand

**THAILAND:**  
THE RISING  
POWERHOUSE OF  
THE GLOBAL  
GEM TRADE

# Sculpting Brilliance

*The Masters of Colored Gemstone Jewelry*



## MAXIMIZE YOUR BUSINESS OPPORTUNITIES WITH DITP'S EXCLUSIVE BUSINESS MATCHING SERVICE



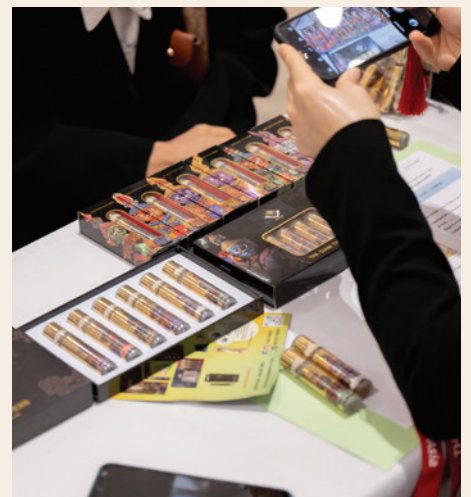
The Department of International Trade Promotion (DITP) is offering a tailor-made Business Matching Service at the 71<sup>st</sup> Bangkok Gems & Jewelry Fair, providing an invaluable opportunity for buyers and exhibitors to connect with the right partners effortlessly.

This complimentary service is designed to facilitate B2B meetings and sourcing opportunities with leading Thai and international businesses. Buyers will benefit from a convenient lounge with full facilities, creating the ideal atmosphere for negotiations. Additionally, the

Thaitrade.com Personal Assistance Service ensures a seamless and fruitful experience, guiding participants every step of the way.

Taking place at Hall 8, LG Floor, this initiative is expected to generate significant trade value while strengthening Thailand's role as a global hub for gems and jewelry. Don't miss this opportunity to expand your business network and secure valuable partnerships—all free of charge.

For more information, call 1169 or visit [Thaitrade.com](http://Thaitrade.com)



## GIT Gem Identification Services: Ensuring Authenticity at Bangkok Gems

At the 71<sup>st</sup> Bangkok Gems & Jewelry Fair, the Gem and Jewelry Institute of Thailand (GIT) offers expert gem identification services to ensure authenticity and quality assurance for traders and buyers. Located at Level LG, near Hall 8, GIT's state-of-the-art laboratory provides on-the-spot testing and certification for gemstones and jewelry. With advanced technology and expert gemologists, visitors can gain confidence in their purchases.

For more information, call 02 634 4999







Jewelry from Pranda



Jewelry from Duang Kaew



Jewelry from Nakorn Jewelry



Jewelry from Dhevari Dara



Jewelry from K.M.N.Diamond



Jewelry from Grace of Art



# NATURE'S ELEGANCE

## *The Rise of Botanical-Inspired Jewelry*



Jewelry from Jewel Decor

Nature's poetry comes to life in exquisite jewelry, as florals, vines, and delicate petals take center stage. This season, designers are embracing the art of botanica with an explosion of color, translating the lush vibrancy of gardens into dazzling gemstone masterpieces. From ruby-red roses to sapphire-dusted violets and emerald-encrusted leaves, the trend is a celebration of organic beauty infused with high jewelry craftsmanship. The growing fascination with multicolored gemstones reflects a shift toward individuality and artistic expression, as collectors seek statement pieces that exude both romance and modernity.





## THAILAND EMERGES AS THE GLOBAL CAPITAL OF COLORED GEMSTONES

Bangkok is becoming the world's gemstone trading powerhouse, attracting industry giants like Fura Gems and Gemfields. What's fueling the shift?

For decades, Thailand has been a quiet force in the world of colored gemstones, its artisans perfecting the art of cutting and treating rubies, sapphires, and emeralds with an expertise that few can rival. Now, the country is stepping into the global spotlight as a premier trading hub, with major auction houses relocating operations to its capital.

Two of the world's biggest gemstone mining companies, **Fura Gems and Gemfields**, recently moved their auctions to Bangkok, a move that industry insiders see as a significant shift in the global gemstone trade. Their decisions reflect a changing market dynamic—one that positions Thailand as the heart of an evolving, high-value industry.

### WHY THAILAND?

Thailand's ascent in the gemstone trade isn't an overnight success. For generations, the country has been a center for cutting, polishing, and heat-treating gemstones, particularly in Chanthaburi, a province east of Bangkok known as the "Gemstone Capital of Thailand." But in recent years, its role has expanded beyond craftsmanship into a full-fledged global trading hub.

Several factors have fueled this transformation. First, **Bangkok offers a well-developed infrastructure for high-value trading**, with a network of dealers, wholesalers, and jewelers who specialize in rare and untreated stones. The city's established trade routes and long-standing relationships with African and

South American gemstone suppliers have also made it an attractive marketplace.

Perhaps most critically, **Thailand has favorable trade policies and tax incentives** for the gemstone industry, making it easier for international traders to conduct business. Additionally, **Thailand's world-renowned hospitality is a hidden yet powerful factor drawing traders and buyers.** The country's rich culture, vibrant city life, and luxurious accommodations make it a preferred travel destination for those in the gemstone trade, blending business with pleasure in a way that few other locations can offer. For various reasons, Bangkok is emerging as a more convenient alternative to traditional trading centers like Dubai or Geneva.

### A SHIFTING GLOBAL MARKET

The move by Fura Gems and Gemfields signals a shift in how gemstones are bought and sold. Global market trends suggest an increased appetite **for colored gemstones over traditional diamonds.** High jewelry brands and collectors are gravitating toward vivid rubies, deep-blue sapphires, and lush green emeralds—many of which pass through Thailand before reaching the world's top auction houses.

With two major industry players now calling Bangkok home for their auctions, it's clear that Thailand is no longer just a stop on the gemstone supply chain. Instead, it is becoming the destination where some of the world's most valuable stones find their buyers—a transformation that is reshaping the future of the colored gemstone trade.



## Welcome to SAIF Zone's Gold, Diamond & Commodities Park

The Region's Fastest Growing Hub for gold and diamond in the UAE. The ultimate business destination for traders and manufacturers offering limitless avenues, opportunities and possibilities. Strategically located in the heart of the UAE, this world-class hub is designed to supercharge your business growth, offering seamless trade connectivity, tax-friendly policies, and state-of-the-art infrastructure.

### Why Choose Our Gold, Diamond & Commodities Park?

Join a thriving community with:



**Specialized**  
high value goods  
logistics partners.




**55 Precious metals**  
refinery (including LBMA,  
LPPM & UAE good delivery  
certified refiners.



**50+**  
Jewelry manufacturers  
and goldsmiths.



**Over 200+**  
Traders of precious  
metals and stones.



**Precious and**  
semi-precious stones  
cutters & polishers.

#### Visit Us:

**22<sup>nd</sup> - 26<sup>th</sup> February 2025**  
WW 62 / XX 61- Hall # 8 (on LG Floor)  
Queen Sirikit National Convention Center (QSNCC)





# CHANTHABURI THE CITY OF GEMSTONES

Exploring Chanthaburi: A Glittering Journey Through Thailand's Gemstone Heritage



## THE GEM ROAD

Chanthaburi is Thailand's premier hub for gemstones, renowned for its high-quality sapphires and rubies. The heart of the trade is Gem Road on Sri Chan Road and Trok Kachang, home to over 120 gem-cutting and jewelry shops. Open from Friday to Sunday, this bustling marketplace offers a dazzling array of precious stones. Whether you're a collector or a casual shopper, it's the perfect place to explore Thailand's rich gemstone heritage.

## CHANTHABURI GEM AND JEWELRY CENTER

The Chanthaburi Gem and Jewelry Center is Thailand's leading hub for gemstone trade and business promotion. Operated by the Chanthaburi Gem Traders Association, it offers high-quality gemstones and jewelry at fair prices. The center also houses Asia's largest gem museum, showcasing the journey of gemstones from mining and cutting to production. Visitors can explore fascinating exhibitions and gain insights into Thailand's rich gem heritage.







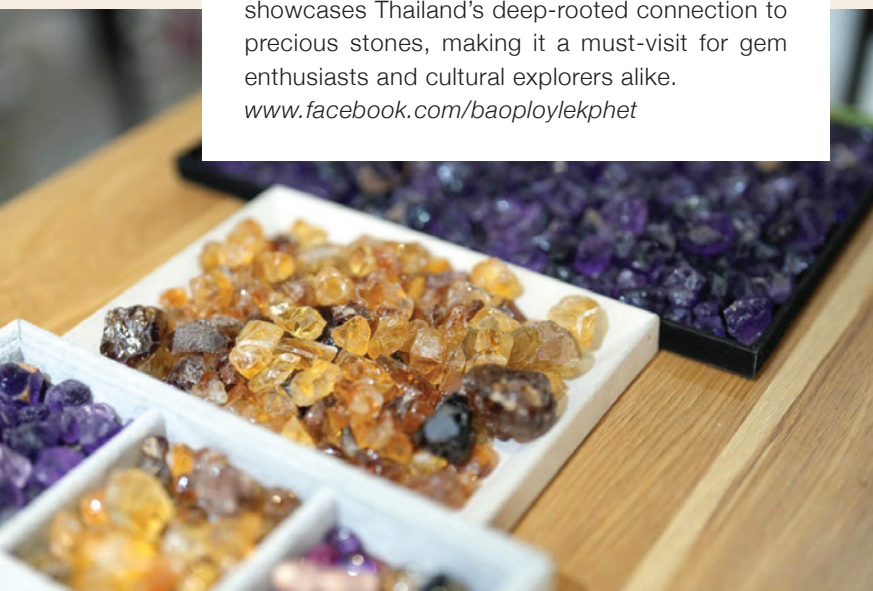
### UNVEILING CHANTHABURI'S GEMSTONE ORIGINS AT "LUNG SAMRAN MINE"

For those eager to explore the origins of Thailand's famed gemstones, **Lung Samran Mine** offers a hands-on experience in traditional gem mining. This **demonstration and learning center** in Chanthaburi provides visitors with a rare opportunity to discover **how sapphires and rubies are unearthed**, from excavation to sorting. Guests can try their hands at **gem panning**, learning firsthand how miners separate raw gemstones from the earth. It's a must-visit destination for adventurers and gem enthusiasts!  
*Lung Samran Mine, Tel. +66 8 4944 4097.*



### BO PLOY LEK PHET LEARNING CENTER

Located in the heart of Chanthaburi, Bo Ploy Lek Phet Learning Center offers an immersive experience into the province's rich gemstone heritage. Visitors can explore the fascinating world of sapphire and ruby mining, learn about traditional cutting and polishing techniques, and even try their hands at gem panning. This educational hub showcases Thailand's deep-rooted connection to precious stones, making it a must-visit for gem enthusiasts and cultural explorers alike.  
[www.facebook.com/baoploylekphet](http://www.facebook.com/baoploylekphet)



### TAEVIKA CAFE

Nestled in Chanthaburi, Taevika Cafe' offers a unique fusion of luxury and nature. As Thailand's first jewelry-themed café, it showcases exquisite gemstone pieces amidst opulent interiors. Guests can savor gourmet Thai fusion cuisine and artisanal beverages while surrounded by lush European-style gardens. Taevika Cafe' is a must-visit destination for those seeking an elegant dining experience intertwined.  
[www.facebook.com/Taevikapark](http://www.facebook.com/Taevikapark)

# CREATING TRUST AND EXCELLENCE



 Gem Testing Service

 Precious Metal Testing Service



Comprehensive gem and jewelry  
verification services, ensuring global  
standards with the trusted GIT certification.

[www.git.or.th](http://www.git.or.th)



**GIT Booth Near exit Hall 8, LG Level**