

THE 71st BANGKOK GEMS & JEWELRY FAIR



FREE COPY

22-26 FEBRUARY 2025

QUEEN SIRIKIT NATIONAL CONVENTION CENTER
BANGKOK, THAILAND

Organized by



THE BANGKOK GEMS SHOW DAILY

25 FEBRUARY 2025

REVOLUTIONIZING
GEM TESTING
WITH AI

MEET THE
NEW FACES

SHINING
BRIGHT

Thailand's Reign in Global Silver Jewelry



HRH PRINCESS SIRIVANNAVARI NARIRATANA RAJAKANYA

PRESIDES OVER THE OPENING CEREMONY OF
THE 71ST BANGKOK GEMS & JEWELRY FAIR





On 22nd February 2025, Her Royal Highness Princess Sirivannavari Nariratana Rajakanya graciously presided over the opening of the 71st Bangkok Gems and Jewelry Fair, jointly organized by The Department of International Trade Promotion (DITP) and The Gem and Jewelry Institute of Thailand (Public Organization) or GIT, between 22-26 February 2025 at the Queen Sirikit National Convention Center. The opening ceremony was attended by H.E. Mr. Pichai Nariphaphan, Minister of Commerce, Mr. Napintorn Srisunpang and Mr. Suchart Chomklin, Deputy Ministers of Commerce, Mrs. Nuntawan Sukuntanaga, Chairman of GIT, Ms. Sunanta Kangvulkij, Director-General of DITP, Mr. Sumed Prasongpongchai, Director-General of GIT, the Ministry's executives and officials, and other related private organizations.



THE NEW FACES ZONE AT THE 71ST BANGKOK GEMS:

SHOWCASING EMERGING THAI TALENTS

The 71st Bangkok Gems & Jewelry Fair introduced a dynamic New Faces Zone, providing a vibrant platform for Thailand's small and medium enterprises (SMEs) in the gems and jewelry sector.

Located on Level G, Hall 4 at the Queen Sirikit National Convention Center (QSNCC), this dedicated area brought together some of the country's most promising up-and-coming designers, jewelers, and independent companies.

Visitors to the New Faces Zone discovered an array of unique creations—each reflecting the distinctive craftsmanship, materials, and heritage of Thailand. Young designers and rising talents seized the spotlight by presenting their fresh approaches to

jewelry-making and gemstone design. This initiative offered SMEs the invaluable chance to expand their reaches, foster global connections, and secure business collaborations with international buyers.

By championing emerging voices, the New Faces Zone not only invigorated the Thai jewelry scene but also underscored Thailand's commitment to nurturing innovation, creativity, and growth within its flourishing gems and jewelry industry.





SHINING BRIGHT

Thailand's Reign in Global Silver Jewelry

Thailand has firmly established itself as a premier hub for silver jewelry production, fusing time-honored craftsmanship with cutting-edge innovation. From January to December 2024, Thai silver jewelry exports are set to surge by over 18%, reflecting robust demand worldwide. Major export destinations include the United States and Germany, while India stands out as a high-growth emerging market.

Quality is a cornerstone of Thai manufacturing, with artisans meticulously selecting fine silver and applying advanced technologies to guarantee superior products. This unique synergy of tradition and modernity ensures each piece meets global standards while retaining an unmistakable Thai essence. As generations of artisans pass down their knowledge and adapt to modern methods, Thailand continues to shine on the world stage—proving that the nation's blend of expertise and innovation remains unrivaled in silver jewelry.



HOW AI TECHNOLOGY ENHANCES GEM TESTING

Enhancing gemstone identification with AI-powered technology, ensuring greater accuracy, efficiency, and international confidence in Thai gems

The Gem and Jewelry Institute of Thailand (GIT) is a government agency dedicated to analyzing, inspecting, and certifying gem and jewelry quality. Its gem testing services play a vital role in ensuring fair trade and boosting Thailand's economy by fostering international confidence.

GIT continuously updates its gem inspection techniques to meet industry demands. Determining a gemstone's geographic origin is crucial for valuation, especially as global markets prioritize transparency and responsible sourcing. Traditionally, microscopes and spectroscopy were

used for gem testing, but human errors and data processing limitations often led to inaccuracies.

To address these challenges, **GIT has developed "AI for Gem Origin Determination" (AIGOD)**—an advanced AI and machine learning system that enhances gem testing accuracy. This technology processes data from high-tech instruments, reducing errors and improving efficiency.

AI-POWERED GEM TESTING DEVELOPMENT

1. DATA COLLECTION Gathering information on key gemstones and sourcing samples from reliable global locations to build Thailand's most comprehensive colored stone database.

2. SAMPLE ANALYSIS Conducting geological and chemical testing using **Energy Dispersive X-ray Fluorescence (EDXRF)** and **Laser Ablation Inductively Coupled Plasma Mass Spectrometry (LA-ICP-MS)** to document gemstone composition.

3. AI INTEGRATION Converting data into a digital database and training AIGOD with AI algorithms such as **Artificial Neural Networks, Logistic Regression, K-Nearest Neighbor, and Random Forest** for accurate gemstone origin predictions.

4. IMPLEMENTATION & OPTIMIZATION Deploying AIGOD in GIT's gem testing labs, refining its accuracy based on user feedback.

GIT's AI-driven smart database now covers key colored stones like ruby, blue sapphire, fancy sapphires (padparadscha, yellow, pink), emerald, and spinel. The system enhances gem identification efficiency, ensuring precise reports, minimizing human error, and expediting services.

With AIGOD, Thai gem traders gain access to internationally recognized certification, strengthening the country's reputation in the global gem and jewelry market.

Edited from 'GIT: Leading Gem Testing with AI Technology' by Montira Seneewong-Na-Ayutthaya, PhD.



SILVER LINING in the North

Discover Thailand's Hidden Gems
for Silver Jewelry Enthusiasts



WUA LAI ROAD THE OLD SILVERSMITHS' QUARTER CENTRED ON CHIANG MAI

Wua Lai Road has been Chiang Mai's silver-making hub for centuries. Dating back to the Lanna Kingdom, skilled silversmiths from Myanmar and surrounding regions were invited to create intricate silverware and jewelry for royalty. Today, this area remains the largest silversmith community in Chiang Mai, preserving and evolving its age-old artistry.



NAN TRIBAL HERITAGE MEETS MODERN CRAFT

Tucked away in northern Thailand, Nan is a small province with a rich hill tribe silversmithing tradition. Local artisans, inspired by their tribal heritage, create distinctive handcrafted silver pieces. In 1995, the 'Nan Chompoo Phu Kha Silverware and Handicraft' collective was established to preserve and modernize these designs, blending tradition with contemporary techniques.



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22nd – 26th February 2025

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