BANGKOK, THAILAND





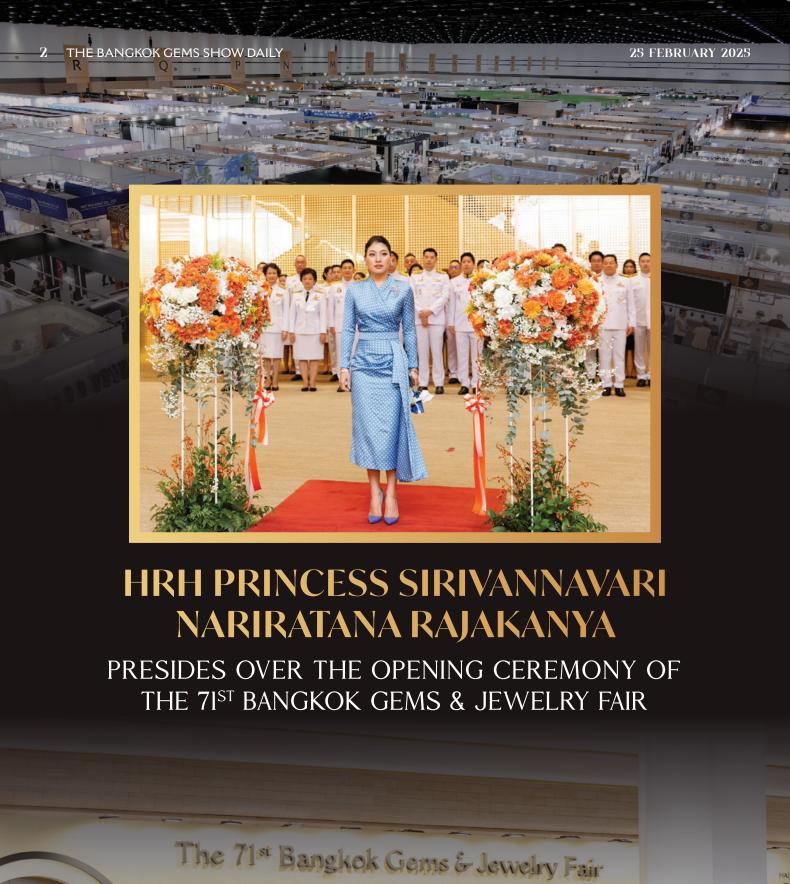




22-26 FEBRUARY 2025 QUEEN SIRIKIT NATIONAL CONVENTION CENTER

## THE BANGKOK GEMS SHOW DAILY











n 22<sup>nd</sup> 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 Naripthaphan, Minister of Commerce, Mr. Napintorn Srisunpang and Mr. Suchart Chomklin, Deputy Ministers of Commerce, Mrs. Nuntawan Sukuntanaga, Chairman of GIT, Ms. Sunanta Kangvalkulkij, Director-General of DITP, Mr. Sumed Prasongpongchai, Director-General of GIT, the Ministry's executives and officials, and other related private organizations.





## SHOWCASING EMERGING THAI TALENTS

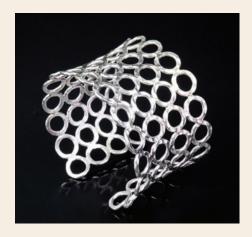
The 71st Bangkok Gems & Jewelry Fair introduced a dynamic New Faces Zone, providing a vibrant platform for Thailand's small and medium enterprises (SMEs) in the gems and jewelry sector.

ocated 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

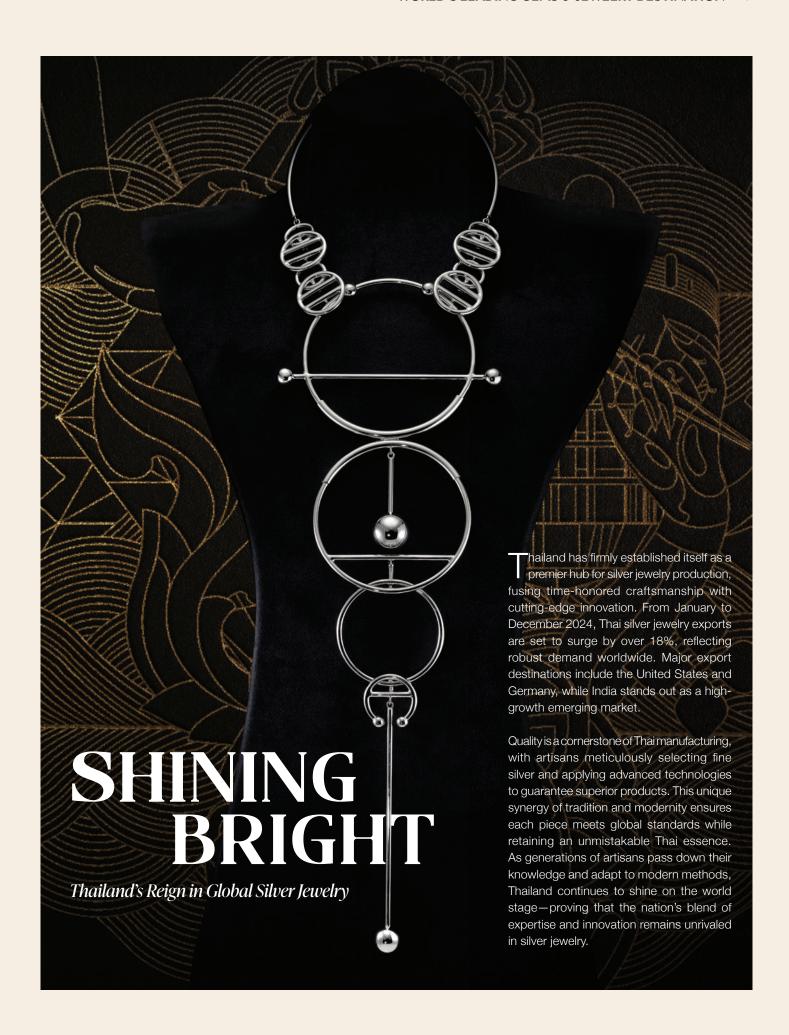
jewelry-making and gemstone design. This initiative offered SMEs the invaluable chance to expand their reaches, foster global connections, and secure business collaborations with international buyers.

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.













## 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 "Alfor Gem Origin Determination" (AIGOD)—an advanced Al 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

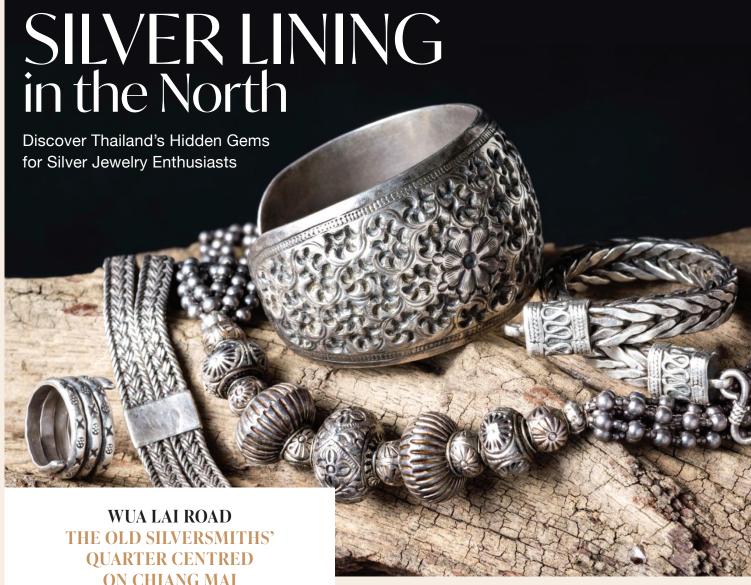
- DATA COLLECTION Gathering information on key gemstones and sourcing samples from reliable global locations to build Thailand's most comprehensive colored stone database.
- SAMPLE ANALYSIS Conducting geological and chemical testing using Energy Dispersive X-ray Fluorescence (EDXRF) and Laser Ablation Inductively Coupled Plasma Mass Spectrometry (LA-ICP-MS) to document gemstone composition.

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

GIT's Al-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 Al Technology' by Montira Seneewong-Na-Ayutthaya, PhD.



# 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.





### 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?

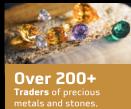
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**22<sup>nd</sup> - 26<sup>th</sup> February 2025** WW 62 / XX 61- Hall # 8 (on LG Floor) Queen Sirikit National Convention Center (QSNCC)

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INTERNATIONAL CHANTHABURI GEMS AND JEWELRY FESTIVAL 2025

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