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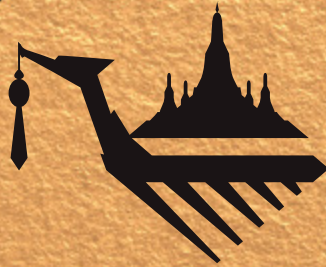
**DITP**

Department of International Trade Promotion  
Ministry of Commerce, THAILAND



**GIT**

Gem and Jewelry  
Institute of Thailand



**BANGKOK GEMS  
& JEWELRY FAIR**

**THE 71<sup>ST</sup> BANGKOK GEMS & JEWELRY FAIR**

# POST SHOW REPORT

**THE WORLD'S LEADING  
GEMS & JEWELRY DESTINATION**

**22-26 FEBRUARY 2025**

**BANGKOKGEMSOFFICIAL**

**BKKGEMS.COM**

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## BANGKOK GEMS THRIVES AS ◆ THE WORLD'S LEADING ◆ GEMS & JEWELRY DESTINATION



In February 2025, the 71<sup>st</sup> Bangkok Gems and Jewelry Fair shined brighter than ever, with a larger exhibiting space for additional 100 booths to meet exhibitors' demands. Presenting all product segments of gems and jewelry from 1,103 companies in 2,628 booths, this edition welcomed up to 40,000 visitors from 25 countries from every corner of the world. A significant increase in international visitors truly seals the fair's position as the world's leading gems and jewelry destination.







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

# FACTS & FIGURES



**40,000**  
VISITORS

**1.06%**  
INCREASE

## VISITORS



**DOMESTIC**  
**11,613**  
VISITORS  
= **29%**

**OVERSEAS**  
**28,377**  
VISITORS  
= **71%**

FROM  
**25**  
COUNTRIES

## TOP PRODUCTS



1. GEMSTONES
2. FINE JEWELRY
3. SILVER JEWELRY
4. GOLD / FINE JEWELRY
5. DIAMONDS

## TOP 5 VISITING COUNTRIES



1. INDIA
2. MYANMAR
3. CHINA
4. SRI LANGKA
5. JAPAN

## EXHIBITORS



**1,103**  
COMPANIES



**2,628**  
BOOTHS

**6.40%**  
INCREASE



**ESTIMATED  
ORDER  
VALUE**

**3.72**  
**BILLION THB**

**3.35%**





## THE FAIR HIGHLIGHTS



### HRH PRINCESS SIRIVANNAVARI NARIRATANA RAJAKANYA PRESIDES OVER THE OPENING CEREMONY OF THE 71<sup>ST</sup> BANGKOK GEMS AND JEWELRY FAIR



On 22<sup>nd</sup> February 2025, Her Royal Highness Princess Sirivannavari Nariratana Rajakanya graciously presided over the opening of the 71<sup>st</sup> Bangkok Gems and Jewelry Fair. The ceremony was attended by H.E. Mr. Pichai Nariythaphan, Minister of Commerce, Mr. Napintorn Srisunpang and Mr. Suchart Chomklin, Deputy Ministers of Commerce, Mrs. Nuntawan Sakuntanaga, Chairman of GIT, Ms. Sunanta Kangvulkulkij, Director-General of DITP, Mr. Sumed Prasongpongchai, Director of GIT, the Ministry's executives and officials, and other related private organizations.





## THE NETWORKING RECEPTION

An exclusive event where industry professionals could expand their business connections in an elegant, relaxed setting, with delicious food and drinks and spectacular performances. This reception gathered international buyers, trade delegations, ambassadors, VIPs, and top executives from DITP and GIT.







## AMOUR ÉTERNEL HAUTE JOAILLERIE COLLECTION



This highlighted exhibition featured a collection of jewelry pieces personally designed by Her Royal Highness Princess Sirivannavari Nariratana Rajakanya, crafted by Thailand's finest artisans, showcasing her commitment to preserving Thai craftsmanship and promoting the industry on a global scale.







## THE NEW FACES

This initiative shines a spotlight on Thailand's rising jewelry talents, showcasing the craftsmanship of skilled artisans, young designers, and emerging brands presenting their latest collections.







## SEMINARS

Bangkok Gems featured a series of expert-led seminars that cover market trends, design innovations, e-commerce strategies, and digital tools for the gem and jewelry industry. These sessions were designed to help entrepreneurs stay competitive and adapt to the evolving global landscape. From the latest gems and jewelry making techniques to trends and marketing insights, seminars at Bangkok Gems always have something for everyone.

## MEETINGS

Highlighting its strength as a place where new connections are cultivated, DITP and GIT, the co-organizers of Bangkok Gems, had a chance to welcome representatives from distinguished overseas associations, such as the Guangxi Jewelry Association, the Yunnan SMEs Association, and the Republic of China Gemological Association who came to visit the fair, fostering deeper collaboration in the gem and jewelry industry.





## EXPORT CLINIC

To empower local entrepreneurs and strengthen their presence in international markets, the Department of International Trade Promotion (DITP) organized the highly anticipated Export Clinic at Bangkok Gems and Jewelry Fair. This initiative served as a strategic gateway for Thai businesses looking to expand their global footprint. Experienced trade officers from DITP's extensive network of Thai Trade Offices worldwide were specially invited to provide one-on-one consultations, offering invaluable market insights, export strategies, and tailored business guidance.



## MOU SIGNING CEREMONIES

In this 71<sup>st</sup> edition, the Gem and Jewelry Institute of Thailand (GIT) hosted three significant Memorandum of Understanding (MoU) signing ceremonies, fostering international collaboration. Key agreements were established between GIT and the Jewellery Export Promotion Council's IIGJ-Research & Laboratories Centre, the Jewellers Association Jaipur and the Chantaburi Gem & Jewelry Traders Association, as well as the Sitapura Gems & Jewellery Industry Association (SGJIA) and the Thai Silver Exporter Association. These partnerships highlight Bangkok Gems as a key platform for strengthening industry ties and driving future growth.





**NICHOLAS-MAXIMILIAN  
MENZEL, GERMANY**

This fair has a huge range of offerings in terms of jewelry, and it is really interesting for us who come from the European market. And there's friendliness, the co-operation from the people is really interesting. I really appreciate the whole process of the organization of this fair.



**PHONE MIN THANT,  
MYANMAR**

I came from Myanmar. I came here to have a connection and explore gems that I haven't seen before. I'm currently studying gems too. It is very well prepared, very well decorated. Bangkok is like a center of the gems market, so it is great to have Bangkok Gems.



**HIRATA SATOKO,  
JAPAN**

We are especially looking for gemstones and good cutters. Compared to another year, the exhibitors have increased, and it is so fun! Thailand's gem market is really huge and this fair has many beautiful gemstones gathering together.

## TESTIMONIALS



**ISARAPHAP KUANTANA,  
THAILAND**

We got great feedback from this edition, and we feel that there are a lot more international visitors, compared to the previous editions, especially from Europe and India.



**THET HTAR AUNG,  
MYANMAR**

I do jewelry as well and I come here to exhibit the talent show. I'm excited to be here. This time, I had a chance to see more loose gemstones and connect with exhibitors. It's more than just stones itself. I feel like Thailand is such a big hub for jewelry.



**VICHIEEN  
TANGPANYAPINIT,  
THAILAND**

I feel that this edition is a lot more vibrant than before. Many of our clients come from neighboring countries and economies like Malaysia or Taiwan, where they appreciate artistic and creative jewelry.