

Press Release

**HRH Princess Sirivannavari Nariratana Rajakanya Presides over  
the Opening Ceremony of the 71st Bangkok Gems and Jewelry Fair**



On 22<sup>nd</sup> February 2025 at 15.00 hrs., Her Royal Highness Princess Sirivannavari Nariratana Rajakanya graciously presided over the opening of the 71<sup>st</sup> 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 Kangvalkulkij, Director-General of DITP, Mr. Sumed Prasongpongchai, Director-General of GIT, the Ministry's executives and officials, and other related private organizations.



"Bangkok Gems" is recognized as one of the world's top four major gem and jewelry trade fairs. It serves as a crucial platform that reinforces Thailand's position as a leading hub for the international gem and jewelry trade. Additionally, "Bangkok Gems" provides an essential stage to showcase Thailand's strengths in quality, diversity, craftsmanship, and the exquisite artistry of Thai artisans, captivating audiences worldwide. On this occasion, **Her Royal Highness attended a jewelry fashion show, cut the ribbon to mark the opening of the fair and visit the "AMOUR ÉTERNEL HAUTE JOAILLERIE" exhibition, which showcases the high jewelry design collaboration between SIRIVANNAVARI by the Creative Director HRH Princess Sirivannavari Nariratana Rajakanya, and Thai high jewelry artisans.** This exhibition not only unveils a high jewelry collection that reflects the princess's artistic talents and personal inspiration, but also helps inspire the new generation of designers, preserve the precious jewelry making crafts and promote Thai craftsmanship in the global arena. Her Royal Highness also visited the main exhibitors' booths before returning.





**Mr. Pichai Nariphaphan, Minister of Commerce**, presented a brief report stating that Thailand's gem and jewelry industry is a key driver of the country's economy and exports. The Ministry of Commerce has organized the Bangkok Gems and Jewelry Fair for over 40 years. Not only is it one of the world's top four international trade fairs on gems and jewelry, but Bangkok Gems also serves as a hub for knowledge exchange and business networking through a wide range of integrated activities. As a result, Bangkok Gems plays a crucial role in strengthening the industry and reinforcing Thailand's position as a leading global hub for the gem and jewelry trade. This year's event brings together over 1,000 leading manufacturers, traders, and exporters from Thailand and around the world, featuring 2,600 booths. Additionally, the fair includes special exhibitions and various engaging activities. It is expected to welcome over 40,000 visitors from across the globe during the five-day event, with projected trade value exceeding 350 billion Baht.





The 71<sup>st</sup> Bangkok Gems and Jewelry Fair takes place between 22-26 February 2025 at QSNCC. For more information visit [www.bkkgems.com](http://www.bkkgems.com) or [facebook.com/Bangkokgemsofficial](https://facebook.com/Bangkokgemsofficial).

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