



**BANGKOK  
GEMS & JEWELRY  
FAIR 60<sup>th</sup> EDITION  
SEPTEMBER 2017**



## **DITP offers an introductory stage for SMEs at the 60th Bangkok Gems & Jewelry Fair's New Showcase exhibition**

Department of International Trade Promotion (DITP) invites SMEs to capture the sparking potential in the Niche Markets by taking part in the 60th Bangkok Gems & Jewelry Fair's the New Faces exhibition. Taking place during September 6-10, 2017, at Challenger Hall 1-3, Bangkok Gems & Jewelry Fair offers a global platform for gems and jewelry producers to connect with target customers and buyers from across the globe.

Mrs. Malee Choklumlerd, DITP's Director General disclosed that: "DITP aims to encourage gems and jewelry enterprises to penetrate into niche markets and keep up with global trends. Bangkok Gems and Jewelry Fair is the first gems and jewelry trade show that support these segmented products. The previous Fairs have successfully introduced gems and jewelry for niche markets included jewelry for metrosexual and LGB community at the Metro Men, jewelry for wedding and special occasions at the Moment, contemporary arts and crafts jewelry at Culture Club, jewelry of belief and opulence were on view at Spiritual Power, and dazzling pet fashion accessories at Pet Parade."

The Director General further revealed that the New Faces exhibition has received great response from visitors and showed high rate of business potential. This is an exciting opportunity for producers especially SMEs and craftspeople from reputed gems and jewelry districts across Thailand to create products that meet such high demands. With impressive craftsmanship skill, a second-to-none expertise and ability to produce reliable and various products, couple sufficient support, Thai SMEs will definitely have capability in embarking into international markets.

To support particular segment across Thailand to bring out their highest potential in producing gems and jewelry that meet markets increasing demands of jewelry embedded products such as glasses, smartphone cases, handbags, watches, to home décor items., DITP has organized a series of insightful seminars to support interested companies. The seminars put strong emphasis on fashion trends, design techniques, market analysis and strategies in penetrating the right market channel, and more importantly, to meet buyers and business negotiation.

Interested companies, wish to take part in this road to success, may contact DITP's Office of Fashion and Lifestyle Business Development at +66 2507 8313/8366 or [fashion.ditp@gmail.com](mailto:fashion.ditp@gmail.com).