



Global Jewelry Trendsetter the 59th Bangkok Gems & Jewelry Fair sees 18.80% increase of international visitors

The Bangkok Gems & Jewelry Fair has gracefully close the curtain for its 59th edition recently, boasting its five-day breaking record in the number of visitors that increased by 18.8% compared to the previous fair.

Having received a great success following the organizing of the fair during February 22-26, 2017 at Challenger Hall 1-3, IMPACT Exhibition Centre, Muang Thong Thani, the 59th Bangkok Gems & Jewelry Fair, organized by Department of International Trade Promotion (DITP), Ministry of Commerce of Thailand, attracted more buyers and traders from around the world to come source latest innovations and finest gems and jewelry from 730 leading enterprises presenting in 2,011 exhibiting booths and a total of 17,000 buyers and visitors visiting the fair.

Mrs Malee Choklumlerd, DITP's Director General, revealed that the Bangkok Gems & Jewelry Fair is truly a beneficial ground for international trade where exhibitors can meet with importers and traders from every corner of the globe. The fair also featured foreign exhibitors from Hong Kong, Singapore, Turkey, Poland, Japan, and CLMV cluster countries comprising Cambodia, Laos, Myanmar, and Vietnam. The top five visitors are from India, China, Myanmar, Vietnam, and the United States.

Among the fair's services, the fair's organiser – Department of International Trade Promotion – also offered a wide array of assistances in many forms, such as a consultancy to Thai SMEs wishing to export products and expand their markets abroad, and an exhibition to support and promote Thai jewelry brands in the international market.

Organised under the concept of 'The World's Gems & Jewelry Destination', the Bangkok Gems & Jewelry Fair has proven to have strengthened Thailand's position as the world's proud gems and jewelry hub, featuring not-seen-anywhere-else the special showcase spotlighting on emerging market sectors across the world through 'The Showcases', showcasing jewelry products specifically for six rising niche markets: jewelry for senior citizen in '60+', jewelry for wedding in 'The Moment', jewelry for men in 'Metro Men', jewelry of opulence and horoscope in "Spiritual Power", sophisticated art and craft jewelry in 'Culture Club', and lastly, the jewelry for pet and pet lovers in 'Pet Parade' showcase. DITP's Director General disclosed.

They have reportedly been visited by a total of 1,371 fair visitors. Among them are 663 Thai nationals (52%) and 708 foreign visitors (48%).

Some 80% of the fair visitors have expressed interests in “The Moment” jewelry, “Metro Men” jewelry, and “Culture Club” jewelry. The most visited brands in the top showcases were Beauty Gems, Pranda (Cai Men), and Mirror Mirror, respectively. The top three jewelry products were rings, necklaces, and pendants.

The five-day trade show also provided update on global market trends and knowledge through a carefully-selected themes of insightful seminars. Among them were “Gem ID Rendezvous” organised by the DITP in collaboration with the Gems and Jewelry Institute of Thailand (GIT) and the Asian Institute of Gemological Sciences (AIGS); Ruby Contest in quest of the most beautiful Thai ruby pieces to put on display, and the Ruby Heart Of Love charitable fund-raising project to financially support Thai Medical Devid Development Foundation (TMDD) under Royal Patronage of King Rama IX – both aiming to create greater awareness on the World Ruby Forum 2017 scheduled to take place later this year in Thailand.

Some of the additional seminars include Trends of Gems and Jewelry 2017, the DITP Export Clinic featuring veteran Thai Trade counsellors from 58 world cities, the Discovery Gemmiferous Nations, and many more.

For those who are keen in participating in the next edition of the world’s gems and jewelry trendsetter fair, the 60th Bangkok Gems & Jewelry Fair will take place during September 6-10, 2017 at the Challenger Hall 1-3, IMPACT Exhibition Centre, Muang Thong Thani. Interested companies can now secure exhibiting space by contacting DITP Call Centre 1169 or visit www.bkk-gems.com.