

เว็บไซต์ Heerazhaveraat  
หัวข้อข่าว The 61st BGJF Opens with the Theme “Heritage & Craftsmanship”  
เผยแพร่เมื่อ 22 กุมภาพันธ์ 2561  
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Link:

<http://www.heerazhaveraat.com/heera/index.php/news/details/8257>



The screenshot shows the Heerazhaveraat website interface. At the top, there is a navigation bar with the logo, a search bar, and social media icons. Below the navigation bar, there is a main content area with a news article titled "The 61st BGJF Opens with the Theme 'Heritage & Craftsmanship'". The article includes a date of February 22, 2018, and a photograph of several men in suits standing in front of a backdrop for the Bangkok Gems & Jewelry Fair. The article text discusses the Ministry of Commerce's role in promoting the fair and the industry's potential. To the right of the article, there is a "Related Articles" section with several links to other news items. At the bottom right, there is a "Glorious History of 17 Years" banner with a "Download Media Kit 2018" button.



and developing new products that cater to latest industry trends. Bangkok Gems and Jewelry Fair is a key platform that offers an opportunity for Thai companies, both large and small, to do business with high-potential businesspeople and buyers from around the world, learn about consumers' needs, and expand their business networks and exchange knowledge with others," says the Minister of Commerce.

The 61st Bangkok Gems and Jewelry Fair is held under the theme "Heritage & Craftsmanship," highlighting Thailand's cultural heritage and promoting the exquisite craftsmanship of Thai artisans to become more widely recognized. Thai jewelry is both skillfully crafted and full of creativity.

To align with the government's "Thailand 4.0" and "Creative Economy" initiatives, the Fair Organizer is presenting new ideas in exhibition zones, from The New Faces featuring jewelry products from leading SMEs across the country with over 120 new exhibitors, the Innovation and Design Zone (IDZ) featuring innovative products from start-ups as well as jewelry that utilize new techniques, to the The Niche Showcase featuring the latest trends in jewelry for niche markets.



Moreover,

insightful seminars and consultation workshops from Thai and international experts are offered as well as a mobile gems analyzing unit from the Gem and Jewelry Institute of Thailand (Public Organization) or GIT and other world-leading institutes.

In 2017, the gems and jewelry industry was ranked third exporting industry in Thailand after automotive and computers. Last year's export totaled nearly 13 billion USD, and when excluding unwrought gold, the industry saw an increase of 2.25% compared to 2016 which was the first time in the past three years.

"The outlook for gems and jewelry exports in 2018 is positive as trading partners of Thailand are recovering from stagnant growth. The Ministry expects that this edition of Bangkok Gems and Jewelry Fair will open new opportunities for Thai companies. Combined with government measures such as tax exemptions, the fair is certain to boost trade in this industry while propelling Thailand to become one of the world's gems and jewelry trading hub," says Mr. Sontirat.

The Ministry expects that this edition will welcome 20,000 visitors from 130 countries, generating over THB 2 billion sales. Around 900 leading companies in Thailand and abroad are participating in the fair, occupying over 2,000 booths. The 61st Bangkok Gems & Jewelry Fair takes place from February 21-25, 2018 at Challenger Hall 1-3, IMPACT Muang Thong Thani.