



Advertorial

Let's see how global jewellery industry helps to fight COVID-19

#StayStrongandShineTogether

It has been four months since COVID-19 was declared a global pandemic. The number of confirmed cases has surpassed nine million worldwide with more than 480,000 lives lost. The situation has not been easy. Every industry has faced an enormous challenge. The global lockdown has had an impact not only on the economy and society, but also on human behavioural patterns. To confront the challenges, many jewellery brands have joined in the fight against the pandemic, adopting measures ranging from donating funds and goods to converting their factories in order to produce health protection products such as hand sanitisers, surgical masks and other medical equipment.

Here are just a few of those kind-hearted people in the jewellery industry helping to fight the pandemic!

BVLGARI



Image source: www.shutterstock.com

BVLGARI, the well-known Italian jewellery brand has donated money to Spallanzani Hospital in Rome to purchase a high-resolution 3D microscope that helps support vital COVID-19 research studies. Moreover, as Italy is one of the countries most affected by the coronavirus, Bulgari has joined hands with perfume manufacturer Industrie Cosmetiche Riunite (ICR) to convert its factory in Lodi, that used to make perfume and hotel amenity kits, to produce hand sanitisers. More than 100,000 75 ml. bottles of hand sanitisers packed in recycled containers have been supplied to medical centres in Italy, Switzerland and France.

TIFFANY & Co



Image source: www.shutterstock.com

Luxury jewellery brand Tiffany has donated US\$1 million to American foundations and the World Health Organization (WHO) in order to help ease the COVID-19 situation. Some US\$750,000 was allocated to WHO's COVID-19 Solidarity Response Fund while another US\$250,000 was donated to the New York Community





Trust's NYC COVID-19 Response and Impact Fund. Tiffany employees can also donate funds to demonstrate their support for this initiative.

DE BEERS



Image source: www.shutterstock.com

De Beers, one of the world's leading diamond suppliers, donated US\$2.5 million to Botswana and Namibia in Africa, where its diamond mines are located, to help relieve the COVID-19 situation. The aid contributes to medical supplies, food, water and logistical services in remote areas of those countries which De Beers considers as its affected stakeholders. Moreover, the company has also developed a long-term plan for Post-COVID-19 economic recovery.

Meanwhile, the Department of International Trade Promotion (DITP), under the Ministry of Commerce, as the host of the **Bangkok Gems & Jewelry Fair**, the leading gems and jewellery trade show in Thailand, rolled out a **#StayHomeStayShine** campaign to address the pandemic.

The campaign invites people in the jewellery industry to help donate cloth face masks through the gimmick of posting selfies with their favourite jewellery pieces on social media. So far, a total of 1,000 masks have been donated. All masks will be delivered to the Thai Red Cross Society for further use. This activity is just one of the many examples of how the jewellery industry is working together in its response to COVID-19.



Like never before, BGJF will take an adaptation strategy to go online for the first time in the 66th edition! To welcome the New Normal, the fair is aimed to be a comprehensive online jewellery trade fair which will take place in September 7-11, 2020. The BGJF is considered one of the most acclaimed global trade shows where both Thai and international jewellers reflecting the country's potential, and strengthening the image of Thailand as a gems and jewellery hub among international businesspeople and buyers.





**BANGKOK GEMS
& JEWELRY FAIR**

66th Edition September 2020

7-11 SEP 2020
Challenger Hall 1-3
IMPACT, Bangkok

Organized by

DITP 

Department of International Trade Promotion
Ministry of Commerce, THAILAND

For more information, please visit:

Website: www.bkkgems.com

Facebook: bangkokgemsofficial

Instagram: bkkgemsofficial

THAILAND'S
MAGIC HANDS

WWW.BKKGEMS.COM
 BANGKOKGEMSOFFICIAL

