



**BANGKOK GEMS
& JEWELRY FAIR**
66th Edition February 2021

23 - 27 FEB 2021
Challenger Hall 1-3
IMPACT, Bangkok

Organized by
DITP
Department of International Trade Promotion
Ministry of Commerce, THAILAND

Press Release

DITP to host the full scale of virtual jewelry fair in Asia
“BGJF Special Edition-On Ground to Online Exhibition”



October 19, 2020: Bangkok - The Department of International Trade Promotion (DITP) will organise “BGJF Special Edition – On Ground to Online Exhibition”, a fully online gems and jewelry exhibition via www.bkkgems-vts.com on 2-4 November 2020.

This innovative online jewelry fair will replace the 66th Bangkok Gems & Jewelry Fair, which the DITP has now postponed until 23-27 February 2021. The Physical fair will be held at Impact Muang Thong Thani in Bangkok.

Director General of DITP, Mr. Somdet Susomboon explained that while Thailand has been successful in controlling COVID-19, many other countries continue to battle with the pandemic. As a result, international travel is extremely difficult or non-existent, causing a great deal of harm to Thailand’s renowned gems and jewelry business.

In order to increase sales channels and the competitive capability of Thai jewelry enterprises, as well as to promote Thailand as the world’s jewelry hub, DITP will host the “BGJF Special Edition – On Ground to Online Exhibition” to help reduce restrictions on trade for Thai gems and jewelry enterprises.

“It will be Asia’s most comprehensive online jewelry exhibition,” Mr. Somdet said. “At DITP, we believe it will receive positive feedback from buyers and foreign importers, who will be able to conduct business negotiations with Thai and international jewelry traders.”

He expects the exhibition to generate business worth 1,200 million Baht from more than 1,000 business matching activities and 50,000 online visitors via www.bkkgems-vts.com

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The exhibition will include:

- **Special Exhibition Zone.** More than 600 Thai and foreign entrepreneurs will exhibit their products, allowing buyers and importers to view gemstones and jewelry products online.
- **Online Business Matching** via chat, phone or video call via an extremely secure system. Gems and jewelry entrepreneurs will be able to schedule appointments in advance, and conduct online business negotiations from their company or at the Business Matching Station at DITP offices located on Ratchada Road, Bangkok.
- **Special Activities** include the virtual opening ceremony on 2 November 2020 via www.bkkgems-vts.com, online conference on topics related to the gems and jewelry industry to educate entrepreneurs on market trends, seminars from experts, and networking activities.

For more information about Bangkok Gems and Jewelry Fair, visit:

Website: www.bkkgems-vts.com

www.bkkgems.com

Facebook: bangkokgemsofficial

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