



BANGKOK GEMS
& JEWELRY FAIR
65th Edition February 2020

25 - 29 FEB 2020
Challenger Hall 1-3
IMPACT, Bangkok

Organized by

DITP
Department of International Trade Promotion
Ministry of Commerce, THAILAND

Press Release

DITP Presents “Thailand’s Friend Award 2020” at the 65th Bangkok Gems & Jewelry Fair
Promoting Sales and Exports of Gems and Jewelry with Preventive Measures against COVID-19



The Department of International Trade Promotion (DITP), Ministry of Commerce, has presented the “Thailand’s Friend Award 2020” at 65th Bangkok Gems & Jewelry Fair in line with the policies of Mr. Jurin Laksanawisit, Deputy Prime Minister and Minister of Commerce which aims to revitalize the economy, proactively promote international trade, expand business networks, and create new opportunities for Thai products and services. The DITP has also announced that it is cooperating with the private sector to implement preventative measures to address concerns about the COVID-19 virus in order to ensure safety of all visitors at the fair as well as welcome buyers from over 100 nations to trade with exhibitors.

Dr. Sansern Samalapa, Vice Minister for Commerce, who presided over the opening ceremony said that the Ministry has presented the “Thailand’s Friend Award 2020” with the objective to promote fruitful relationships and express its gratitude to those who are key exporters of Thai products, those who have played a role in creating new business opportunities as well as those who are influencers in the online community who have helped maintain, expand, and revitalize the export market. The award is presented for the first time at this edition of the 65th Bangkok Gems & Jewelry Fair.



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Mr. Somdet Susomboon, Director-General of DITP, revealed that the 65th Bangkok Gems & Jewelry Fair serves as a trading platform for professionals in the gems and jewelry industry. Thus, the department has decided to organize the fair this February and has coordinated with the Ministry of Public Health's Department of Disease Control as well as related agencies to fully implement preventative measures against COVID-19 in the area as per international protocol to ensure the safety of all participants who are doing business at the fair.



The 65th Bangkok Gems & Jewelry Fair has attracted a large number of Thai and international exhibitors in the last few weeks with 972 Thai and international exhibitors participating in 2,054 booths, a 7% increase from the 63rd edition as the fair is the only gems and jewelry fair to be held in the region this February and will provide a platform for professionals in the gems and jewelry industry to seek the raw materials and products that they need while meeting buyers from around the world. Currently, visitors from over 100 countries have registered to join the fair, while special activities at the fair include:

- **Siam Silver Showcase:** A silver jewelry exhibition featuring five trends of silver jewelry, from Generation Silver, Modern Heritage, Fashion Charm, Urban Tribe, to Lifestyle Silverware. Participants can also join in silver jewelry workshops at the event.



- **Networking Reception:** Held under the theme of Bangkok Gems & Jewelry Elite Club, the reception offers a special platform for key figures in the gems and jewelry industry with an exclusive club.
- **The New Faces:** An exhibition featuring over 170 exhibitors who are showcasing their jewelry pieces to international buyers.
- **The Jewellers:** An exhibition featuring 20 Thai designers who are displaying their uniquely-designed jewelry pieces using innovative materials.
- **Seminars and workshops:** On topics relating to markets, products, design, and the use of e-commerce and social media tools for the gems and jewelry industry. An export clinic with commercial attaches will also be held.
- **Colored Stone Auction:** Organized by Bonas Colored Gems, one of the world's leading diamond tender houses.

In 2019, the gems and jewelry industry was ranked the third-highest exporting industry, worth 15,691.05 million USD or an increase of 30.91% compared to the previous year which accounted for 6.37% of the country's total exports. When excluded unwrought gold, export of gems and jewelry was worth 8,097.45 million USD, or an increase of 6.34%. Thailand is also the world's number one exporter of silver jewelry as well as the world's third largest exporter of colored stones. For 2020, the Ministry has set an export target for gems and jewelry products (excluding unwrought gold) at 8,178 million USD, or a 1% growth compared to 2019.

The "Thailand's Friend Award 2020" was held on February 25th, 2020, at Jupiter 4-5 while the 65th Bangkok Gems and Jewelry Fair is organized from February 25th to 29th, 2020 at Challenger Halls 1-3, IMPACT, Muang Thong Thani. Trade days are on February 25th to 27th, 2020, at 10.00-18.00 hrs while public days are on February 28th 2020 at 10.00-18.00 hrs and February 29th, 2020 at 10.00-17.00 hrs.

Department of International Trade Promotion

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