



21-25 FEBRUARY 2024

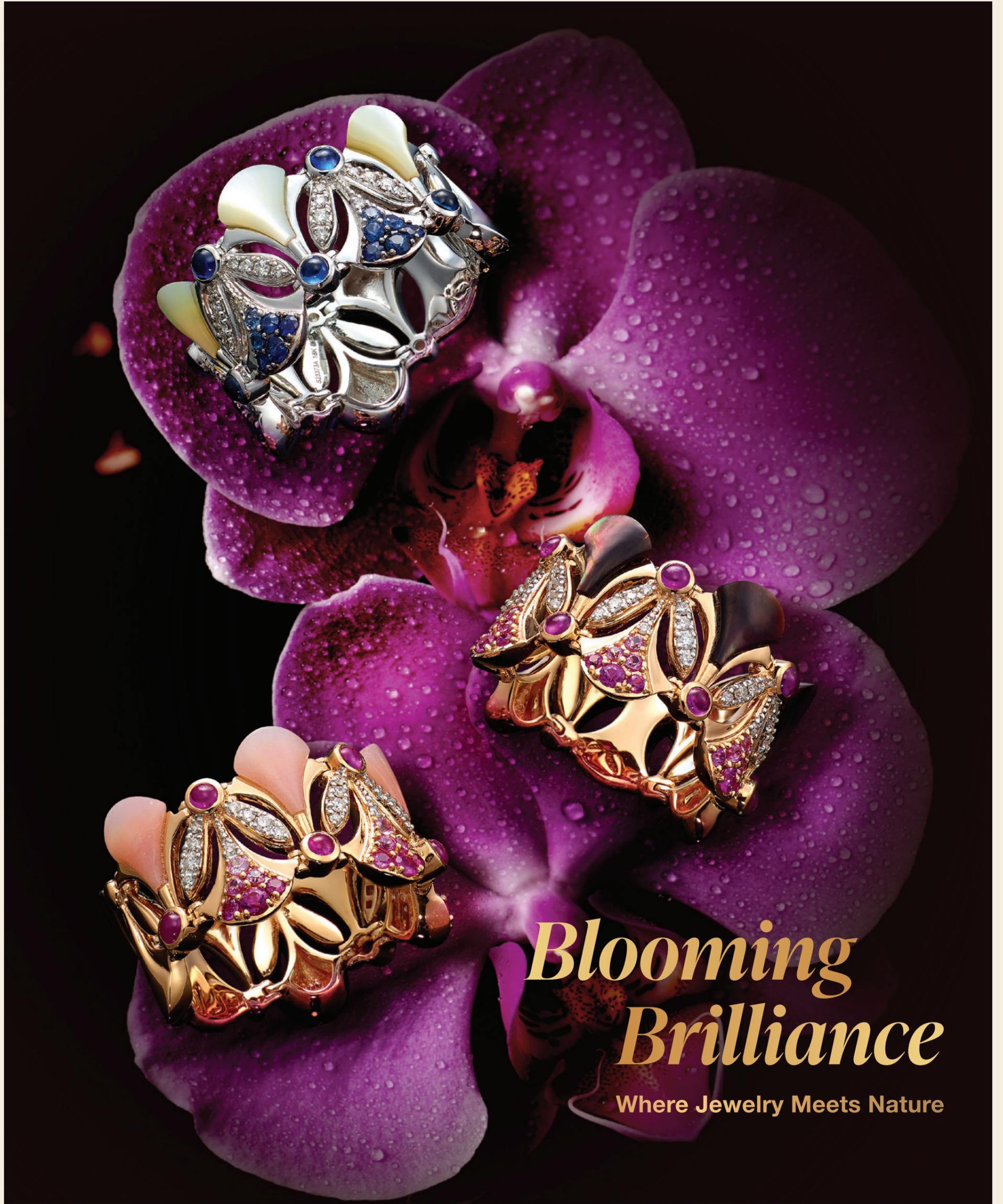
QUEEN SIRIKIT NATIONAL CONVENTION CENTER
BANGKOK, THAILAND

Organized by



THE BANGKOK GEMS SHOW DAILY

25 FEBRUARY 2024



*Blooming
Brilliance*

Where Jewelry Meets Nature

DITP AND GIT JOIN FORCES WITH CHINESE E-COMMERCE GIANTS TO HOST LIVE-STREAMED JEWELRY SALES EVENTS AT “BANGKOK GEMS” WITH FIRST-DAY SALES EXCEEDING 400 MILLION BAHT!



The Department of International Trade Promotion (DITP) and the Gem and Jewelry Institute of Thailand (GIT), organizers of the 69th Bangkok Gems and Jewelry Fair, in collaboration with Huatai Jewelry Trading Platform and Taobao & Tmall Group, organized a seminar to disseminate knowledge and develop e-commerce users, including training for those interested in becoming jewelry influencers through live streaming.

Moreover, a live-streamed jewelry sales event was held during the 69th Bangkok Gems and Jewelry Fair. On the first day (February 21, 2024), the event attracted more than 130 million online viewers from China, with orders for products from exhibitors at the Bangkok Gems event exceeding 400 million baht.

The organizers of the Bangkok Gems expect that this collaboration will enhance trade channels for Thai entrepreneurs and expand market opportunities for Thai gem and jewelry products among consumers in China.



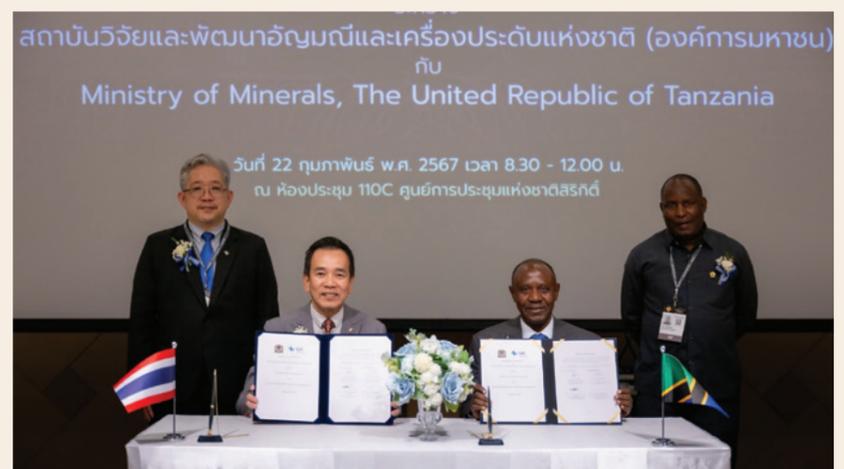
DITP AND GIT MEET YUNNAN SME ASSOCIATION TO DISCUSS FURTHER COLLABORATIONS

A trade delegation from the Yunnan Small and Medium Enterprise Association of China brought a group of entrepreneurs from the gem and jewelry industry to visit the Bangkok Gems and Jewelry Fair and participated in a Networking Reception. On this occasion, the delegation exchanged information and discussed possibilities for supporting the organization of the event, as well as the Thai gem and jewelry industry. The association also plans to establish a Service Center in Thailand in the future.

GIT Signs MOU with Tanzania and Bureau Veritas to Promote Sustainable Gems and Jewelry Practices



During the Bangkok Gems and Jewelry Fair, The Gem and Jewelry Institute of Thailand (Public Organization), or GIT, held a significant Memorandum of Understanding (MOU) signing ceremony. This event marked a monumental collaboration between GIT, the Ministry of Minerals of Tanzania, and Bureau Veritas (Thailand) Ltd. The primary objective of this collaboration is to foster a supportive network within the global gems and jewelry community, facilitating an exchange of invaluable knowledge and expertise. This partnership is strategically aimed at enhancing the capabilities and standards within the industry, ensuring that practices are aligned with sustainability and ethical sourcing principles. By leveraging the strengths and resources of each organization, this MOU signifies a commitment to not only advancing the trade and appreciation of gems and jewelry on a global scale but also to promoting responsible and sustainable practices that benefit the environment and communities involved in this vibrant industry.



Crowds Flourish at Bangkok Gems



Our exhibitors are bustling, engaging with a diverse crowd of visitors from every corner of the globe. The halls are alive with the sparkle of precious gems and the latest jewelry designs, drawing in enthusiasts, professionals, and collectors alike.

This 69th edition is not just an event; it's a vibrant marketplace of culture, artistry, and innovation. The feedback has been overwhelmingly positive, reflecting the dynamic spirit of the global gems and jewelry community gathered here.

Don't miss the chance to be part of this extraordinary experience. Whether you're looking to discover the next big trend, find unique pieces, or simply soak in the ambiance of creativity and craftsmanship, the Bangkok Gems and Jewelry Fair is the place to be.



Pigeon Blood Color

鸽血红颜色

Burmese & Mozambique Ruby

缅甸红宝石 & 莫桑比克红宝石



gemburi
chanthaburi

Bangkok Gems & Jewelry Fair

February 21 - 25, 2024

At Queen Sirikit National Convention Center

Booth No. HH 01,03,05,07 / GG 02,04,06,08

Email : info@gemburi.co.th



THE BRIGHT FUTURE OF GOLD JEWELRY

Amid fluctuating gold prices and economic uncertainties, gold continues to enchant as both a timeless fashion statement and a wise investment. This year, the fair celebrates the innovative spirit of gold jewelry craftsmanship, showcasing the art of blending various gold types and integrating vibrant gemstones, adding depth and contemporary flair to each piece. Gold jewelry not only captivates with its classic beauty but also resonates with a touch of nostalgia, becoming especially precious in challenging times. Join us to explore the fusion of tradition and innovation, where gold's perpetual radiance shines brighter than ever.



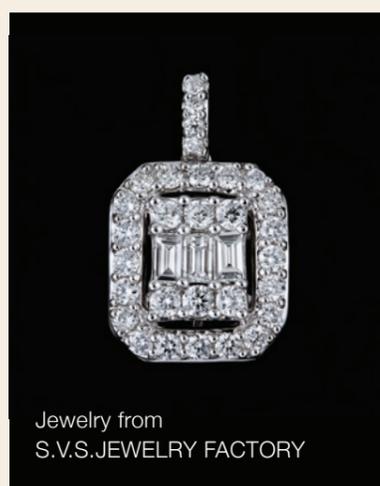
Jewelry from DER MOND

DIAMONDS AND THE BEAUTY THAT NEVER FADES

We are entering the age when diamonds are more diverse than ever. In the realm of diamonds, a fascinating evolution has taken place as technology has given rise to lab-grown diamonds alongside their natural counterparts. This dual presence has ushered in a range of benefits for consumers and the industry alike.

Natural diamonds, formed deep within the Earth over millions of years, offer a sense of rarity and timeless allure. Possessing a sense of great

value, natural diamonds are always something to be coveted, symbolizing everlasting love, purity and eternal beauty. On the other hand, lab-grown diamonds, crafted using advanced technological processes, provide an ethical and sustainable alternative, addressing concerns related to environmental impact and ethical mining practices. This harmonious coexistence allows consumers to make choices that align with their values, striking a balance between tradition and innovation in the ever-evolving world of diamond jewelry.



Jewelry from S.V.S.JEWELRY FACTORY



Jewelry from RCAN JEWELLERY



ELEVATING THE GEMS AND JEWELRY SECTOR: A SPOTLIGHT ON TECHNOLOGICAL PROGRESS

The Bangkok Gem and Jewelry Fair is set to showcase the future of the gems and jewelry industry, emphasizing the vital role of technological innovations in modernizing this timeless trade. Located at the G Level, QSNCC, the Equipment & Tools/Machinery Zone will be a focal point for exhibitors demonstrating cutting-edge technologies that are set to redefine craftsmanship, authentication, and commerce in precious stones and metals.

Artificial Intelligence (AI) stands at the forefront of this revolution, with systems designed to enhance gemstone identification, grading, and quality assessment. AI technologies are not just improving accuracy but are also streamlining customer interactions, offering a glimpse into the future of personalized shopping experiences.

Moreover, the fair will highlight the transformative impact of 3D printing in jewelry creation. This technology allows for the production of intricate designs with unprecedented speed and efficiency, challenging traditional methods and opening new avenues for creativity and innovation.

The Bangkok Gem and Jewelry Fair invites industry professionals and enthusiasts to explore these innovations from 21-25 February 2024 at the QSNCC. Visitors will have the opportunity to witness firsthand how technology is shaping the future of gems and jewelry, promising a more efficient, secure, and creative industry.

For further details, please visit www.bkkgems.com.



THE GREAT COMEBACK OF PEARLS



In the glittering world of fashion, the allure of pearls has made a resounding comeback in 2024, emerging as a dominant trend that captivates both traditionalists and modern style enthusiasts. On the runway, from Chanel and Dior to Versace and Givenchy, pearls are literally everywhere.

This resurgence is marked by a fusion of classic elegance and contemporary design, breathing new life into pearl jewelry. In contrast to the conventional single-strand pearls, designers are pushing boundaries with innovative and unconventional creations, redefining the perception of pearls as old-fashioned. Multi-strand necklaces, asymmetrical earrings, and layered bracelets are now adorned with pearls, offering a fresh and dynamic take on this timeless gem. Beyond traditional white pearls, a diverse palette of colors, from soft pastels to bold hues, has further expanded the possibilities for expression. These contemporary reinterpretations of pearl jewelry make pearls a symbol of enduring sophistication and remind us that timeless elegance never goes out of style.

1. Earrings by CREATE GEM INTERNATIONAL CORP 2. Ring by HOSEKI
3. Necklace by CRAFT ROOM 4. Necklace by Jewel Decor 5.&6. Bracelet by KKS JEWELRY

THE JEWELLERS SHOWCASE OF UPCOMING THAI JEWELRY BRANDS

In terms of gems and jewelry, Thailand is globally renowned in many aspects. As a gemstone trading hub, the country has attracted buyers and tenders who look for unique, high-quality gems. Thailand's strategic location also makes it a melting pot where diverse cultures collide, becoming a fertile ground for the birth of new creative designers.

Over the past few years, Thailand has seen a burgeoning wave of talented and innovative jewelry designers emerging onto the global stage. These designers are infusing traditional Thai craftsmanship with modern aesthetics, creating unique pieces that appeal to both local and international audiences.

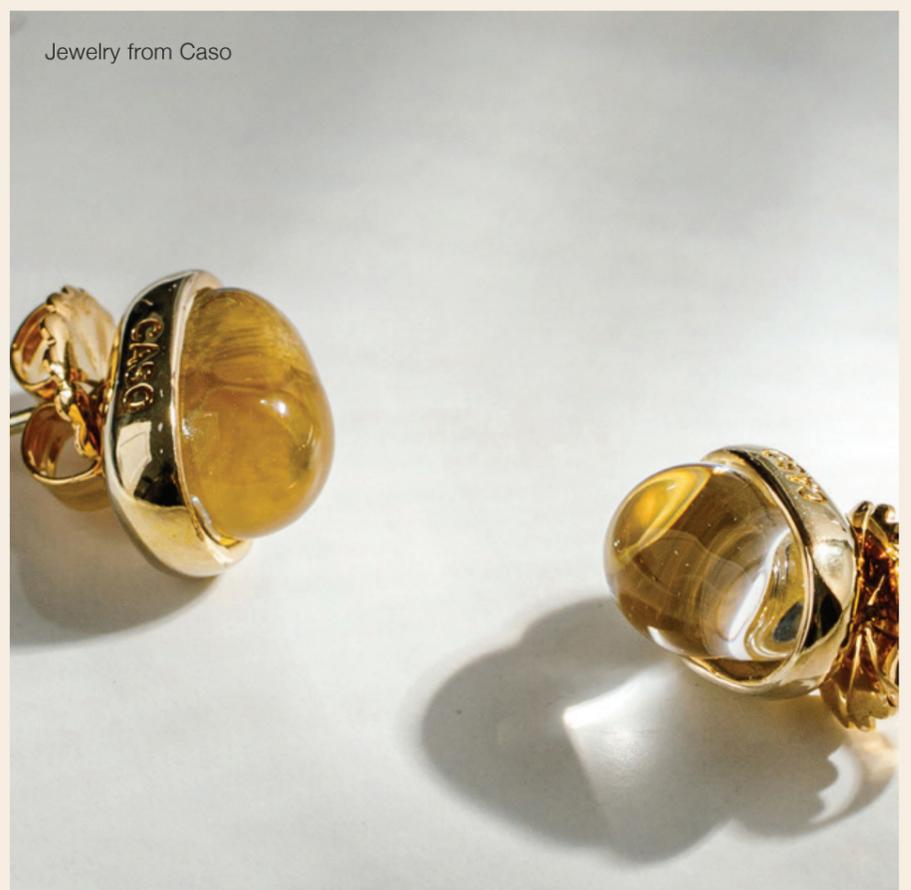
At the 69th Bangkok Gems and Jewelry Fair, Office of Value Creation, the Department of International Trade Promotion (DITP), endorses the growth of jewelry market by organizing 'THE JEWELLERS', showcasing and selling 14 brands of Thai jewelry designers, from the Designers' Room and Talent Thai project and Fashion Showroom (Shanghai) project under the concept of "THE JEWELLERS SELECTED SHOP". In the edition, the chosen brands include Basic Teeory, Carletta, Caso, Be'Shine, Cherinadded, Chofa Studio, Charites, Ek Thongprasert, Imprint, Kara, Mormormor, Nuj Collective, Stories of Silver, and WODD Bangkok.



Jewelry from Ek Thongprasert



Jewelry from Chofa Studio



Jewelry from Caso

Organized by



DITP
Department of International Trade Promotion
Ministry of Commerce, THAILAND



GIT
Gem and Jewelry
Institute of Thailand

SEE YOU NEXT TIME



The 70th Bangkok Gems & Jewelry Fair

THE WORLD'S LEADING GEMS
AND JEWELRY DESTINATION

9-13 SEPTEMBER 2024

Queen Sirikit National Convention Center (QSNCC),
Bangkok, Thailand

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