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DITP
Department of International Trade Promotion
Ministry of Commerce, THAILAND



GIT
Gem and Jewelry
Institute of Thailand



BANGKOK GEMS
& JEWELRY FAIR

THE BANGKOK GEMS
**POST SHOW
REPORT**

THE WORLD'S LEADING
GEMS & JEWELRY DESTINATION

9-13 SEPTEMBER 2024

BANGKOKGEMSOFFICIAL

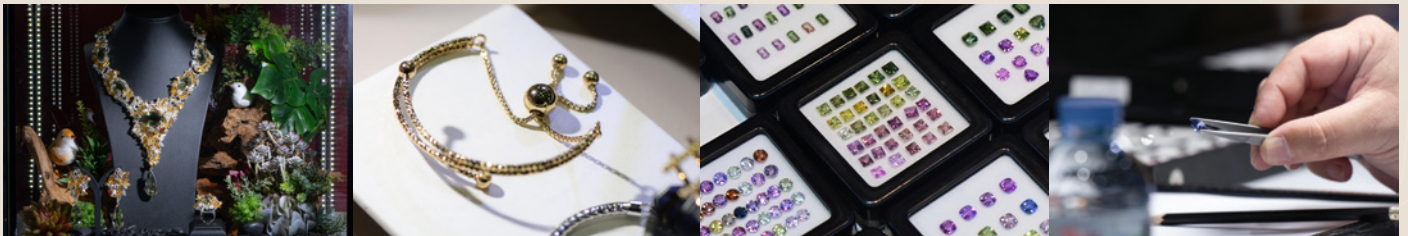
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THE SPECTACULAR SUCCESS

OF THE 70TH BANGKOK GEMS AND JEWELRY FAIR



The 70th "Bangkok Gems and Jewelry Fair" concludes with great success with orders surpassing 100 million USD, highlighting Thailand as a global gem and jewelry trading hub. The trade fair was participated by over 1,100 leading exhibitors from both domestic and international origins, covering

2,470 booths and filling the space of Halls 1-8 on the G and LG levels, attracting nearly 40,000 visitors. The fair attracted international participants from 17 countries, with the top five being India, Myanmar, China, Sri Lanka and Japan, showcasing their strong presence and industry leadership.



FACTS & FIGURES



ESTIMATED ORDER VALUE

3.288 BILLION THB



39,579
VISITORS



6.11% INCREASE



FROM
117
COUNTRIES

DOMESTIC
28%

INTERNATIONAL
72%



EXHIBITORS



1,101
COMPANIES
2,470
BOOTHs

TOP 5 OVERSEAS EXHIBITORS

1. HONG KONG (SAR)
2. SRI LANKA
3. JAPAN
4. CHINA
5. SINGAPORE



BEST SELLING PRODUCTS



1. GEMSTONES
2. SILVER JEWELRY
3. FINE JEWELRY
4. GOLD JEWELRY
5. DIAMONDS

TOP 10 VISITING COUNTRIES



1. INDIA
2. MYANMAR
3. CHINA
4. SRI LANKA
5. JAPAN

6. UNITED STATES OF AMERICA
7. PAKISTAN
8. VIETNAM
9. RUSSIA
10. AUSTRALIA

THE FAIR HIGHLIGHTS

THE NETWORKING RECEPTION

The Networking Reception is another significant event fostering networks, strengthening relationships, facilitating trade negotiations between Thai entrepreneurs and international buyers, and reinforcing the standing of Bangkok Gems Fair as a globally renowned jewelry trade show. Moreover, it provides another opportunity to showcase the potential of the Thai gem and jewelry industry. The event attracted enthusiastic participation from Thai jewelry industry entrepreneurs and international organizations.





THE SPIRIT OF JEWELRY MAKING EXHIBITION

Curated by renowned Thai jeweler Saran Youkongdee, Bangkok Gems' highlight exhibition titled 'The Spirit of Jewelry Making' explores how belief has inspired countless generations of jewelry design in Thailand. From nature's hidden forces to sacred icons and religious teachings, the exhibition presents an array of pieces that capture the essence of devotion. The selected jewelry masterpieces showcase how these beliefs have been reinterpreted over time, giving life to timeless works of art that continue to resonate with beauty and faith. The exhibition is also a corner for master artisans at work, presenting the beautiful art of jewelry making.





THE NEW FACES

The New Faces section showcases 62 upcoming companies and entrepreneurs from various forward-thinking programs, including The Jewellers Project by DITP and GIT's Smart Jewelers initiative. Additionally, local jewelry entrepreneurs from Chanthaburi - a province famed for its gemstone industry - are also participating, with support from the Chanthaburi Provincial Commerce Office.



EVENTS

The Bangkok Gems and Jewelry Fair showcased a series of curated seminars aimed at shedding light on evolving market trends, design innovations, and strategies to enhance business outcomes. Highlights from this edition featured discussions on a range of topics, such as the gem treatment techniques, the prospects of the gems and jewelry exports to the emerging Middle East market, the guidelines for SMEs in the gems and jewelry industry, the intervention on reducing carbon footprint, and the 'Muketing' or the influence of superstition in marketing



During the event days, there were various activities hosted by global trade organizations. This included:

- One-on-One Consultation, organized by DITP, on Product Development for the Middle East Market By Consultant Team from Dubai, UAE
- The Memorandum of Understanding (MOU) signing between The Gem and Jewelry Institute of Thailand (Public Organization) or GIT and Thailand Greenhouse Gas Management Organization (TGO). The partnership aims to raise awareness about climate change and carbon footprints by fostering knowledge exchange and promoting sustainable practices.
- AGA Expert Panel 2024 on Ruby and Sapphire Standard Harmonization, bringing together top industry experts.
- SHARJAH Free Zone delegates were invited by DITP, GIT and AGJA Association to Bangkok Gems to further discuss collaboration in investment on gold refinery and gems and jewelry manufacturing.

The 70th Bangkok Gems & Jewelry Fair

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DITP
Department of International Trade Promotion



GIT
Gem and Jewelry Industry Training Center

TESTIMONIALS



**Pornsit Srirathaikul,
Thailand**

"Bangkok Gems" is a place where Thai entrepreneurs learn from each other. It is a place where we share our techniques and encourage the Thai gems and jewelry industry to move forward without depending on the external factors."



**Murilo Graciano,
Brazil**

"This is an important show in the market. We have the opportunity to see all the suppliers in the same place and to see what's going on in the market. It is like we are at the source, so it is a very good opportunity for all of us."



**Apisek Narinchairungsi,
Thailand**

"The 70th edition has a great vibe. There are lots of visitors. I think the location is very convenient at the heart of the city, so there are many walk-in visitors, like tourists, who come to see jewelry products at "Bangkok Gems."



**Mariaveronica Favoroso,
Italy**

"This is my third exhibition in Bangkok and we are proud to be here. We are very happy to see the show is growing. We love to be here, it is very convenient, in the center of the city. The show is getting better and better with more traffic."



**Ferdinand Schwarzer,
Austria**

"Bangkok is so conveniently located, especially here at QSNCC, the facility is really good. Personally, the experience is really amazing. Bangkok is an amazing place for gemstones, colored stones, and heated gemstones."



**Yanos Beaumont,
Germany**

"For me, it is very convenient to come here to Thailand, where I do most purchases for my brand. I always found what I need right here. I like the fair very much; it is easy to walk through and very convenient."