

THE 73rd BANGKOK GEMS & JEWELRY FAIR



FREE COPY

22-26 FEBRUARY 2026

QUEEN SIRIKIT NATIONAL CONVENTION CENTER
BANGKOK, THAILAND

Organized by



DITP
DEPARTMENT OF
INTERNATIONAL TRADE PROMOTION
MINISTRY OF COMMERCE, THAILAND

GIT
Gem and Jewelry
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THE BANGKOK GEMS SHOW DAILY

25 FEBRUARY 2026

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HRH PRINCESS SIRIVANNAVARI OPENS THE 73rd BANGKOK GEMS & JEWELRY FAIR

Royal opening ceremony at QSNCC highlights Thailand's global gems-and-jewelry leadership





Her Royal Highness Princess Sirivannavari Nariratana Rajakanya graciously presided over the opening ceremony of the 73rd Bangkok Gems & Jewelry Fair on 22 February 2026 at the Queen Sirikit National Convention Center, Bangkok. The fair is organised by the Department of International Trade Promotion (DITP), Ministry of Commerce, and co-organised by the Gem and Jewelry Institute of Thailand (GIT). The ceremony was attended by Mrs. Suphajee Suthumpun, Minister of Commerce; Mr. Vuttikrai Leewiraphan, Permanent Secretary; Ms. Sunanta Kangvalkulkij, Director-General of DITP; Mr. Sumed Prasongpongchai, Director General of GIT; and senior public- and private-sector representatives.

On this occasion, Her Royal Highness cut the ceremonial ribbon and visited the special exhibition “TREASURE OF DREAMS: SIRIVANNAVARI X BEAUTY GEMS,” featuring high jewelry designed by Her Royal Highness and crafted by Thai master artisans.

The 73rd edition runs 22–26 February 2026, featuring 1,222 companies and 2,794 booths across expanded halls, with over 45,000 expected visitors and trade value of at least 3.5 billion baht.

Recognised among the world’s four leading gems and jewelry trade fairs, Bangkok Gems reinforces Thailand’s role as a global trading hub, connecting Thai entrepreneurs with international buyers, strengthening business networks, and showcasing Thailand’s quality, refinement, and master craftsmanship.





ORBIT OF ILLUMINED

Showcases Thai Design Excellence at the 73rd Bangkok Gems & Jewelry Fair

As a highlight of the 73rd Bangkok Gems & Jewelry Fair proudly presents “ORBIT OF ILLUMINED: Thai Jewellers in a Sphere of Refined Design,” is a special exhibition highlighting the creative power, cultural depth, and global readiness of contemporary Thai jewelry design.

The exhibition reflects the Department of International Trade Promotion (DITP)’s long-standing commitment to developing Thai creative talent through its Talent Thai & Designers’ Room incubation programs. These flagship initiatives are designed to nurture emerging designers with strong creative potential, equipping them with mentorship, branding strategies, export knowledge, and access to international trade platforms. Through structured development and real market exposure at major fairs such as Bangkok Gems,

DITP supports designers in transforming artistic vision into commercially viable global brands.

“ORBIT OF ILLUMINED” embodies this mission — bringing together internationally acclaimed Thai jewelry designers alongside a new generation of emerging talents who have grown through Thailand’s dynamic design ecosystem. The exhibition showcases works where clear design thinking, craftsmanship, material innovation, and contemporary aesthetics converge with strong cultural identity.

Featured under “The Jewellers” Exhibition at the Plenary Hall, Level 1, internationally acclaimed Thai jewelry designers include Mirror Mirror Brand, Phannapast Taychamaythakool, Sarran, Supavee Sirinkraporn, Tithi Kutchamuch and Trimode.

Alongside them, “The New Faces” zone at Hall 4, Level G, introduces a new generation of emerging Thai jewelry designers, namely Be’Shine, Cherko, De Frost, Jpada, Malez, Nuj Collective, Sorsara Gems, Taera Jewelry, Worawikran.Studio, and Y Jewelry Thailand.

Together, the exhibition demonstrates how Thai jewelry design places creativity at the core of value — strengthening Thailand’s position not only as a global manufacturing hub, but also as a source of distinctive design innovation.

“ORBIT OF ILLUMINED” is open from 22–26 February 2026 at the Queen Sirikit National Convention Center (QSNCC), as part of the 73rd Bangkok Gems & Jewelry Fair.



Bangkok Gems: the World's Gemstone Destination



Recognized as one of the world's four most important gems and jewelry trade fairs, Bangkok Gems is widely regarded as the largest global marketplace for colored gemstones. The fair offers an unparalleled sourcing platform featuring high-quality rubies, sapphires, emeralds, and a wide spectrum of precious and semi-precious stones, alongside fine jewelry and manufacturing services.

The 73rd Bangkok Gems & Jewelry Fair continues to affirm Thailand's reputation as the world's premier gemstone destination, bringing together leading traders, manufacturers, and buyers from across the globe at the Queen Sirikit National Convention Center (QSNCC).

With strong international participation and a comprehensive representation of the entire supply chain, from gemstone cutting and enhancement to finished jewelry production, Bangkok Gems serves as a strategic meeting point for global trade. The event underscores Thailand's long-standing expertise in gemstone craftsmanship, treatment technology, and export excellence.

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FINE JEWELRY GROWTH IN AN EVOLVING WORLD

UNDERSTAND GLOBAL TRENDS
AND MOVE FORWARD WITH CONFIDENCE

The global fine jewelry market continues to create new opportunities for businesses worldwide. According to EIN Presswire, the market is expected to maintain a robust 5.02% annual growth trajectory through 2029. For traders, manufacturers, and exporters, this growth brings both opportunity and the need to understand where the market is heading next.

Markets are expanding, but competition is intensifying. Consumer expectations are changing. Demand varies across regions. Businesses need clear insights to make the right decisions. The Gem and Jewelry Institute of Thailand (Public Organization) or GIT supports Thai entrepreneurs, traders, and exporters by providing reliable market intelligence and strategic analysis. Through the GIT Information Center, businesses can access insights that help them better understand global trends, plan ahead, and identify new opportunities.

Based on global market analysis, several key directions are shaping the fine jewelry industry today.

Gold jewelry remains strong, especially in India and the Middle East, where cultural traditions and investment demand continue

to drive growth. In the United States and Europe, consumers balance design, lifestyle, and long-term value. Silver jewelry is expanding globally, particularly among younger consumers, due to its affordability, versatility, and compatibility with modern fashion. Platinum is also gaining renewed attention in key markets such as China, Japan, and the United States, supported by shifting price dynamics and growing demand for contemporary and men's jewelry.

Sustainability is becoming an important factor in purchasing decisions. Buyers increasingly expect transparency, responsible sourcing, and products that reflect their values. At the same time, digital platforms, e-commerce, and online engagement are helping businesses reach new customers and expand into global markets.

With the right insights and preparation, businesses can turn market changes into new opportunities. Connect with GIT to stay informed and competitive.

For more information on GIT Standard 3001, please contact The Gem and Jewelry Institute of Thailand (Public Organization) GIT
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THE WORLD'S LEADING GEMS & JEWELRY DESTINATION



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The 74th Bangkok Gems & Jewelry Fair

8-12 SEPTEMBER 2026

Queen Sirikit National Convention Center (QSNCC),
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