

THE 74th BANGKOK GEMS & JEWELRY FAIR

8-12 SEPTEMBER 2026

QUEEN SIRIKIT NATIONAL CONVENTION
CENTER BANGKOK, THAILAND

8-9 SEPTEMBER 2026



Organized by



DITP
DEPARTMENT OF
INTERNATIONAL TRADE PROMOTION
MINISTRY OF COMMERCE, THAILAND

FREE COPY

Co-organized by



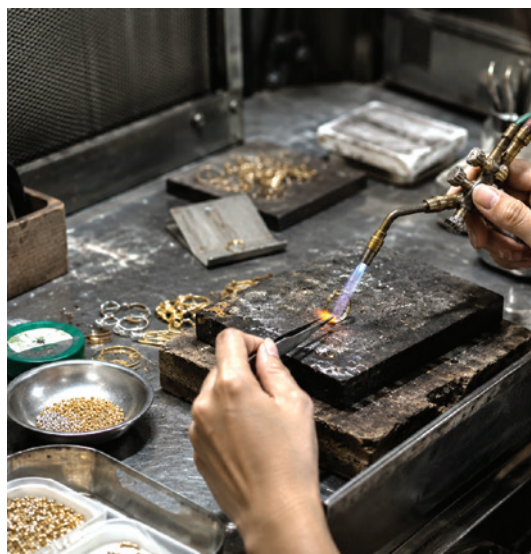
THE BANGKOK GEMS SHOW DAILY

THE WORLD'S LEADING GEMS & JEWELRY DESTINATION



NEW SPARK

*When Jewelry Goes Above and
Beyond Gender Borders*



IN THIS ISSUE

The 74th Bangkok Gems Targets USD 160 Million in Trade
Bangkok Gems Expands Its Global Marketplace with More Exhibition Space at QSNCC
The Colors of Bangkok: Where Connections Come to Life
What Is A CFO in the Gem and Jewelry Industry, and Where Should You Start?



THE 74th BANGKOK GEMS TARGETS USD 160 MILLION IN TRADE

The Department of International Trade Promotion (DITP), together with the Gem and Jewelry Institute of Thailand (GIT), organize the 74th Bangkok Gems and Jewelry Fair, taking place from 8–12 September 2026 at the Queen Sirikit National Convention Center (QSNCC), Bangkok. The international trade event is expected to attract strong global participation and generate more than USD 160 million in trade value.

As one of the world's leading gems and jewelry trade events, Bangkok Gems continues to serve as an important

meeting point for international buyers, manufacturers, exporters, designers, and industry professionals, strengthening Thailand's role as a global trading hub. This year's edition expands its exhibition capacity in response to strong exhibitor demand, bringing together more than 1,300 companies across over 2,800 booths from more than 20 countries, with visitor numbers expected to exceed 45,000.

The fair also showcases Thailand's competitive edge across the gems and jewelry value chain, particularly its expertise in gemstone

enhancement, precision craftsmanship, manufacturing, and OEM/ODM production. Thai exhibitors are expected to account for more than 80% of total participants, offering international buyers direct access to Thailand's established manufacturing base and creative capabilities. Through its extensive international reach and comprehensive industry representation, Bangkok Gems continues to support export development, business matchmaking, and long-term global partnerships, reinforcing Thailand's position as a key destination for the international gems and jewelry trade.

BANGKOK GEMS EXPANDS ITS GLOBAL MARKETPLACE WITH MORE EXHIBITION SPACE AT QSNCC



Following the successful expansion into the Plenary Hall in its previous edition, Bangkok Gems will further expand its exhibition space to include Plenary Hall 3, responding to strong demand from exhibitors while creating greater opportunities for sourcing and business connections.

The expanded exhibition area will give buyers access to a diverse range of products and industry solutions, spanning colored gemstones, diamonds, pearls, fine jewelry, machinery, tools, packaging, and more. With exhibitors and businesses representing all segments of the supply chain, Bangkok Gems offers more than a trade fair—it serves as a global marketplace where the gems and jewelry industry comes together.



THE COLORS OF BANGKOK: WHERE CONNECTIONS COME TO LIFE

Every city has its own palette, and Bangkok's is one of energy, diversity, and endless possibilities. At the 74th Bangkok Gems and Jewelry Fair, the Networking Reception embraces the theme Colors of Bangkok, celebrating the vibrant connections that bring together people, cultures, and opportunities from across the global gems and jewelry community.

Bringing together exhibitors, buyers, industry leaders, designers, and professionals from around the world, the reception offers an elegant and relaxed setting to exchange ideas, strengthen relationships, and discover

new possibilities. Inspired by the many colors that define Bangkok, from its rich cultural heritage and creative spirit to its dynamic international outlook, the evening celebrates the diversity and energy that make the city a natural meeting point for global business.

Just as every gemstone has its own unique color and character, every connection adds a new dimension to the industry. The Colors of Bangkok is an evening to celebrate these different perspectives, shared ambitions, and partnerships that cross borders — creating a brighter future for the global gems and jewelry trade.

The Networking Reception will take place at Ballroom, Level 1, of QSNCC, on 8 September 2026 at 18 hrs. onwards.

gemburi
chanthaburi

Burmese & Mozambique Ruby
缅甸红宝石 & 莫桑比克红宝石

Pigeon Blood Color
鸽血红颜色



Bangkok Gems Booth no.
LG Floor Hall 6
GG 02,04,06,08 / HH 01,03,05,07
at QSNCC Feb. 22-26, 2026

“Manufacturer & Wholesaler of Magnificent Ruby”

Gemburi Co., Ltd.
Email : info@gemburi.co.th

JEWELRY HAS NO GENDER

*Why Men are Wearing Their
Sparkle with Pride*

Once defined by old rules of masculinity and femininity, jewelry is entering a new era — where pearls, diamonds and gemstones are becoming powerful tools of personal style, self-expression and, quite simply, fun.

Once upon a time, jewelry came with an unwritten dress code. Bling things were associated with feminine elegance. Men, meanwhile, were expected to keep things understated — perhaps a watch, a wedding band or a discreet signet ring. But fashion has never been particularly good at staying inside the lines, and today those old distinctions are becoming increasingly difficult to define. Jewelry is moving beyond the idea of “his” and “hers” and returning to something much more universal: a form of personal expression. The transformation can be seen most clearly among today’s style icons, from Harry Styles to Pharrell Williams, A\$AP Rocky and G-Dragon. These men are not necessarily trying to make a statement about gender. Rather, they are demonstrating that jewelry can be playful, expressive and deeply personal — and that there is no reason a man should have to choose between sophistication and sparkle.

PEARLS BREAK THE RULES

Perhaps nothing illustrates this changing attitude better than the revival of the pearl. Once associated largely with feminine elegance and bridal dressing, pearls are now embraced by men as a versatile expression of personal style. Mikimoto, synonymous with cultured pearls for more than a century, offers dedicated men’s collections spanning necklaces, bracelets, rings and earrings. Its collaboration with Comme des Garçons, pairing pearls with punk-inspired details such as spikes and safety pins, further challenges convention — proving that the personality of a jewel is not fixed, but shaped by how it is worn.

The modern man does not wear jewelry to prove power, wealth or masculinity — he wears it because he likes it.

JEWELRY WAS NEVER REALLY JUST FOR WOMEN

In fact, the idea that jewelry is inherently feminine is relatively recent when viewed against the broader history of adornment. Men have been wearing precious objects for thousands of years, using jewelry to communicate power, wealth, social position, spirituality and identity. Kings and rulers adorned themselves with gemstones and gold; aristocrats wore elaborate rings and brooches; signet rings carried family identities; ceremonial jewelry communicated status and authority. In many cultures, male adornment remained an important part of dress long after Western fashion began moving toward a more restrained image of masculinity. Today’s jewelry revival among men can therefore be seen less as a radical new development and more as a rediscovery of something that has always existed.

THE JOY OF WEARING WHAT YOU LOVE

What has changed most is the attitude. The modern man does not wear jewelry to prove power, wealth or masculinity — he wears it because he likes it. A pearl may appeal for its softness, a colorful gemstone for its character, or a bold ring simply because it makes an outfit more interesting. Sometimes, jewelry is simply fun.

This shift is also reshaping the jewelry industry. Instead of strictly separating “men’s” and “women’s” collections, designers are increasingly creating pieces around aesthetics, materials, scale and personality. As fashion becomes more fluid, the same jewel can take on entirely different meanings depending on who wears it. What matters less is who a piece was supposedly designed for, and more whether it feels right on the person wearing it.

For the industry, this is more than a fashion trend: it is an opportunity to introduce jewelry, craftsmanship and precious materials to a broader audience. Men are discovering that jewelry does not have to be reserved for weddings, celebrations or formal occasions. A pearl necklace can become a signature, a gemstone ring a personal talisman, and a pair of earrings an everyday expression of style. Jewelry is becoming less about occasion and more about identity.

Ultimately, the most exciting development in men’s jewelry is not that men are now “allowed” to wear pearls, diamonds or gemstones. It is that the question of permission is disappearing altogether. Jewelry does not need to be masculine or feminine; it simply needs to be beautiful, meaningful or enjoyable to wear. **The future may not belong to men’s jewelry or women’s jewelry — but simply to great jewelry, and to anyone who wants to wear it.**





EVENTS & ACTIVITIES

WEDNESDAY 9TH SEPTEMBER 2026

TIME	VENUE	TOPICS
10.30 - 12.30 hrs	110AB	Gemstone Color Stability Testing: From Irradiation Effects to LED-Based Testing System Development (EN) By Mr. Thanapong Lhuamporn (Chief of Advanced Technique Development Division, GIT) Dr. Bhuwadol Wanthanachaisaeng (Chief of Research and Standard Development Department, GIT)
10.30 - 12.30 hrs	110C	Titanium in Jewelry: New Material, New Possibilities—Exploring Design, Fabrication & Market Opportunities (EN) By Mr. Arturo Sanfeliix (Master Jeweller and Designer) Moderated by Mr. Sidthisak Limvatanayingyong (President, Thai Silver Exporters Association)
14.00 - 16.00 hrs	110AB	Zultanite/Turkish Diaspore: The Rare Color-Changing Gemstone from Türkiye—Origin, Identification, and Market Challenges (EN) By Mr. Fazil Ozen (ICA Ambassador to Turkey and Founder of Harmony Gems & Harmony Academy)
14.00 - 16.00 hrs	110C	When Materials Speak: Alternative Materials in Contemporary Jewelry Design (TH) By Assoc. Prof. Dr. Thanakit Jaisuda (Department of Visual Design, Srinakharinwirot University)

THURSDAY 10TH SEPTEMBER 2026

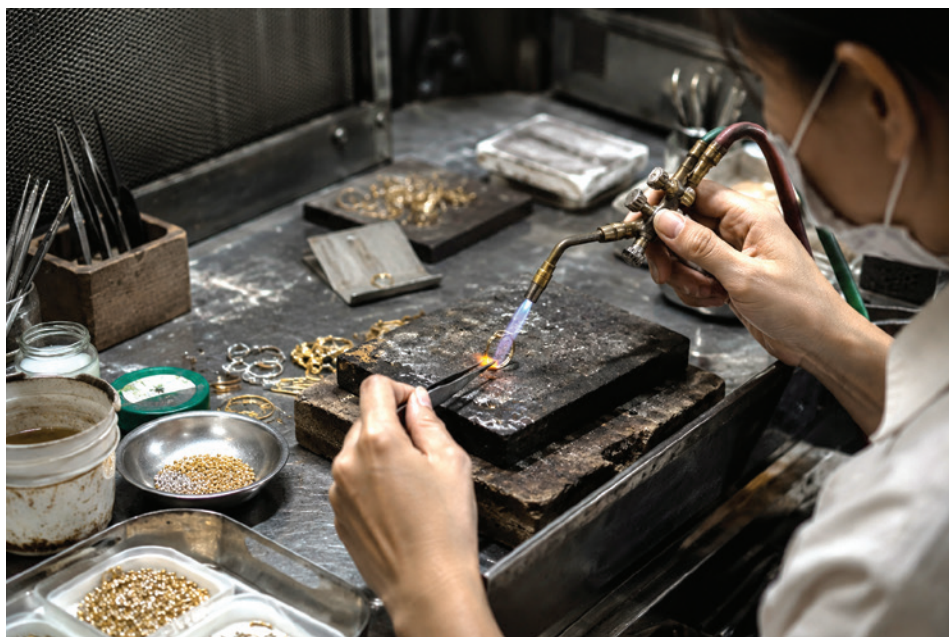
TIME	VENUE	TOPICS
10.30 - 12.30 hrs	110AB	Grow Your Gems & Jewelry Business Globally with eBay (EN/TH) By Mr. Saurabh Wadhwa [Business Development Lead, Gems & Jewelry (IN, SEA & UAE)] Ms. Chanakarn Kobkuerkul [Business Development & Account Manager - Gems & Jewelry (SEA)]
10.30 - 12.30 hrs	110C	Jade Markets in Southeast Asia and Origin Determination (EN) By Dr. Bhuwadol Wanthanachaisaeng (Chief of Research and Standard Development Department, GIT) Dr. Montira Seneewong Na Ayutthaya (Chief of Research and Knowledge Development Division, GIT)
14.00 - 16.00 hrs	110AB	The Legacy of Pearl Testing at GIA (EN) By Dr. Chunhui Zhou [Senior Manager of Research (Pearls), GIA, New York] The Impact of Fluorescence on Diamond Appearance (EN) By Dr. Yun Luo (Director, Metrology & Quality Control, GIA, Carlsbad, CA)
14.00 - 16.00 hrs	110C	From Pure Gold to Durable Gold: Development of High-Hardness 24K Gold Jewelry (TH) By Mr. Jakraphan Suwanvijit (Chief of Precious Metal Department, GIT) Beyond the Shine: Responsible Precious Metals for a Sustainable Future (TH) By Mr. Jakraphan Suwanvijit (Chief of Precious Metal Department, GIT) Dr. Piboonlit Viriyaphol (Director of Gold Research Center) Ms. Wilasinee Sarntijaree [Representative of Thai Silver Exporters Association and Chief Operating Officer (COO), Bowins Silver Co., Ltd.]

FRIDAY 11TH SEPTEMBER 2026

TIME	VENUE	TOPICS
10.30 - 12.30 hrs	110AB	If AI Can Do Everything, What's Still Ours? (EN) By Asst. Prof. Dr. Somlak Wannarumon Kienarova [Director, Naresuan University Science Park (NU SEED) and Assistant Dean, Faculty of Engineering, Naresuan University]
10.30 - 12.30 hrs	110C	From Cultural Spirits through the Journey of Jewels (TH) By Asst. Prof. Dr. Veerawat Sirivesmas (Course Director of Master Program in Design Arts, International Program, Faculty of Decorative Arts, Silpakorn University) Jewelry Entrepreneurs from 7 Brands Moderated by Mr. Chainarin Chonthanath
14.00 - 16.00 hrs	110AB	Emerald Color Mapping for Gemological Applications (EN) By Ms. Supparat Promwongnan (Chief of Gem and Jewelry Testing Department, GIT) Beyond the 4Cs: Lessons Learned from the Diamond Industry for the Colored Gemstone Sector (EN) By Mr. Thanong Leelawatanasuk [Deputy Director (Technique), GIT]
14.00 - 16.00 hrs	110C	Lab Notes & Field Notes (EN) By Ms. Billie Hughes (Lotus Gemology) Mr. Richard Hughes (Lotus Gemology) Summary of Lab Notes (TH) By Ms. Billie Hughes (Lotus Gemology)

WHAT IS A CFO IN THE GEM AND JEWELRY INDUSTRY, AND WHERE SHOULD YOU START?

The world is moving toward a low-carbon future. Industries are adopting circular materials, reducing waste, and improving environmental performance, and the gem and jewelry sector is no exception. But for many businesses, the question remains: Where should we begin?



The world is moving toward a low-carbon future. Industries are adopting circular materials, reducing waste, and improving environmental performance, and the gem and jewelry sector is *no exception*. But for many businesses, the question remains: *Where should we begin?*

A practical first step is conducting a **Carbon Footprint for Organization (CFO)** assessment. CFO measures an organization's greenhouse gas emissions across three scopes: direct emissions from operations (Scope 1), indirect emissions from purchased electricity and energy (Scope 2), and other indirect emissions throughout the value chain, including raw material sourcing, logistics, and waste management (Scope 3). Understanding these emissions helps businesses improve transparency, identify reduction opportunities, and meet evolving international market expectations.

To strengthen Thailand's transition toward a low-carbon economy, **the Gem and Jewelry Institute of Thailand (GIT)** signed a Memorandum of Understanding (MoU) with the Thailand Greenhouse Gas Management Organization (TGO) in 2024. The partnership aims to drive the Thai gem and jewelry industry toward a low-carbon future through professional training, knowledge

transfer, and technical advisory services, enabling businesses to build the capacity needed for carbon footprint assessment and greenhouse gas management.

The initiative began with a pilot project in 2025, supporting two selected Thai small and medium-sized enterprises (SMEs) through site visits, workshops, and pre-assessment audits. The experience and best practices gained from these pilot companies laid the foundation for scaling up the program. In 2026, GIT expanded its support by providing specialized training and technical assistance to 10 additional Thai SMEs preparing for carbon footprint certification.

Measuring your organization's carbon footprint is more than a compliance exercise, it is an investment in long-term competitiveness and sustainability. With expert advisory services, capacity-building workshops, and audit preparation, GIT helps businesses confidently align with international environmental standards.

For more information about CFO assessments and other standard certification services, please contact GIT's Research and Standard Development Department at rd@git.or.th or call +66 2634 4999 ext. 454.

Asia's Leading Gems & Jewelry Trading Platform

Get exclusive news & insight
from industry's expert at [BKKGEMS.COM](https://bkkgems.com)



bkkgems.com

Organized by



DITP
DEPARTMENT OF
INTERNATIONAL TRADE PROMOTION
MINISTRY OF COMMERCE, THAILAND

Co-organized by

