

THE 74<sup>th</sup> BANGKOK GEMS & JEWELRY FAIR

8-12 SEPTEMBER 2026

QUEEN SIRIKIT NATIONAL CONVENTION  
CENTER BANGKOK, THAILAND

10 SEPTEMBER 2026



Organized by



**DITP**  
DEPARTMENT OF  
INTERNATIONAL TRADE PROMOTION  
MINISTRY OF COMMERCE, THAILAND

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# THE BANGKOK GEMS SHOW DAILY

THE WORLD'S LEADING GEMS & JEWELRY DESTINATION



## THE CRAFT WE SHARE

*Gems and Jewelry  
as a Legacy of Humanity*



Jewelry from Golden Stone

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## ***74<sup>th</sup> Bangkok Gems & Jewelry Fair Opens in Grand Style, Expected to Generate More Than USD 160 Million in Trade Value***

**M**iss Kirida Bhaopichitr, Vice Minister for Commerce, presided over the opening of the 74<sup>th</sup> Bangkok Gems and Jewelry Fair at the Queen Sirikit National Convention Center (QSNCC), Bangkok. The fair is organized by the Department of International Trade Promotion (DITP) as the main organizer, in collaboration with

the Gem and Jewelry Institute of Thailand (GIT), with support from government and private-sector agencies as well as 17 key trade associations in the industry.

This year's fair brings together around 1,300 exhibitors from Thailand and overseas, occupying approximately 2,800

booths across the entire G and LG floors, including Halls 1–8 and Plenary Halls on Level 1. The event is expected to attract more than 45,000 visitors and generate over USD 160 million in trade value, equivalent to more than THB 5 billion.

## **BANGKOK GEMS HIGHLIGHTS THE RESILIENCE OF THE GLOBAL GEMS AND JEWELRY INDUSTRY**



**D**espite global economic uncertainties and shifting consumer markets, the gems and jewelry industry continues to demonstrate remarkable resilience, with strong participation and buyer interest at the Bangkok Gems & Jewelry Fair. The robust attendance reflects sustained confidence in jewelry as a long-term store of value, a form of personal expression and a resilient international trade sector.

At Bangkok Gems, buyers, manufacturers, traders and designers from around the

world come together to source products, explore new opportunities and build business partnerships. The strong turnout underscores the industry's ability to adapt to changing market conditions while maintaining demand for quality gemstones, fine jewelry, craftsmanship and value-added products. Bangkok Gems serves as a barometer of industry confidence, demonstrating that even in uncertain times, the global gems and jewelry sector continues to create value, connect markets and generate opportunities across the international supply chain.



# A GEMSTONE HAVEN FOR THE WORLD



For generations, Thailand has earned a reputation as one of the world's leading destinations for colored gemstones, combining exceptional natural resources with generations of expertise in cutting, polishing and gemstone enhancement. At the heart of this ecosystem, Bangkok Gems & Jewelry Fair brings the world's gemstone community together in one place.

From vibrant rubies and sapphires to emeralds, spinels and other precious stones, Bangkok Gems offers buyers access to an extraordinary variety of gemstones alongside Thailand's renowned craftsmanship and jewelry-making expertise. With exhibitors spanning the entire value chain, the fair provides opportunities to source, discover new suppliers and build lasting business connections.

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Bangkok Gems Booth no.  
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GG 02,04,06,08 / HH 01,03,05,07  
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## THE CRAFT WE SHARE: GEMS AND JEWELRY AS A LEGACY OF HUMANITY

Long before jewelry became a symbol of luxury, it was a way for humanity to express identity, love, belief and belonging. Across civilizations and centuries, the art of transforming stones and metals into objects of beauty has connected generations — a tradition that continues to evolve today.

Before there were jewelry houses, luxury brands or fashion seasons, there were **hands**. Hands that collected shells, shaped stones and discovered that a beautiful fragment of the earth could become something meaningful. From ancient beads and amulets to intricate gold and gemstone creations, jewelry has always reflected humanity's desire to create, adorn and tell stories.

What makes jewelry craftsmanship remarkable is the enduring relationship between material, maker and meaning. A rough gemstone begins as something unfinished. Through knowledge, patience and skill, its hidden character is revealed. A cutter understands how to bring out its light; a goldsmith shapes metal with precision;



Jewelry from Pranda Jewelry

a setter creates the perfect foundation; and a designer brings everything together. The tools may evolve, but the fundamental act remains unchanged: **human hands** transforming the **beauty of nature** into something with meaning.

Across cultures, this craft has developed its own distinctive languages. Indian jewelry traditions are renowned for their intricate craftsmanship and extraordinary use of gemstones. Japanese artisans have developed highly refined approaches to materials such as pearls and precious metals. European jewelry houses have built centuries of expertise around diamonds, goldsmithing and haute joaillerie. In Southeast Asia, generations of artisans have developed exceptional knowledge of colored gemstones, intricate metalwork and jewelry-making techniques. Each tradition is different, yet they share a common foundation: knowledge passed from one generation to another.

Thailand is a compelling example of this living heritage. Its reputation as a global gems and jewelry center has been built through generations of expertise in gemstone cutting, enhancement, jewelry production and craftsmanship. Behind every finished piece is a network of skilled people: cutters, polishers, setters, goldsmiths, designers and manufacturers, whose combined knowledge transforms raw materials into finished creations.

But craftsmanship is never truly static. Every generation inherits techniques from the past and finds new ways to interpret them. A traditional motif can become a contemporary design; an established technique can be combined with advanced technology; and digital tools, 3D printing and modern production methods can work alongside hand-finishing. Innovation does not have to replace tradition — it can give tradition **a new language**.

This is increasingly important as consumers look beyond appearance and want to understand how jewelry is made, where its materials come from and what values it represents. Craftsmanship has therefore become part of a jewel's story, with precision, authenticity and human skill contributing to its value.



Jewelry from Youichi Fukasawa



Jewelry from Beauty Gems

Technology may deliver extraordinary precision, but jewelry still carries something deeply human. The subtle decisions of an artisan — the curve of a surface, the balance of a setting or the angle of a gemstone — give a piece its individual character. That human touch is also why jewelry holds such emotional power. We wear it close to the body, give it to those we love and pass it down through generations, allowing each piece to gather stories over time.

**Bangkok Gems** offers a window into this living legacy. Bringing together master artisans, established manufacturers, designers and emerging talents from Thailand and around the world, the fair offers visitors an opportunity to see craftsmanship at every stage — from gemstones and

precious materials to finished jewelry. More than a marketplace, it is a place where generations of knowledge, contemporary creativity and technical expertise come together, allowing the world to experience the craft behind the brilliance.

Ultimately, jewelry craftsmanship is not simply about preserving techniques; it is about preserving knowledge while allowing it to evolve. The next generation will bring new ideas, aesthetics and technologies, adding their own chapters to an ancient story.

Craftsmanship belongs to no single country, culture or generation. It is a shared legacy of humanity, passed from hand to hand, generation to generation, and continually reinvented for the future.

# PASSING THE SPARK FORWARD:

## Why the Next Generation Matters to the Future of Jewelry

As Thailand's gems and jewelry industry looks toward the future, a new generation of designers is bringing fresh ideas, new perspectives and a willingness to reinterpret tradition — with The Designer Zone in Bangkok Gems providing a stage for these emerging talents to step into the global spotlight.

In the world of gems and jewelry, time is measured differently. A gemstone may take millions of years to form, while a jewelry-making technique can be refined over generations. This continuity is one of the industry's greatest strengths — but it also raises an important question: **who will carry it forward?**

For jewelry businesses, handing over to the next generation is about far more than

succession planning. It is about ensuring that knowledge, craftsmanship and cultural identity continue to evolve rather than simply remain preserved. The younger generation brings a different way of seeing the world. They have grown up surrounded by digital technology, global visual culture, social media and rapidly changing consumer expectations. They understand that today's jewelry customer may discover a designer on Instagram, follow a creative process

on TikTok, purchase from another country and expect a brand to communicate its values as clearly as its aesthetics. Their contribution is therefore not simply to continue an existing business, but to ask how that business can become relevant to the next generation of customers.

This is particularly important for Thailand, where the gems and jewelry industry has been built upon a remarkable combination



Jewelry from Monruedee Silver



Jewelry from Unibijoux



Jewelry from Collectivkind



Jewelry from G Craftroom



Jewelry from Gateller



Jewelry from Lucky Merry Gems

of **craftsmanship, gemstone expertise, design knowledge and manufacturing capability**. From colored gemstone cutting and enhancement to intricate jewelry production, generations of Thai artisans and entrepreneurs have established a reputation recognized around the world. But heritage only remains powerful when it continues to inspire new ideas. The challenge, and opportunity, is to allow the next generation to inherit the knowledge without being confined by it.

This is where the idea of “handing over” becomes particularly meaningful. A master artisan does not simply hand a young designer

is not a copy of the past, but a continuation that feels distinctly of its time.

### A NEW GENERATION TAKES THE STAGE

**The Designer Zone at the 74<sup>th</sup> Bangkok Gems & Jewelry Fair** represents this transition in action. Created as a platform to spotlight Thai design talent, the new zone brings together designers and brands whose work reflects the changing face of the country's jewelry industry. Here, creativity takes center stage alongside the technical expertise and craftsmanship that Thailand has long been known for.

demonstrates that Thai jewelry can respect its heritage while speaking fluently to an international audience.

### FROM INHERITANCE TO REINVENTION

The future of the gems and jewelry industry will depend on preserving Thailand's strengths while giving the next generation the confidence and opportunity to reinvent them. Technology will transform design and production, consumer expectations will evolve, and new definitions of luxury will emerge. Yet the essentials remain: the value of skilled craftsmanship, the beauty of a well-cut gemstone, precision, and the emotional connection that makes jewelry truly special. Succession, therefore, is about **continuity with a creative twist**—the older generation provides the roots, while the next generation decides where the branches grow.

***“The challenge, and opportunity, is to allow the next generation to inherit the knowledge without being confined by it.”***

a technique; they pass on an understanding of materials, patience, precision and the belief that quality matters. A family jewelry business does not simply pass down a workshop; it passes down relationships, trust, market knowledge and years of experience. The next generation then adds something of its own — perhaps a new design language, a new technology, a different business model or a new international audience. The result

What makes the emergence of new designers significant is not simply the arrival of younger names. It is the new vocabulary they bring with them. They are experimenting with unconventional forms, contemporary interpretations of Thai culture, unexpected combinations of materials and designs created for consumers who increasingly see jewelry as an expression of identity rather than simply an indicator of status. Their work

**The Designer Zone** offers a glimpse into this future, bringing emerging designers into the spotlight as they develop their voices and connect with the international jewelry community. Their presence is a reminder that every celebrated jewelry house, designer, and master artisan was once part of a new generation with a vision of its own.



Jewelry from Phoenix Electroforming



Jewelry from Jewellista



Jewelry from Blackbird Silver



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**Time :** 10.00 - 17.00 hrs.

**Location :** DITP SERVICE  
In front of Hall 4,  
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