

## The 69th Bangkok Gems and Jewelry Fair Exceeds Expectations with Orders Value Surpassing 3.85 Billion Baht



The Department of International Trade Promotion (DITP) and the Gem and Jewelry Institute of Thailand (Public Organization) or GIT have revealed the results of the 69<sup>th</sup> Bangkok Gems and Jewelry Fair, held from February 21st to 25th at the Queen Sirikit National Convention Center. The event exceeded expectations, with estimated orders value surpassing 3.85 billion baht and nearly 40,000 participants engaging in various activities.



**Mr. Phusit Ratanakul Sereroengrit, Director-General of the Department of International Trade Promotion (DITP),** stated that, "The outcome of the 69<sup>th</sup> Bangkok Gems and Jewelry Fair surpassed expectations. **Total expected orders over the five days exceeding 3.85 billion baht, marking a 16 percent increase over our target. Over 1,125 leading exhibitors from both domestic and international origins participated, occupied 2,483 booths** across halls 1-8 of the G and LG floors at the Queen Sirikit National Convention Center. The event attracted nearly 40,000 visitors, including international visitors from 112 countries. The top five countries in terms of attendance were India, China, Myanmar, Sri Lanka, and the United States of America, respectively. Notably, there was a significant increase in buyers from Europe and America, indicating a positive trend for Thailand's main export markets in gems and jewelry. Additionally, buyers from nine new countries including Tunisia, Croatia, and Malta, visited the fair for the first time.



This event was graced by the presence of **HRH Princess Sirivannavari Nariratana Rajakanya**, who presided over the opening of the **69th Bangkok Gems and Jewelry Fair** on February 21, 2024. On this occasion, the Princess graciously permitted the exhibition of her royal high jewelry designs under the brand **SIRIVANNAVARI x BEAUTY GEMS** in the special exhibition titled **“Heirlooms of Elegance,”** reflecting her royal intention to preserve Thai artisanship and promote the Thai gems and jewelry industry internationally. This exhibition garnered significant interest from attendees.”



**Mr. Sumed Prasongpongchai**, Director General of the Gem and Jewelry Institute of Thailand (GIT), expressed his satisfaction as the co-organizer of the event, saying **“The Bangkok Gems and Jewelry Fair is one of the top five jewelry trade shows in the world, serving as a crucial platform for propelling the Thai gems and jewelry industry onto the global stage.** International organizations, including The International Colored Gemstone Association (ICA) and the ASEAN Gem and Jewellery Trade Association (AGJA), utilize this event to organize activities for their members. Additionally, parallel events are arranged alongside during the show days, such as collaborations between the Bangkok Gems’ organizers and international organizations, signing Memoranda of Understanding (MoU) with the Tanzanian Ministry of Minerals for cooperation in the gems and jewelry

industry, and discussions on the potential support for the organization of the event with the Yunnan Small and Medium Enterprise Association of China, among others. This highlights the importance of the Bangkok Gems show as a key destination for global players in gems and jewelry industry.”



In addition, the organizers, in collaboration with Huatai Jewelry Trading Platform and TaoBao Global, hosted a Live Commerce event to promote Thai gem and jewelry products to consumers in the People's Republic of China through leading influencers. **This live event attracted more than 130 million online viewers from China, resulting in product orders worth over 500 million baht** from exhibitors at the Bangkok Gems fair.





Within the event, there were various trade promotion exhibitions and activities. These included the New Faces zone dedicated to the new entrepreneurs, The Jewellers showcase displaying creative products from upcoming designers, and The Spiritual Power Showcase "RIT-RICH", exploring value creation from Thai soft power. A Networking Reception was also organized to facilitate trade networks, alongside export advisory services provided by representatives from overseas Thai Trade Center, and gemstone verification services by GIT to ensure buyer confidence. Furthermore, seminars on business, marketing, and other relevant topics were held throughout the five-day event, attracting nearly 40,000 visitors and participants.



Finally, the organizers revealed their readiness for the next Bangkok Gems and Jewelry Fair, the 70th edition scheduled to take place from September 9th to 13th 2024, at the Queen Sirikit National Convention Center. Those interested can inquire for more details and reserve space in advance by calling 02 634 4999, extension 639.

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