



21-25 FEBRUARY 2024

QUEEN SIRIKIT NATIONAL CONVENTION CENTER
BANGKOK, THAILAND

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THE BANGKOK GEMS SHOW DAILY

21-22 FEBRUARY 2024



HEIRLOOMS *of* ELEGANCE

HRH Princess Sirivannavari's
Haute Joaillerie Masterpieces

DITP and GIT Join Forces with 13 Partners for the 69th Bangkok Gems, Projecting Over 3.3 Billion Baht in Trade



In a remarkable press conference at Bangkok Marriott Hotel The Surawongse, the Department of International Trade Promotion (DITP) and the Gem and Jewelry Institute of Thailand (GIT), together with 13 other organizations, are set to host the 69th Bangkok Gems and Jewelry Fair. This premier event is anticipated to bolster the trade value by at least 3.3 billion baht, showcasing Thailand's prowess in the global gems and jewelry market.

Highlighting the fair's significance, DITP Director-General, Mr. Phusit Ratanakul Sereroengrit, emphasized its critical role in enhancing Thailand's economic landscape. The gem and jewelry sector, as a leading contributor to the nation's exports, experienced a robust 9.61% growth in the previous year, signifying its vital impact on the economy and employment for nearly 800,000 individuals in the industry.

GIT's Director, Mr. Sumed Prasongpongchai, echoed the fair's importance as a global nexus for trade, particularly in colored gemstones, where Thailand excels as the third-largest market globally. With an impressive turnout of over 1,100 exhibitors and expectations of attracting more than 40,000 visitors, the Bangkok Gems and Jewelry Fair is poised to exceed its trade value targets, reinforcing Thailand's status as a top destination for gems and jewelry trading.

Cultivating Connections at the 69th Bangkok Gems' Networking Reception



Jewelry from Blue River

Bangkok beckons as the 69th Bangkok Gems and Jewelry Fair hosts its coveted Networking Reception, a highlight for exhibitors and buyers alike. Set for February 21, 2024, at the QSNCC's Plenary Hall on level 1, doors open at 17:30 hrs. to an evening of opportunity under the theme "Cultivating Connections." This special event is designed to

foster business networking in a sophisticated setting. Exhibitors of the Bangkok Gems and their special guests are granted complimentary access, ensuring a vibrant gathering of industry elites. Mark your calendar for an event that promises to seamlessly blend business with pleasure.



DITP ONE: YOUR SMART FAIR NAVIGATOR

Experience a seamless visit at the 69th Bangkok Gems and Jewelry Fair with DITP ONE, the innovative app designed to streamline your networking. This cutting-edge application allows visitors to effortlessly collect and manage information with a quick scan of a badge. Bid farewell to cumbersome paper trails and embrace a world of digital efficiency. DITP ONE not only enhances your fair experience by providing instant access to exhibitor details and event updates, but also simplifies follow-ups and connections. Available now – download DITP ONE and elevate your fair journey to an unmatched level of convenience and productivity.



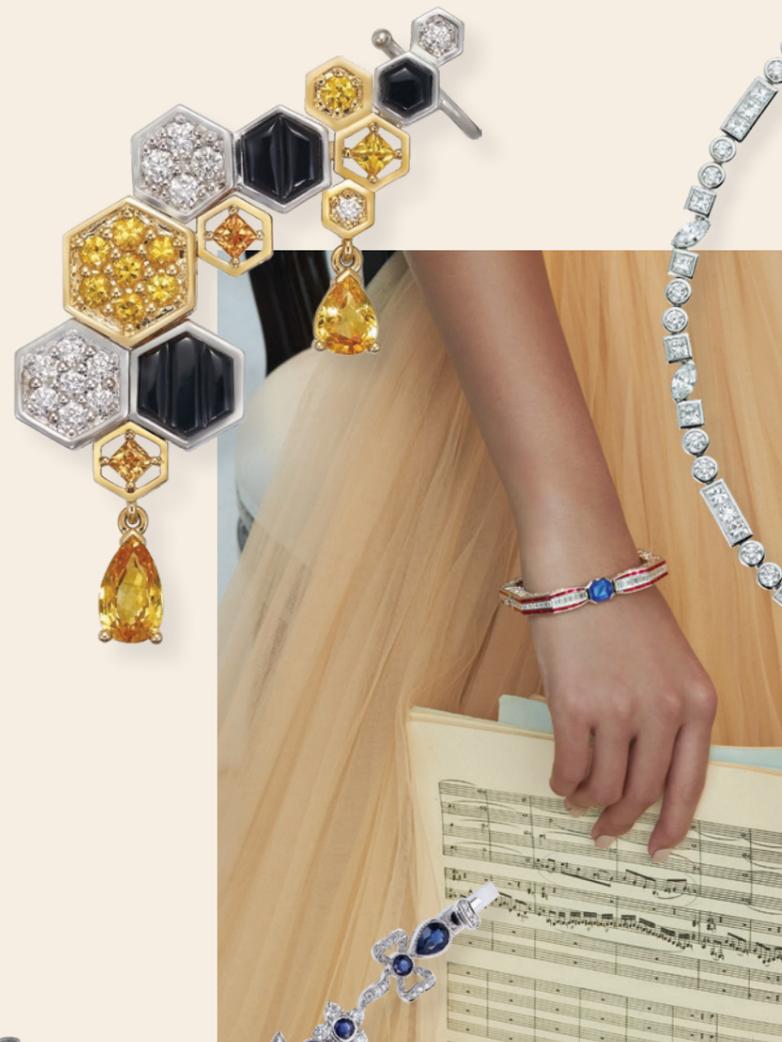






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HEIRLOOMS of ELEGANCE

A Regal Affair in Haute Joaillerie by HRH Princess Sirivannavari

In a dazzling fusion of regal heritage and artisanal brilliance, the “Heirlooms of Elegance” exhibition stands as the pièce de résistance at the 69th Bangkok Gems & Jewelry Fair. This spellbinding collection is the result of an exquisite collaboration between SIRIVANNAVARI, helmed by HRH Princess Sirivannavari Nariratana Rajakanya, and Beauty Gems, Thailand’s vanguard in fine jewelry. Together, they pen the third chapter in a high jewelry saga, where cherished memories and unparalleled craftsmanship intertwine.

The narrative unfolds with “Débutante, My First Love”, a splendid necklace regarded as a symbol of love that catalyzes the Princess’s journey to perpetuate a legacy of creativity within the realm of high jewelry. “For me, “Débutante, My First Love” transcends the mere aesthetics of jewelry; it is a treasured emblem of affection” reflects HRH Princess Sirivannavari, underscoring the profound sentiment and timeless allure that each piece embodies.



Master artisans at Beauty Gems bring this vision to life, marrying traditional techniques with innovative finesse to showcase the Princess's distinct design ethos. This synthesis of art and expertise yields a collection where each jewel is a testament to the pursuit of perfection.

Mr. Suriyon Sriorathaikul, Managing Director of Beauty Gems, expresses his honor in contributing to this magnificent endeavor, emphasizing the collective ambition to elevate Thai craftsmanship to a global audience. The "Heirlooms of Elegance" collection not only showcases technical prowess but also celebrates the intrinsic beauty and meaning behind each creation.



Abstract, geometric shapes meld with *florals*, symbolizing familial *bonds* and *love*

This exquisite collection is more than an array of high jewelry; it is a narrative of love, a passion for elegance, and a tribute to the artistry that defines the Princess's creative vision. From the meticulous selection of gemstones to the final polish, "Heirlooms of Elegance" embodies a meticulous dedication to excellence, where every detail is a reflection of luxury and refinement.

Beyond its aesthetic appeal, the collection serves as a bastion for Thai craftsmanship, bridging the past and present. It honors the skilled goldsmiths under the patronage of HRH Princess Sirivannavari and the master craftsmen of Beauty Gems, whose expertise has been nurtured at the esteemed Kanchanapisek College. This initiative not only preserves traditional techniques but also propels them into the future, ensuring that the art of Thai jewelry making continues to flourish.

The "Heirlooms of Elegance" collection draws inspiration from the Art Deco period, blending abstract and geometric motifs with floral symbols that signify family bonds and love. From the delicate brooches echoing the Queen Sirikit Cattleya and Rose to the reinterpretation of signature motifs like the horsebit, peacock, and tiger, each piece is a narrative woven in jewels, a testament to the Princess's innovative design language.

As we delve into the heart of "Heirlooms of Elegance", we uncover a world where jewelry transcends adornment, becoming a medium for storytelling, a symbol of love, and a legacy to be cherished for generations. In every facet and hue, the collection invites us to explore the depth of elegance and the heights of craftsmanship, marking a new epoch in the art of high jewelry.



"Heirlooms of Elegance" Exhibition at the 69th Bangkok Gems & Jewelry Fair, from 21-25 February 2024 at QSNCC

THAILAND'S GEM AND JEWELRY INDUSTRY: THE PRESENT SCENARIO

Thailand's gem and jewelry sector consistently ranks among the top five export products. In 2023, the export value reached USD 14,636.88 million, making it the country's third most significant export after automotive products & parts and computer-related components. This accounted for 5.14% of Thailand's gross exports. The industry, extending employment to nearly 1 million workers across the supply chain, demonstrates high competitiveness in global markets, particularly in polished precious stones and gem-set jewelry.

Colored Stone Industry

Thailand excels in colored stone manufacturing and trading, especially in gem corundums like Ruby and Blue Sapphire. Despite importing almost all rough stones from overseas, the country maintains a strong reputation with local expertise, high-level skills in gemstone enhancement so call 'Heat Treatment' and

the industry. According to 2023 Global Trade Atlas statistics, Thailand ranks third worldwide in the export of polished precious stones, capturing a share of approximately 16.56%, following the United States and Hong Kong. Moreover, Thailand holds the second position as the largest exporter of polished semi-precious stones, with a significant 19% share, trailing only behind Hong Kong.

Jewelry Industry

Thailand, a key player in the global jewelry market, primarily operates as an Original Equipment Manufacturer (OEM). It excels in gemset jewelry production, presenting exceptional designs, exquisite craftsmanship, and acting as a proficient solution provider for clients, earning international recognition at the forefront.

In 2023, the jewelry industry emerged as the leading export earner within the gem



THAILAND'S COLORED STONE EXPORT VALUE 2015-2023



Source: Ministry of Commerce, data calculation by The Gem and Jewelry Institute of Thailand (Public Organization)

gemstone cutting, providing a competitive edge. Its large trading markets draw global buyers, positioning Thailand as a key player in the international circulation of premium colored stones.

In 2023, colored stones ranked as the third most significant gem and jewelry export, reaching USD 2,013.40 million, a 70.47% increase from the previous year. This growth was influenced by the recovery of Thailand's key export markets, improved economic conditions, increased consumer confidence during festivals, and a rising preference for high-quality gem and jewelry by investors and collectors. Polished precious stones dominated the subcategories, contributing USD 1,313.03 million, comprising over 65% of the colored stone export value, while polished semi-precious stones and rough stones secured the second and third positions with 30% and 5% shares, respectively.

In terms of global competitiveness, Thailand's renowned polishing skills, gemstone enhancement expertise, and governmental support through tariff measures have solidified its position as a key player in

and jewelry category, capturing a significant 30.64% share. Thailand's jewelry exports amounted to USD 4,484.72 million, marking a 9.81% increase from the previous year. Gold jewelry maintained its prominence, representing 57.64% of Thailand's jewelry export value, while silver jewelry accounted for a 36.16% share.

Gold Jewelry: In 2023, the export value of Thai gold jewelry reached USD 2,585.06 million, reflecting a notable 24.72% increase compared to 2022. The United States retained its status as the primary export market, commanding a 26.13% share. Hong Kong and the UK followed, contributing 20.21% and 8.17%, respectively. Together, these three markets constituted nearly 55% of Thailand's total gold jewelry export value.

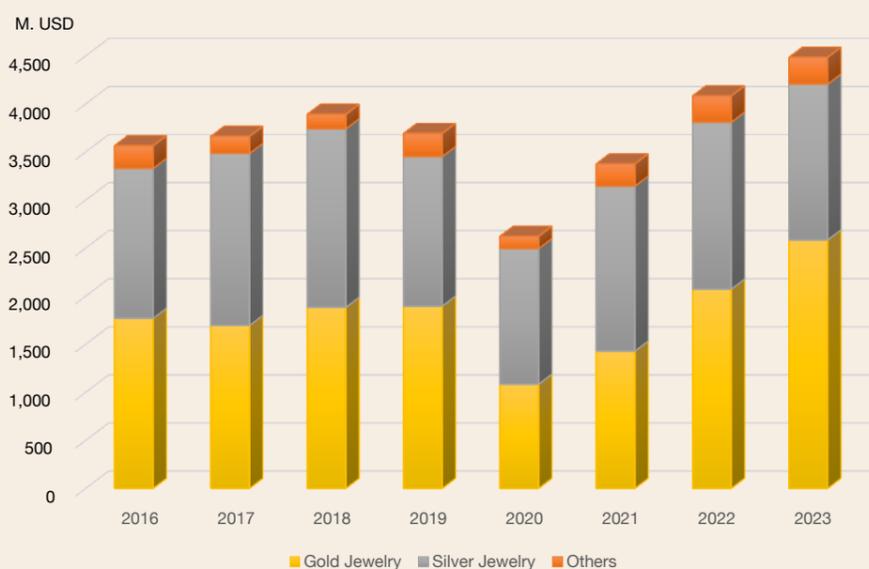
Silver Jewelry: Thai silver jewelry exports amounted to USD 1,621.57 million in 2023, experiencing a 6.63% decline. The United States continued to be the leading export market with a 29.25% share, followed by Germany at 23.28%. India secured the third spot as the most important export market, holding a 12.87% share.

Thailand's jewelry industry excels globally due to skilled craftsmanship, diverse designs, and consistent product quality. Entrepreneurs are elevating products with added value and innovation, shifting from Original Equipment Manufacturing (OEM) to Original Brand Manufacturing (OBM). According to Global Trade Atlas statistics, Thailand has consistently been the world's largest silver jewelry exporter for over a decade, claiming a 20% market share in 2023. Additionally, Thailand holds the twelfth position as the largest exporter of gold jewelry worldwide.

Thailand has consistently implemented policies to support and promote its gem and jewelry sectors. The government,

through strategic tax measures, enhances cost advantages and boosts overall competitiveness. Key industry events, like the biannual Bangkok Gems and Jewelry Fair and the annual International Chanthaburi Gems and Jewelry Festival, play a vital role in increasing industry visibility. The Gem and Jewelry Institute of Thailand (GIT) has initiated the 'Buy With Confidence' program to ensure quality standards, fostering confidence among consumers. These ongoing supportive measures underscore the government's commitment to sustaining and enhancing Thailand's gem and jewelry industry. With continued benefits from these initiatives, the industry is poised to uphold its global standing despite prevailing uncertainties and challenges.

THAILAND'S JEWELRY EXPORT VALUE 2016-2023



Source: Ministry of Commerce, data calculation by The Gem and Jewelry Institute of Thailand (Public Organization)



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|--------------|-------------------|
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February 21 - 25, 2024

At Queen Sirikit National Convention Center

Booth No. HH 01,03,05,07 / GG 02,04,06,08

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