



21-25 FEBRUARY 2024

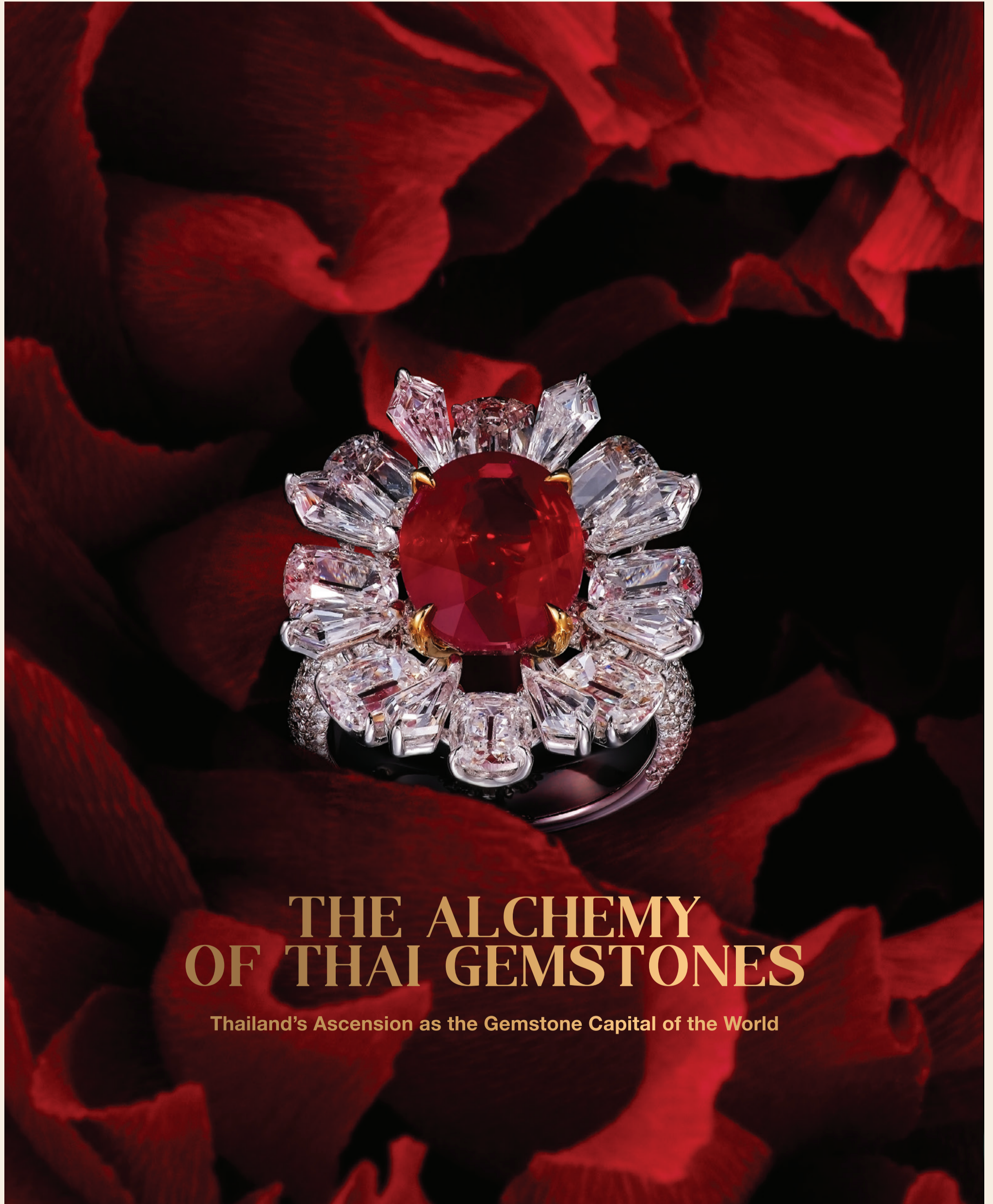
QUEEN SIRIKIT NATIONAL CONVENTION CENTER
BANGKOK, THAILAND

Organized by



THE BANGKOK GEMS SHOW DAILY

23 FEBRUARY 2024



THE ALCHEMY OF THAI GEMSTONES

Thailand's Ascension as the Gemstone Capital of the World

Bangkok Gems' Highlights

Things You shouldn't have missed



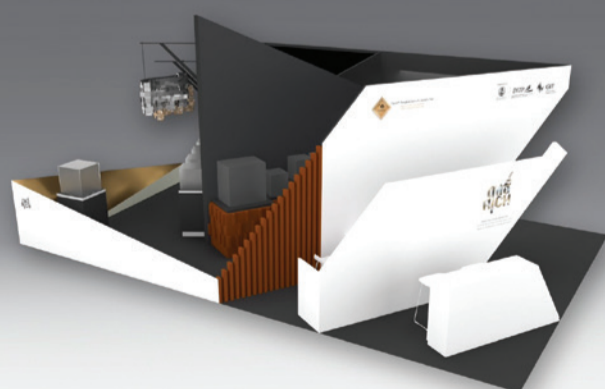
The Heirlooms of Elegance Exhibition

As the main exhibition of the 69th Bangkok Gems and Jewelry Fair, the exhibition showcases the jewelry creations designed by HRH Princess Sirivannavari Nariratana Rajakanya under the concept of 'Heirlooms of Elegance', which are created by jewelry masters of Beauty Gems.

Heirlooms of Elegance, Hall 2 Entrance, G Level

The Spiritual Power Showcase "RIT-RICH":

JEWELRY OF SACRED POWER, THOUGHTS, BELIEFS, PROSPERITY, AND SPIRITUALITY



This showcase is where elemental energies converge in jewelry that transcends material wealth. This showcase presents Thailand's cultural richness, creativity, and spiritual depth through statement jewelry pieces.

Rit-Rich Spiritual Showcase, G Level

Events & Activities

FRIDAY 23RD FEBRUARY 2024

TIME	VENUE	TOPICS
10.30 - 12.30 hrs	110C	Industry Best Practices & Procedures - a Short Introduction to the CIBJO Academy's Programs (ENG)
10.30 - 12.30 hrs	110AB	Narrative Jewelry and Body: Weaving Memory, Personality, and Cultural Signifier in Jewelry Design (ENG)
13.00 - 16.10 hrs.	103	ASEAN's Gem and Jewelry Industry : Collaboration to Sustainable Success
14.00 - 16.00 hrs	110C	New Era of the World's Best Emeralds from Colombia (ENG)
14.00 - 16.00 hrs	110AB	Decoding the Chinese Gem and Jewelry E-Commerce Market (THA)

SATURDAY 24TH FEBRUARY 2024

TIME	VENUE	TOPICS
10.30 - 12.30 hrs	110C	Digital Jewelry Design and Manufacturing for Entrepreneurs 2024 (THA)
10.30 - 12.30 hrs	110AB	Green Energy: Sustainability and Innovations in Jewelry Industry (THA)
14.00 - 16.00 hrs	110C	"Fei Cui" and A New GIA Jade Report (ENG) An Update on Mozambican Rubies (ENG)
14.00 - 16.00 hrs	110AB	Beyond Gem and Jewelry Marketing and Logistic (ENG)



The New Faces

The project focuses on highlighting the talent of Thai artisans, the creativity of young designers, and the exciting new collections from up-and-coming jewellers across Thailand.

The New Faces, G Level



Seminars and Other Activities

A series of seminars relating to markets, products, design, and the use of e-commerce and social media tools for the gems and jewelry industry will be shared to all jewelry enthusiasts. The knowledge is concentrating on how to increase the competitiveness of entrepreneurs, and how to adapt their business practice to the current global business context.



The Jewellers

Thailand is one of the world's top destinations for jewelry entrepreneurs, where several renowned designers have long been recognized for their expertise in jewelry making. The Office of Value Creation, Department of International Trade Promotion (DITP), endorses the growth of jewelry market by organizing 'THE JEWELLERS', showcasing and selling 14 brands of Thai jewelry designers, from the Designers' Room and Talent Thai project and Fashion Showroom (Shanghai) project under the concept of "THE JEWELLERS SELECTED SHOP".

The Jewellers, G Level



Business Matching Activities

The Business Matching and Personal Assistant activities will be provided through Thaitrade.com, in order to facilitate trade for buyers/importers.

Pigeon Blood Color

鸽血红颜色

Burmese & Mozambique Ruby

缅甸红宝石 & 莫桑比克红宝石



gemburi
chanthaburi

Bangkok Gems & Jewelry Fair
February 21 - 25, 2024

At Queen Sirikit National Convention Center
Booth No. HH 01,03,05,07 / GG 02,04,06,08

Email : info@gemburi.co.th



Jewelry by Beauty Gems

THE ALCHEMY *of* THAI GEMSTONES

Thailand's Ascension as the Gemstone Capital of the World

In the heart of Southeast Asia lies Thailand, a country with a dazzling legacy that stretches back centuries. It's a nation synonymous with the artful enhancement of gemstones, a craft that has earned it a position at the pinnacle of global trade. This story begins in Chanthaburi, Thailand's eastern gem, and weaves through the bustling streets of Bangkok, culminating in the illustrious Bangkok Gems and Jewelry Fair.

The journey of Thailand's gemstones is as colorful as the stones themselves. Chanthaburi, once a sleepy town, has its roots deeply embedded in the 19th

century when the discovery of precious stones transformed it into a bustling hub for gem enthusiasts. Post-World War II saw a surge in the Thai economy, with the rise of gem factories, particularly in Bangkok and Chanthaburi, where skilled artisans honed their craft. They became maestros of faceting, cutting raw stones into beautifully polished gems that would capture the eye of any beholder.

The narrative of Thai gemstone enhancement is incomplete without the mention of "Uncle Sam Mueang," an innovator whose experiments with gem heating techniques would forever change the industry. A significant fire in 1968 led Uncle

Sam Mueang to a groundbreaking discovery – the transformative effect of heat on gem colors. His relentless pursuit and experimentation birthed the now-celebrated blue sapphire, setting the stage for a new dawn in gem enhancement.

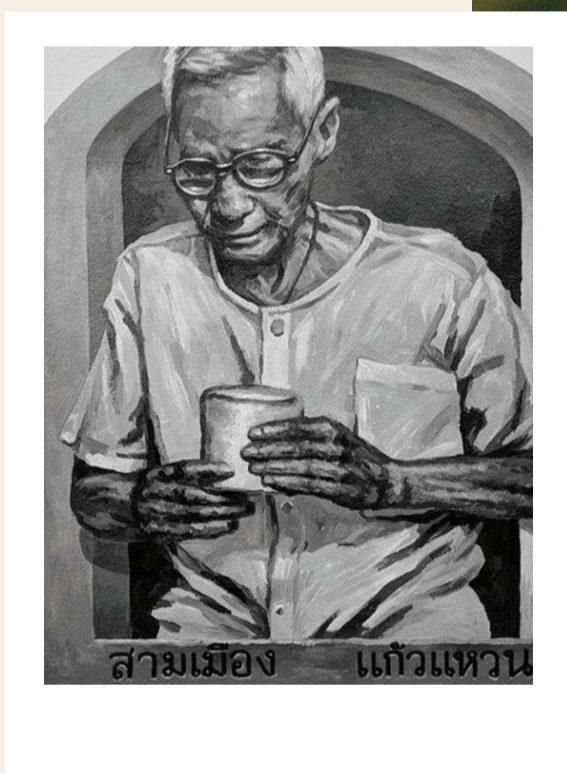
This revolutionary technique set fire to the imaginations of Chanthaburi’s artisans, whose pursuit of perfection catapulted Thailand into the global spotlight. Although the mines of Chanthaburi may no longer be as prolific, the region still stands as a colossal force in the gemstone realm. Today, Chanthaburi acts as a grand stage where raw stones from around the world are transformed into mesmerizing jewels, particularly the illustrious corundum family of sapphires and rubies.

The International Chanthaburi Gems and Jewelry Festival is an annual testament to this legacy, drawing in a global audience of buyers and enthusiasts. This event is not just a festival; it’s a celebration of the region’s indelible mark on the gem industry, showcasing the ingenuity and artistry of Thai craftsmen.



Their skills – *a blend of tradition, science, and artistry* – elevate humble stones into objects of great *value* and *beauty*.

But it doesn’t end there. The Bangkok Gems and Jewelry Fair has emerged as a premier sourcing marketplace, renowned for its high-quality gemstones. It is here that the industry’s heartbeat is felt most strongly, where traders, collectors, and designers from all corners of the globe convene to witness the magic of Thai gemstone transformation.



The “Gems Alchemists,” as Thai artisans are reverently called, are the lifeblood of this thriving industry. Their skills – a blend of tradition, science, and artistry – elevate humble stones into objects of great value and beauty. It is this transformative process that has positioned Thailand not just as a trading hub but as the world’s leading destination for gemstone connoisseurs.

Thailand’s gem and jewelry sector, now a multi-billion-dollar industry, owes its success to the artistry of its people. The country’s rich history, the skill of its artisans, and the annual gatherings that celebrate this heritage all contribute to its standing in the world. The Bangkok Gems and Jewelry Fair is more than an event; it’s a vibrant showcase of Thailand’s dedication to excellence and its enduring legacy as the gemstone capital of the world.



ICA THAILAND MEMBERS GATHERING

FRIDAY
6:30 PM

23

FEB
2024

**COMMON LOUNGE, LEVEL 1
QSNCC**

OUR SPONSORS

gemburi
chanthaburi

GG - 02, 04, 06, 08 /
HH - 01, 03, 05, 07



SANT
Gemstones since 1963

JJ - 02, 04, 06, 08 /
KK - 01, 03, 05, 07



SUKHADIA STONES

KK - 02, 04, 06 /
LL - 01, 03, 05

ICA | GemLab

ETHICAL · TRANSPARENT · RESPONSIBLE



KK - 20, 22 /
LL - 19, 21



VV - 40, 42



PP - 20, 22 /
QQ - 19, 21

REWA

A58,60/
B57,59

DERS
GEMSTONES · JEWELS

KK - 50, 52 /
LL - 49, 51

RMC
www.rmcgems.com

MM - 02, 04, 06, 08, 10 /
NN - 01, 03, 05, 07, 09

TAKAT

EST. 1955

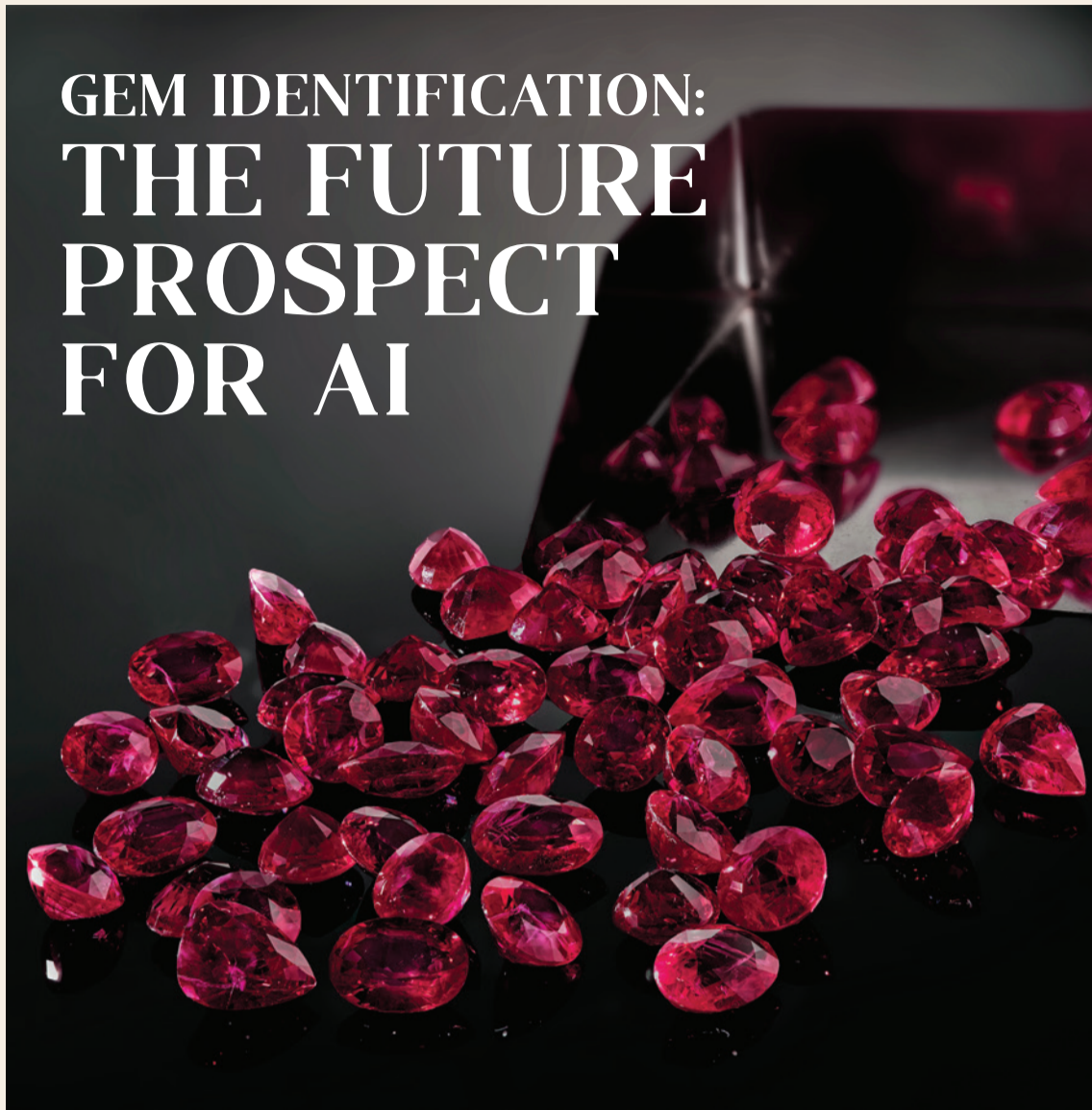
KK - 14, 16, 18 /
LL - 13, 15, 17



SS - 20, 22 /
TT - 19, 21



Hall 1, 4, 5, 8



In the world of gems and jewelry trading, many factors contribute to a gemstone's value. Of course, attributes like color, weight, size and clarity matter. But another crucial factor lies in the origin of gemstones, particularly for corundum (rubies and sapphires) and emeralds. Siamese rubies, Colombian emeralds are much to be coveted.

Expert gemologists rely on physical properties and advanced laboratory instruments for accurate origin determination, but challenges like outdated equipment and insufficient databases lead to potential errors. To address these challenges and propel gemstone origin determination into the digital age, initiatives like the "Gems World Intelligent Database project" by GIT utilize Artificial Intelligence (AI) and machine learning algorithms. These efforts aim to enhance analysis precision, minimize human error, and ensure the enduring competitiveness of the Thai gem and jewelry industry, which has been a trading hub for gemstones, in the global market, especially as consumer interest in gemstone origins continues to grow.

Onsite gem identification services by GIT, located on the LG Level



BEAUTY GEMS

BANGKOK THAILAND TEL. (66) 0 2237 8680-99 FAX. (66) 0 2237 5664-65
 E-MAIL : INFO@BEAUTYGEMS.CO.TH WEBSITE : WWW.BEAUTYGEMS.COM



SUKHADIA STONES CO. LTD.

Wholesaler of Unheated and Heated Single Stones
and Calibrated Rubies and Sapphires



Visit us at:



BANGKOK GEMS
& JEWELRY FAIR

Bangkok / Booth KK02 LL01



Hong Kong / Booth 7-J02

Contact us

sukhadia@sukhadiastones.net - www.sukhadiastones.net