

Press Release

DITP and GIT to Host the 70th Edition of "Bangkok Gems," Reinforcing Thailand's Position as a Global Gem and Jewelry Hub



Bangkok, 21 August, 2024 – The Department of International Trade Promotion (DITP) and the Gem and Jewelry Institute of Thailand (Public Organization) or GIT, along with government and private sector organizers, held a press conference to announce the upcoming 70th "Bangkok Gems and Jewelry Fair," or "Bangkok Gems." The event is scheduled to take place between 9-13 September 2024 at the

Queen Sirikit National Convention Center (QSNCC). It is expected to generate at least 3.5 billion baht in revenue.



Mr. Phusit Ratanakul Sereroengrit, Director-General of the Department of International Trade Promotion, said that "the gem and jewelry industry is vital to driving the country's economy. Despite the global economic slowdown caused by various challenges, the export of this product sector in 2023 grew by 9.61%, with a value of over USD 8.8 billion. In the first half of 2024, exports reached USD 4.556 billion, an 8.48% increase compared to the same period in the previous year. The Bangkok Gems Fair is a key mechanism that helps Thailand achieve its goal of becoming a major global hub for the gem and jewelry trade."

"Bangkok Gems is the largest gem and jewelry trade fair in Thailand, the oldest in Asia, and ranks among the **top four in the world**. It is a crucial event that attracts buyers from around the globe to negotiate and further business connections. In recent years, Bangkok Gems has experienced growth in all aspects, including a **34% increase in exhibitors**, a **17% increase in booths**, a **40% increase in visitors**, and a **102% increase in trade value**, as well as greater diversity in participating countries. The 70th edition of Bangkok Gems is expected to receive even greater response from global buyers and is projected to generate at least 3.5 billion baht in trade value," added Mr. Phusit.



Mr. Sumed Prasongpongchai, Director-General of GIT and co-organizer of the Bangkok Gems and Jewelry Fair,

stated, "From the evaluation of the 69th edition of Bangkok Gems, we found that both exhibitors and visitors were highly satisfied, with an average satisfaction rate exceeding 95%. Compared to other trade shows worldwide, Bangkok Gems ranks first in satisfaction among both exhibitors and visitors. The upcoming 70th edition, set to take place in September, has received an equally strong response. **Over 1,100 leading companies from Thailand and abroad will participate, showcasing their products in nearly 2,500 booths. We expect more than 35,000 visitors from around the world.**"



The Bangkok Gems and Jewelry Fair serves as a crucial trading platform for SMEs of all levels, offering opportunities to meet and negotiate with global business leaders and buyers. The

event fosters the creation of networks and partnerships, expands business opportunities, and promotes comprehensive collaboration. Additionally, the fair features a variety of engaging activities, including the New Faces zone dedicated zone for upcoming entrepreneurs, rising designers in ‘The Jewellers’ project by DITP, selected entrepreneurs from the Smart Jewelers by GIT program, and over 60 local entrepreneurs from Chanthaburi brought in by the Chanthaburi Provincial Commerce Office. Other highlights include a Networking Reception, gem authentication services with certified results available during the event, and educational seminars covering both technical and marketing aspects. Noteworthy sessions include a seminar on the Middle Eastern market led by experts from Dubai and a consultation session by experts from Dubai on preparing to enter the Middle Eastern market.



The 70th edition of the Bangkok Gems and Jewelry Fair will take place from 9-13 September 2024, featuring products and services from 1,100 leading companies from Thailand and abroad, spread across 2,470 booths, occupying Halls 1-8 on both the G and LG floors of the Queen Sirikit National Convention Center in Bangkok. For more information, visit www.bkkgems.com or facebook.com/Bangkokgemsofficial.



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