

58th BANGKOK GEMS & JEWELRY FAIR



Press Release

DITP rolls out new look for "Bangkok Gems and Jewelry Fair"

Being global, sophisticated, and design-oriented
to draw new target groups and stimulate trading

The event planned to become the world's top three best fair by 2018



Mrs. Malee Choklumlerd, Director-General of the Department of International Trade Promotion (DITP), the Ministry of Commerce, has unveiled that the DITP will host the 58th Bangkok Gems and Jewelry Fair from September 7-11, 2016, at the Challenger Hall, IMPACT Muang Thong Thani. Performing the task as the host of the significant event is a significant mission and mechanism of the DITP to drive the government policy aimed at developing Thailand's competitiveness in trading and producing gems and jewelry as the country is stepping up to become the world's center of the gems and jewelry industry.

The 58th Bangkok Gems and Jewelry Fair serves as a crucial platform to open up new opportunities for buyers around the world, who are seeking raw materials, wishing to update innovations, and new technologies, finding quality gems and jewelry from leading producers, negotiating with new trading counterparts, paving the way for SMEs to expand their business to international markets, and providing Thai designers and gems and jewelry brands with new venues to stage their works.

To gear forward for Thailand's Gems and Jewelry Fair to become one of the top three events of its kind in the world by 2018, the DITP, as the host of the 58th fair and beyond, has come up with a fresh new look and equip the event with greater efficiency to ensure enhanced effectiveness. The DITP has also integrated their operation with other partners in the private and public sectors.

"The DITP believes that the 58th Bangkok Gems and Jewelry Fair will significantly attract new buyers and new importers. Many exhibitors and business operators have signed up for over 400 booths following the application submission between April 1-20, 2016. A greater number of high potential traders, importers, leading brand buyers, and noted designers from around the world, is expected to participate into the event to total approximately 30,000 participants. They are expected to come from Thailand, Hong Kong, India, China, Singapore, Malaysia, the US, Japan, Taiwan, and Russia, among others. The DITP is confident that the event will create more trading and greater business networking as well as drive the country's gems and jewelry industry to encourage further economic growth and export progress," Mrs. Malee said.

The DITP has concentrated on developing the fair to embrace an international appeal, modernity, and sophisticated design to keep up with the world trend. Adding to the event this year are drawing in new participants from Thailand and ASEAN via its trading channels around the world, highlighting the strength of colourful gem stones as

Thailand has been known one of the world's major sources for cutting and polishing process for the precious stones. The Thai operators are also strong in their finest craft and excellent design. The DITP has also prepared a seminar to equip the visitors and exhibitors with knowledge on the global market trend, product development, presentation skills, and booth design and decoration.

The fair spans more than 58,000 square meters to feature 8 primary groups and stage an exhibition that focuses on niche markets, that other events have never introduced before. The niche groups are considered to hold high purchasing power that is likely to enjoy the growth potential in the future; for example, gems and jewelry for senior citizen, for men, for pet lovers, and for special occasions such as wedding or festivals.

Regarding the floor plan and design, the DITP will introduce a new floor plan concept and adjust segments and groups of products and services to be based on the demand and interest of the buyers. The DITP will create distinctive relaxation spots as landmarks for the buyers and visitors to encourage trading and sales for the business operators. In the exhibition section, sophisticated designs are planned to define stronger identity. To support Thai brands, a space exclusively dedicated to stage Thai Jewelry Brands and showcase the works of Thai designers and business operators that have learned from experts in New York, the United States.

In addition, the DITP has mapped out publicity plans to hit target groups in Thailand and abroad via several channels especially online media as it is capable accessing the target groups rapidly and effectively. The publicity is conducted through some 61 international trade promotion offices around the world. They play a major role in inviting the persons with the decision authority to visit the fair. The DITP has also acquired a database on buyers and importers from the world's leading trade and exhibitions database providers, which covers three continents including Asia, North America, and Europe, to expand more channels for greater awareness.

To facilitate the exhibitors at the event, the DITP has planned to provide commuting services to and from the venue, information about hotels nearby. On security issues, the DITP has tightened up the safety system, including personnel and CCTV, to be more effective than the previous fairs to ensure exhibitors and visitors of their safety.