

Report on Indian Delegation and 38th Bangkok Gem & Jewellery Fair (13 to 17 September, 2006)

Introduction

Show Name: 38th Bangkok Gem & Jewelry Fair
Date: 13th – 17 September, 2007
Show Hours September 13-16 - 10.00 am – 6.00 pm
September 17, 2006 - 10.00 am – 5.00
Venue: Impact Exhibition & convention center, The Challenger **Hall 1-3**
99 Popular Road, T. Banmai, A. Pakkred, Nonthaburi – 11120
www.impact.co.th
Organizer: Thai Gem & Jewelry Traders Association (TGJTA)
Jewelry Trade Center, 52nd FL. 919/616 Silom Road
Bangkok – 10500, Thailand
www.bangkokgemsfair.com
Jointly-Organizer: Department of Export Promotion
22/77 Rachadapisek Rd, Chatuchak, Bangkok 10900. Thailand
www.depthai.go.th

The Bangkok Gems & Jewelry Fair is the biggest show and well known in the Asia and its importance for Indian because Bangkok have been attracting buyers/tourists around the world and Bangkok is also one the most exciting and exotic cities in the world to host a gem and jewelry fair with every modern convenience nestled right in alongside ancient Thai Culture.



The Bangkok fair moved to the spectacular “**Challenger Hall**”, a state-of-the-art **80,000** square meter exhibition enter. The new venue features column-free exhibition space with world-class security features.

The co-organizers, the Thai Gem and Jewelry Traders Association and the Department of Export Promotion, hosted over **1,500 exhibitors** and specialty pavilions from **30 countries** presenting the largest range of products found at any gem and jewelry exhibition in the world. The co-organizers were encouraged to expand the venue to accommodate the many exhibitors waiting to acquire booth space in the popular event. Approximately, more than **30,000 Visitors/buyers** around the world attended Bangkok & Jewelry Fair

The organizers have worked at designing the hall to provide as much space as possible for companies both local and international. The international pavilion were from Hong Kong, Japan, Taiwan, Korea, India,, Sri Lanka, Germany, Israel, , Poland, Norway turkey. Buyers were able to see an incredibly diverse product selection all under one roof.

Special Activities of the Show-:

- **TGJ Elite Creations**

As its name implies, TGJ Elite Creations is a splendid showcase of some of Thailand's most spectacular jewelry and objects d'art put on display during the Bangkok Gems & Jewelry Fair. Tens of thousands of visitors from around the globe converge in Bangkok for this 5-day event where a world

of gems and jewelry is on display. The pieces unveiled in the TGJ Elite Creations pavilion have never been on exhibit before and include breathtaking necklaces, earrings, bracelets, rings, brooches, and many other jewel encrusted objects. Entries can be single pieces or sets and made from gold, white gold, platinum or silver, and can be set with diamonds and colored gemstones. Each extraordinary piece is crafted by top Thai craftsmen and gives viewers a clear indication of the excellent quality of products produced in Thailand

- ***Special Preview Exhibit***

The Special Preview Exhibit brings you fascinating new jewelry designs from some of Thailand's leading jewelry manufacturers Exhibitors devote many months of creative effort to launch their newest and most dazzling designs just in time for the huge number of visitors to the Bangkok Gems & Jewelry Fair. Discover the incredible versatility of Thai jewelry and get a complete overview of design and manufacturing capabilities from this unique.



- ***Silver Exporter Club Showcase***

The Silver Exporters Club has organized a special exhibit for their members to highlight the quality and craftsmanship of silver jewelry produced in Thailand. This display puts the spotlight on fantastic silver jewelry designs that this group of manufacturers is making popular throughout the world.

Thailand Silver Jewelry Design Contest 2006 Reward

The Department of Export Promotion in association with Thai Gem and Jewelry Trader Association, Silver Industry Group, Thai Silver Exporter Club and Signity. (Thailand) Co., Ltd have announced the winners of Thailand Silver Jewelry Design Contest 2006 under the theme of Couture; Emphasizing the simply luxury of silver jewelry which can be used for all accessions.

- ***Thank you Party***

Another highlight of the fair is the legendary thank you party--a night of dazzling entertainment and a tempting array of international cuisine. This event gives visitors an evening to network with top industry leaders in a festive atmosphere. Guests enjoy a warm Thai welcome by their hosts while feasting their eyes on gorgeous Thai models adorned in some of the most stunning gem and jewelry creations as they make their way along the catwalk.

- ***Seminars***

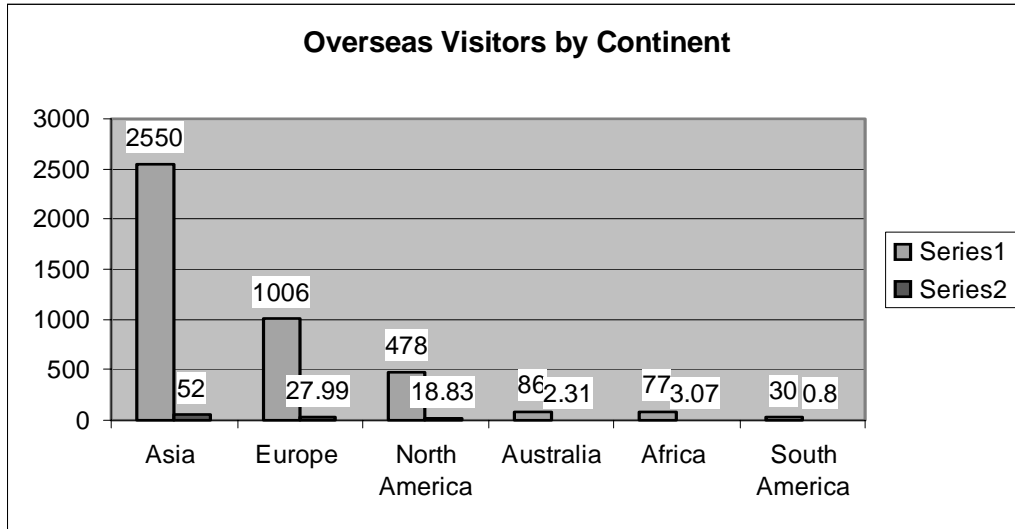
The Bangkok Gems & Jewelry Fair offers an extensive seminar program here at Impact Challenger. Visitors can get acquire in-depth information on industry issues as well as ideas and training from leading institutions from Thailand and around the world. Please feel free to join us for talks on topics concerning gems and jewelry, marketing, trends, and many other subjects sure to help you keep informed and prepare you to face the challenges in the industry.

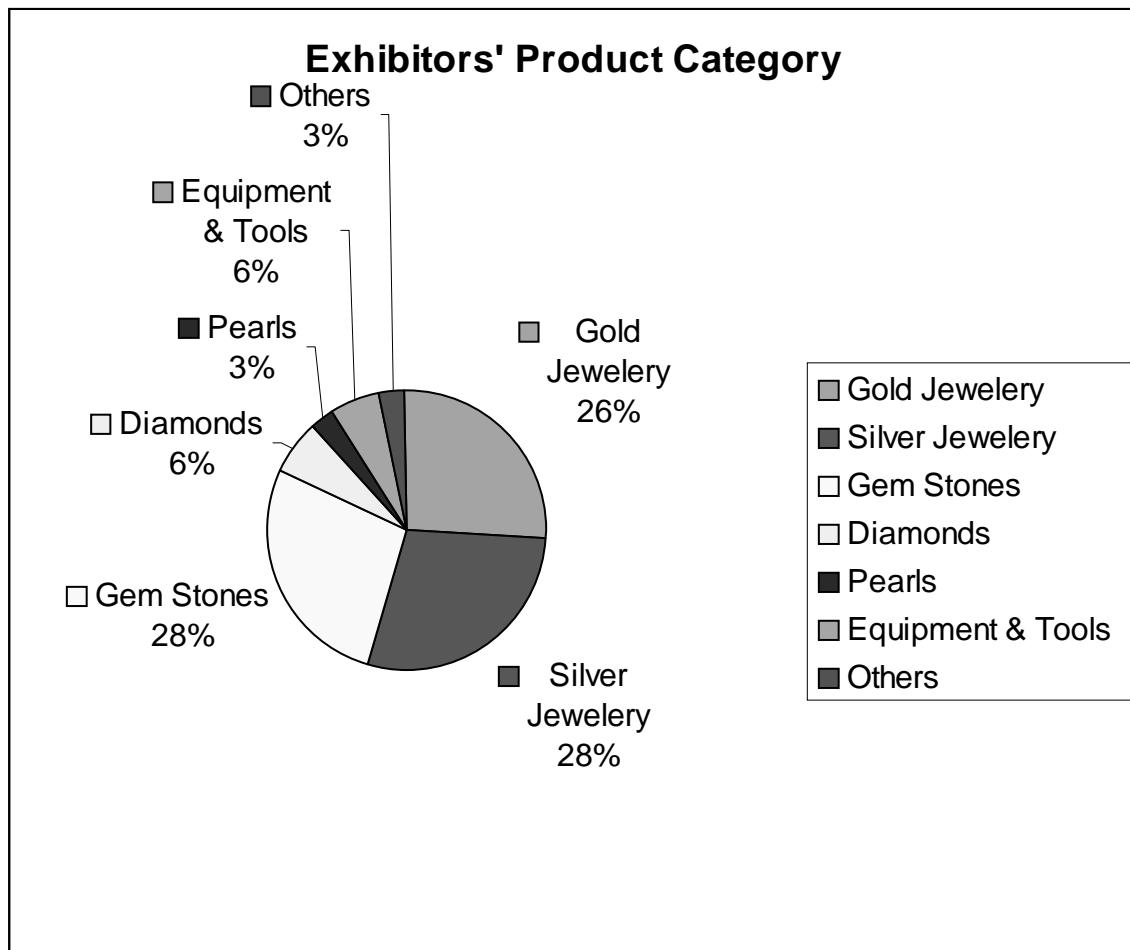
- ***Cooperation from Institutions***

Apart from the awesome display of gems and jewelry, the 38th Bangkok Gems and Jewelry Fair also enjoys participation from well-known institutions such as the Gem & Jewelry Institute of Thailand,

Srinakarinwiroj University, Chulalongkorn University, Kanchanapisek Royal Goldsmith College, Silapakorn University, the Asian Institute of Gemological Sciences, the Gemological Institute of America and many more.

- **The figure below gives the approx bifurcation of overseas visitors and exhibitors' product category.**





Core Area of Work at the Show:

- To Promote **India Pavilion** with the at BGJF (Bangkok Gems & Jewelry Fair.)
- To organize the **Indian delegation** Programme, **Chairman lecture** and **Cocktail Diner** etc.
- Awareness campaign for **IJS 2007**
- To distributions of the Promotional & Publicity material of the GJEPC.
- To managed the GJEPC booth.



Promotional Activities undertaken

- The council did a Two-fold promotion for the India Pavilion, covering both print Media as well as the Electronic Media.
- A full Page Advertisement of India Pavilion in the daily Newsletter of the Show for the first three days.



- A one Minute Video Clipping of India Pavilion was programmed to run continuously on the Giant Screen at the registration center and also at the screen in front of every hall entrance.
- The Brochure of India Pavilion containing the information of every exhibitors were distributed from the council's booth along with the copy of Solitaire International and other IIJS 2007 promotional materials which were put inside the complementary paper bag as kit.
- Identified the prominent byres and international exhibitors to invite them for the India evening on 18th September, 2006 at Hong Kong Fair, Asia World Expo.
- Meeting with the International exhibitors to participate in the **IIJS-2007**. (List of the exhibitors met as annexed -1)

Indian Pavilion

The Council organized the “Indian Delegation” and “Indian Pavilion” with the Join Participation of eighteen exhibitors showcasing their merchandise at Twenty-Five booths. The Indian Pavilion was located at the Challenger – 1 with the other International Pavilion. The Indian Pavilion was well organized and exhibitors were satisfied with show. The Following were the exhibitors under the Indian Pavilion: -



S.No.	Name of The firm & Address	Area	Booth No. Alloted
1	Agni Jewels	09 Sqm.	G - 34
2	Classic Silver Palace	09 Sqm.	G 38
3	Emrusa Jewellers	09 Sqm	G - 24
4	GJEPC	09 Sqm	A - 11
5	H.R Brothers	09 Sqm.	G - 36
6	JAIPUR EXPORTS	18 Sqm.	H 36 + 38
7	Jaipur Emporium	09 Sqm	G - 22
8	Mega Jewels Private Limited	09 Sqm	G - 26
9	New Star Gems	09 Sqm	G 41
10	ORIENTAL GEMCO PVT. LTD.	18 Sqm.	G 30 + 32
11	Paniharin Export	09 Sqm	G - 28
12	RATHI EXPORTS	18 Sqm.	G 29 + 31
13	Sabir Jewellers	18 Sqm	H 40 + 42
14	SARA JEWELS	09 Sqm.	G 35
15	SILVER MOUNTAIN	18 Sqm.	H 30 + 32
16	SPECTRUM JEWELS	09 Sqm	G 33
17	Sunrise Silver Palace	09 Sqm..	G 37
18	SWARANGANGA JEWELLERS	09 Sqm.	H 34
19	Vog Gems Pvt. Ltd.	09 Sqm	G 39



Shri Gaurav Joshi, Assistant Director and Shri Ajay Purohit, Executive – Exhibitions from the Regional office Jaipur, represented the Council at the Show.

Observation / Suggestions

- Indian Pavilion was the among biggest International pavilion
- The Chairman suggested the Indian Pavilion should be more attractive like other international pavilion (given below).
- The FTA between India & Thailand will boost the bilateral trade between the countries
- Indian Pavilion location must be in front of the entrance like Hong Kong Pavilion
- India Pavilion must have logo 'INDIA' in the pavilion design, which must be visible from distance.
- Sing board advertisement of India Pavilion like given below photo



11/9/2006

Meeting with officials of Indian Embassy, Thailand

The meeting was held with Shri Dinkar asthana, Commercial Counselor and Mr. S. Chinpau Ngaihte, Attache (Commercial) from the Indian Embassy of Thailand, Shri Gaurav Joshi and Shri Ajay Purohit represented the council. The following point discussed in the meeting: -

- Exchanged the information about the government policies, GJEPC, Industry, exhibitions and participant of the show.
- How to improve the business between the booth countries
- How to wave- off duty charges on the publicity material, which have been sent by the council for the distribution at the show. On this Mr. S. Chinpau Ngaihte suggested to start the

communication in the early stage from next time so that they can make the proper formalities with the custom officials like fill up the DP-1 form etc. to make the promotion material duty free. He suggested that whenever the council remits the payment to Embassy, it should also include the amount of the charges of bank to transfer the money so that the embassy receives the full payment. (US\$ 65 was short of payment due to bank charges, which was paid in cash. He also suggested the remittance of money should be along with the complete information as they have to pass the entry at the end of the month

Indian Delegation

List of Indian Delegates: -

Delegation Names	Company Name	Designation
Mr. Rajiv Jain (Leader of Delegation)	Sambhav Gems	Director
Mr. Vijay Chordia	Veletine Jewellery (I) Pvt Ltd.	Director
Mr. Pramod Agarwal	Derewala Jewellery Industries	Director
Mrs. Sudha Agarwal	Sudha Jewellers Pvt. Ltd.	Director
Mr. Ashok Singhi	Anukool Gems	Partner
Mr. Nitin Vijay Gupta	Guptasons Jewellers & Gems Pvt. Ltd.	Partner
Mr. Ruchir Goenka	Galaxy Gems	Partner
Mr. Bakul R. Mehta	The Gem & Jewellery Export Promotion Council	Chairman
Mr. Sabyasachi Ray	The Gem & Jewellery Export Promotion Council	Director, Exhibitions
Mr. Gaurav Joshi	The Gem & Jewellery Export Promotion Council	Asst. Director, Jaipur Region
Mr. Ajay Purohit	The Gem & Jewellery Export Promotion Council	Executive, Jaipur Region

Indian Delegation Scheduled was: -

Time			
Date	Day	Arr in Bkk	Programme
13th Sept	Wednesday	0500 hrs	Van has been arranged for the Delegates as per the individual arrival timing
13th Sept	Wednesday	07.00 hrs	Reach Hotel Holiday Inn
13th Sept	Wednesday	9.30 - 10.00 hrs	Leave Holiday Inn Hotel for Impact Exhibition Centre by Shuttle bus arranged for the visit
13th Sept	Wednesday	11.00 - 17.00 hrs	at the venue
13th Sept	Wednesday	17.30 hrs	Back to hotel by shuttle bus
14th Sept	Thursday	0500 hrs	Shuttle Bus has been arranged for the Delegates as per the individual arrival timing
14th Sept	Thursday	07.00 hrs	Reach Hotel Holiday Inn
14th Sept	Thursday	9.15 hrs	All the Delegates gather in the Lobby to visit Exhibition
14th Sept	Thursday	9.30 - 10.00 hrs	Leave Holiday Inn Hotel for Impact Exhibition Centre by Shuttle bus arranged for the visit

14th Sept	Thursday	10.30 - 11.30 hrs	Attend the Fashion Show from Beijing at Lobby of Challenger Hall no.2
	Thursday	12.00-13.00 hrs	Lunch hosted by Thai Gem & Jewellery Trade Association (TGJTA) at Manohra Restaurant Challenger Hall
	Thursday	14 .30 hrs	Meeting with Mr. Ted Themelis (owner of gems heat treatment factory) at Impact Exhibition Center
	Thursday	17.30 hrs	Departure from Impact Exhibition Centre for Holiday Inn Hotel by the same shuttle bus
15th Sept	Friday	08.00 -9 00 hrs	Breakfast to be completed
		.09.30 -10.00hrs	Leave Holiday Inn Hotel for Impact Exhibition Centre by Shuttle bus arranged for the visit
		11.00 -11.15 hrs	Registration in front of Jupiter Room # 10
		11.15-12.00 h rs	Mr. Bakul Mehta, Chairman of GJEPC as Guest Speaker on' India- Thailand Cooperation for Greater Trade Expansion" at Jupiter Room No.10
		12.00 - 12.30 hrs	Question and Answer Session
		12.30-13.30 hrs	Lunch hosted by DEP & TGJTA at Manohra Restaurant Challenger Hall, Impact
		13.30-14.30 hrs	Discussion with Indian - Thai Delegate at Jupiter Room NO.4-5
			Target Audiences: The Department of Export Promotion Authorities & Local and Overseas Exhibitor, Traders
			The Guidelines of Topics
			The good chances of 4 items of jewelry which will enjoy 0% Tax
			Joint Promotion
			Exchange of information
			Organizing of buying and selling mission with two countries
		17.00 hrs	Departure from Impact Exhibition Centre for Holiday Inn Hotel by the same shuttle bus
		17.30 hrs	Cocktail and Dinner Party at Bistro Restaurant hosted by GJEPC & ITDCA
		20.30 hrs	Departure from Impact Exhibition Centre for Holiday Inn Hotel by the same shuttle bus
16th Sept	Saturday	08.00 -9 00 hrs	Breakfast to be completed
		.09.30 -10.00hrs	Leave Holiday Inn Hotel for Impact Exhibition Centre by Shuttle bus arranged for the visit
		10.30 hrs	Arrive at Gemopolis Industrial Estate
			Welcome by mr. Boonyoong Assarasakorn, President of I.G.S. Public Co., Ltd
		10.45-11.00 hrs	Video / Presentation of Gemopolis Outlook, by Mr Suttipong Damrongsakul Asst. Managing Director of I.G.S. Public Co.,Ltd.
		11.00-11.30	Speech by Mr. Bakul Mehta, Chairman of GJEPC
		11.30-12.00 hrs	Site visit at Gemopolis Mall and around Gemopolis Industrail Estate

		12.00-13.00 hrs	Lunch hosted by I.G.S. Public Co., Ltd
		14.00-17.00 hrs	Visit to the Show
		17.30-18.00 hrs	Leave Impact for Holiday Inn Hotel by Van

Activities 14/09/2006



The Chairman and other member of the delegation attended the fashion show from China at the lobby of Challenger Hall – 2. The Delegates exchanged information of trade with the repetitive of China fashion Show.

The Thai Gem & Jewellery Traders Association hosted the lunch for Indian Delegation and Manohara Restaurant Mr. Atul Jogani, (Vice President, TGJTA) along with the other Directors of TGJTA attended the lunch and discussed various aspects of trade between India & Thailand.



The Chairman along with Shri Vijay Choradia, Sh. Pramod Agarwal, Shri N. V. Gupta, Shri Ruchir Goenka and Shri S. Ray had a meeting with Mr. Ted Themelis to discussed the opportunity of setting up a treatment laboratory at Jaipur. Mr. Ted Themelis agreed to provide his expertise in this field. He agreed to visit Jaipur and look at basic setup for the laboratory. He gave the approx budget of 10 million rupees for the pilot project of the laboratory



15/09/2006

Chairman's lecture at "India – Thailand Cooperation for Greater Trade Expansion"

Mr. Bakul R. Mehta, Chairman of GJEPC was as the 'Guest Speaker' of "India – Thailand Cooperation for Greater Trade Expansion" at the Jupiter room # 4-5. Mr. Boonyong Assarasakorn, Chairman of Advisory Board (TGJTA) and the Mr. Bakul R. Mehta, Chairman of the GJEPC exchanged mementos alongwith Mr. Atul Jogani, Vice President (TGJTA) and Mr. Rajiv Jain, Leader of Indian Delegation. Mr. Boonyong Assarasakorn, Mr. Atul Jogani, representative of DEP and Mr. Bakul R. Mehta were on the Dais. Mr. Boonyong Assarasakorn had given the welcome note to the all Indian Delegates and participants Approximately, 70-80 participants and 10-15 press representatives attended the lecture of the Chairman. At the end of seminar Mr. Atul Jogani had given the vote of thanks to chairman of GJEPC and other member of Indian delegation.



After the seminar Chairman (GJEPC) interacted with media/press and replied their queries. The lunch, organized by the DEP & TGJTA at Manohra Restaurant Challenger Hall, Impact for the Indian delegation.

Dinner & Cocktail Party – Sponsored by the GJEPC

On the evening of 15th September, 2006 The Gem & Jewellery Export Promotion Council, Indian offered the Dinner & Cocktail Party to the Officials of DEP, TGJTA, Indian exhibitors, exhibitors of zambia, buyers from European countries at Bistro Restaurant at the Impact (Venue of the Show).

At dinner Mr. Atul Jogani and Mr. S. Ray discussed over IIJS-2007. Mr. Atul Jogani agreed to organize the Thai Pavilion at IIJS-2007 with 15-20 exhibitors, Mr. Ray shown the floor plan of IIJS-2007 with the proposed Thai Pavilion. Mr. Atul Jogani also expresses his interest to organize Thai evening along with the fashion show at IIJS-2007 either on the evening before the show starts or on the evening of first day.

Mr. S. Ray met Zambian delegation and invited them to India

16/09/2006

The Indian delegation visited the Gemopolis Industrial Estate which like a SEZ area. The Chaiman, Gemopolis, Mr. Boonyong Assarasakorn, welcomed the Indian delegation. The officials of the Gemopolis shown a movie on Gemopolis which was followed by the presentation on the Gemopolis giving the information about the activities, companies operating Gemopolis, and their expansion plans like fashion habitat and Gemopolies Mall. On completion of presentations the delegates alongwith the officials of Gemopolies visited the premises of Gemopolies.

Memories





