

# Report on 54<sup>th</sup> Bangkok Gem & Jewellery Fair (09<sup>th</sup> - 13<sup>th</sup> September, 2014)

## Introduction:

### FAIR DATES

09<sup>th</sup> September – 13<sup>th</sup> September, 2014

### VENUE

Impact Exhibition & Convention Center, The Challenger Hall 1-3  
99 Popular Road, T. Banmai, A. Pakkred, Nonthaburi 11120, Thailand

### OPENING HOURS

#### Fair Date

09<sup>th</sup> – 12<sup>th</sup> September, 2014

13<sup>th</sup> September, 2014

#### Opening Hours

10.00 am - 6.00pm

10.00 am - 5.00 pm

### Organizers

Department of International Trade Promotion & Thai Gem Jewelry Traders Association

### AREA

100000 sq.m

### FREQUENCY

Biannual

The 54<sup>th</sup> Bangkok Gems & Jewelry Fair (BGJF) was officially launched on 9<sup>th</sup> September, 2014 under the theme "Power of Free Trade that connects the World with Free Tax" as the event was applauded warmly by leaders of ASEAN's gems and jewelry industry from all 10 ASEAN nations plus 6 important trade partner countries, namely India, China, Japan, South Korea, Australia, and New Zealand.

Mrs. Chutima Bunyapraphasara, Permanent Secretary of Ministry of Commerce presided over 54<sup>th</sup> Bangkok Gems and Jewellery Fair grand opening ceremony. She was accompanied by Mr. Vuthichai Duangratana, Deputy Permanent Secretary, Mrs. Nuntawan Sakuntanaga, Director-General of Department of International Trade Promotion (DITP), and several other top executives of ministry and other government agencies. During the opening ceremony, Mrs. Chutima formally announced on stage that Thailand's gems and jewellery industry is one of the most successful industries. She said the Thai government has given duty free privilege for traders in this fair. Gems and jewellery products traded free at the show will be exempted from 20 percent import duties. "It is yet another proof of the government's commitment in increasing the competitive edge of the gems sector, which then contributes to the development of the industry as a while eventually," she said.

The favorable factors which make Thailand a desirable destination for high quality gems and jewellery products are its high quality products, neat craftsmanship, and the credible partnership that Thailand has offered to the World. Opening ceremony also showcased a contemporary cultural dance show. Distinguish guests were fully engaged from the moment the show opened, dancing to the rhythm of ASEAN as a whole. Another highlight of the grand opening ceremony was when Thailand's top models and international fashion models showed on stage. A dozen of famous Thai and international models took

a catwalk clad in jewellery items that attracted the eyes with dazzle jewellery designs.

The Gems, Jewellery and Precious Metal Confederation of Thailand and Thai Gem and Jewellery Traders Association (TGJTA), collaborated with thousands of international jewelers and powerful buyers to further strengthen Thailand's leading position as the ASEAN's hub of gems and jewellery.

Leaders from ASEAN member nations and six trade partner countries and regions gathered on second day also for the 3rd ASEAN Gems & Jewelry Presidents' Summit (AGJPS) meeting which has been hosted by Thailand. Under the theme of "Fostering unity, strength and prosperity", the summit was attended by representatives from Brunei, Cambodia, Indonesia, Lao, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam, Hong Kong, China, India, Japan and Korea. Prior to the welcome speech by Deputy Director-General of the Department of International Trade Promotion (DITP) Duangkamol Jiambut, Somchai Phornchindarak, **President of the Gems, Jewelry and Precious Metal Confederation of Thailand (GJPCT)** and the **Thai Gem and Jewelry Traders Association (TGJTA)** reported on the progress and objectives of the meeting.

Apart from agreeing on the official emblem of AGJPS, a promotion committee was formed under the leadership of Suttipong Damrongsakul, CEO of BGJF54 and Chairman of the summit's organizing committee, with Malaysia and the Philippines being the joint-secretary.

The meeting also probed into the possibility of promoting the ASEAN+6 gems and jewellery industry at trade fairs held in non-ASEAN+6 countries and regions, guidelines and regulations for trade, investment and production of gems and jewellery in AEC countries, raw material trade cooperation, and the creation of a AEC gems and jewellery website and newsletter.

The next three editions of AGJPS will be hosted by Thailand, Myanmar and the Philippines respectively.



## **Main Highlights of the Show:**

- Thailand and Nepal strengthen trade ties - Leader of both countries discussed future regional cooperation and Nepal's growth opportunities in the region. The Nepalese representative expressed their gratitude towards the support and facilitation the TGJTA has provided throughout the event.
- Along standing tradition of the Bangkok Gems & Jewellery Fair (BGJF) is the Design Pavilion exhibition that showcases the very best of future-forward Thai gems and jewelry designs. The Design Pavilion also highlights "Ploi Thai," Thailand's country brand for gems and jewellery products produced in Thailand.
- TGJTA and Iran sign MOU to enhance international trade- A delegation received from Iran led by Mr. Houshand Shishenboran along with Mr. Abdul Karim Mahallati. The conclusion of the meeting resulting in the signing of a historic Memorandum of Understanding (MOU) between the two countries to find new possibilities to grow international trade and cooperation between each other. Provisions within the MOU enhances growing stronger relationships, regularly exchange of commercial and technical information on gold, silver and jewellery and to increase trade.

## **INDIA PAVILLION AT 54<sup>TH</sup> BANGKOK GEM & JEWELLERY FAIR**

### **Objectives of India Pavillion at the show:**

- To Promote the Indian Pavilion at the Bangkok Gems & Jewellery Fair.
- Distribution of promotional material of Indian Pavilion during the show.
- To promote the India shows IIJS, IIJS Signature and IGJME etc.
- To promote the Indian Pavilion Joint participation in various International Shows.
- To meet with the organizer for providing the better facilities to the Indian Pavilion Exhibitors and offering one room on complementary basis for each participant of India Pavilion .
- The Council's representative ensured that the requisites of the exhibitors and their booths / furniture / fixtures were adequately provided before the start of the exhibition.
- The Representative provided his local mobile numbers to each and every exhibitors for the purpose of providing prompt service should there be any.
- To meet with the Indian Embassy Guest & introducing the Indian Pavilion Exhibitors to them.
- GJEPC was provided with promotional booth at the show and had hired a hostess for distributing exhibitor catalogues of India pavilion, Sparkle of Success, Solitaire, Corporate CD in one bag to the visitors of the show.

Shri Ajay Purohit, Manager Exhibitions, Regional Office Jaipur represented the Council and managed the Indian Pavilion during the show.

- **Participant Companies and their booth No.-**

No	AccountName	Stall number
1	Aditya Gems International	H 30 & 32
2	DWS Jewellery Pvt. Ltd.	H 35 & 37
3	Gems & Jewels	G 35
4	JAIPUR EXPORTS	H 38
5	K.K Gems Trading Co.	H 36
6	LASHKARI EXPORTS	H 34
7	MUDIT GEMS	I 30
8	OJASWIN JEWELS	G29
9	SANCHI GEMS	G31,33
10	SILVER MOUNTAIN	H 29 & 31
11	THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL	8A
12	TULSI JEWELLERS INTERNATIONAL	G 37
13	VINAYAK JEWELS INDIA PVT. LTD.	H 33

- **Indian Pavilion in Hall No. Challenger 1**

- Total No. of Booths in Indian Pavilion : 16
- Total Exhibitors: 12
- Council Booth: 1



## Observation:

- Design of the Indian Pavilion was appreciated by the participants.
- Pre Ordered fittings in a few stalls were in place for most of the exhibitors.
- The jewellery exhibitors reported to have good business outcome.



## Important Meetings:

- First Secretary - Commercial, Shri Navin Saxena, and Attache, Shri Praveen Kumar from Indian Embassy visited the India pavilion situated at Challenger I on first day, 09<sup>th</sup> September, 2014. They were escorted by the GJEPC representative to the booths and they interacted with the exhibitors to understand their expectation from the fair.
- Meeting with Organizer: The meeting was attended by Ms. Nareerat and Ms. Thitiya from the Organizer and Mr. Ajay Purohit from Councils secretariat. They discussed about the deliverables to the exhibitors and ways to improve the same.
- The Council's Representative met with 25 Machinery exhibitors for the promotion of IGJME show; inviting them to participate in the show this year at Surat.

Thanking you.

Ajay Purohit  
Manager Exhibitions  
Regional office, Jaipur