

## **Report on 52<sup>nd</sup> Bangkok Gems & Jewellery Fair**

**(6<sup>th</sup> - 10<sup>th</sup> Sept. 2013)**

### **Introduction**

Show Name: 52th Bangkok Gem & Jewellery Fair

Date: 6<sup>th</sup> Sept-10<sup>th</sup> Sept, 2013.

Show Hours: 6<sup>th</sup> Sept-9<sup>th</sup> Sept, 2013 - 10.00 A.M – 6.00 P.M

10<sup>th</sup> Sept, 2013 - 10.00 A.M – 5.00 P.M

Venue: Impact Exhibition & Convention Center, The Challenger Hall 1-3

99 Popular Road, T. Banmai, A. Pakkred, Nonthaburi – 11120

[www.impact.co.th](http://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](http://www.bangkokgemsfair.com)

The Bangkok Gems & Jewellery fair is one of the biggest & well known shows in Asia & its an important show for India because Bangkok has been attracting Buyers/Tourists around the world & Bangkok is also one of the most exciting & exotic cities in the world to host a gem & jewellery fair with every modern convenience nestled right in alongside ancient Thai culture.

The Bangkok fair was held in the spectacular “The Challenger Hall”, a state-of-the-art 80,000 sq. meter exhibition centre. The venue features column-free exhibition space with world class security features.

The co-organizers, The Thai Gem & Jewellery Traders Association (TGJTA) and the Department of International Trade Promotion (DITP) hosted over 1800 local & international exhibitors presenting in 8 major product categories. Approximately more than 18000 Visitors/buyers around the world attended Bangkok Gems & Jewellery Fair.

The organizers have worked at designing the hall to provide as much space as possible for local as well as international companies. The International pavilions were from India, China-GAC, China-Shenzhen, Colombia and Hong Kong. Buyers were able to see an incredibly diverse product selection all under one roof.

The co-organizers, The Thai Gem & Jewellery Traders Association (TGJTA) and the Department of International Trade Promotion (DITP) collectively proclaimed the show as “Gems & Jewellery Gateway to AEC”

The 52<sup>nd</sup> edition of the Bangkok Gems & Jewellery Fair Sept. 2013 was launched with a dazzling grand opening & new theme “ Gateway to AEC (ASEAN Economic Community) “ at the Royal Jubilee Ball Room Hall on 6<sup>th</sup> Sept, 2013 at 09.00 AM with the TGJTA organizer committee & many VIP Delegates. The ceremony was impressively presided over by the Deputy Minister of Commerce Mr. Nattawut Saikuar, giving the Thai gem & jewellery traders a strong support & promised of bright future for cooperation among ASEAN gem & Jewellery traders at the show . At the time of opening

ceremony, Mr. Nattawut explained that this industry is one of the top five businesses that generates highest incomes to Thailand. Thus the Prime Minister has supported policies for gem & jewellery business. For example VAT exemption for raw material imported into Thailand and lower production costs, attracts consumers better. Mr. Nattawut concluded that Thailand is best to serve as the Gateway to AEC & ASEAN.

### **Special Activities of the Show:-**

- **Thailand Gems & Jewellery GATEWAY to AEC**

“Thailand: Gems & Jewellery Gateway to AEC” was the new campaign to boost awareness of Thailand’s strategic location & infrastructure that serve very well as the main pathway to all other ASEAN countries for the Gems & Jewellery industry. The Bangkok Gems & Jewellery Fair aimed to be the perfect platform where the global gems & jewellery creativity of exquisite gems & jewellery products from across ASEAN.

- **2<sup>nd</sup> AEC Gems & Jewellery President Summit**

Once more, the Bangkok Gems & jewellery Fair was honoured to host the most important meeting of the gems & jewellery industry leaders of the 10 Southeast Asian countries & the six most important trade partner countries. The Summit ensured strong cooperation within the region and beyond, in preparation for the ASEAN Economic Community (AEC) in 2015. Leaders of the most important gems & jewellery organization from across the region, Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand & Vietnam congregated at the show. The summit meet was also attended by the region’s most important trading partners such as India, China, Korea, Japan, Australia & New Zealand.

The 2<sup>nd</sup> ASEAN + 6 Gems & Jewellery Presidents’ Summit moved regional industrial relationship forward. The summit meeting was moderated by CEO of the 52<sup>nd</sup> Bangkok Gems & Jewellery Fair, Mr. Suttipong Damrongsakul. After Mr. Somchai Phornchindarak, President of TGJTA proposed the idea of setting up the sub- committee. Malaysia, Myanmar, Vietnam, Thailand, Hong Kong, India & South Korea volunteered form the first ASEAN + 6 working committee to perform & follow up various agendas that have been discussed in each individual summit.

- **Duty Free Privilege  
DUTY 20% EXEMPTED!!!**



In Line with the vision & strategy initiated by the Gems, Jewellery & Precious Metal Confederation of Thailand (GJPCT) & the Thai Gem & Jewellery Traders Association (TGJTA) under the leadership of President Somchai Phornchindarak & supported by the royal Thai government’s commerce Ministry, the Duty Free program for the 52<sup>nd</sup> Bangkok Gems & Jewellery Fair was created.

The Duty free privilege during the 52<sup>nd</sup> BGJF was applicable to every gem & Jewellery items that are components for finished products imported & displayed during the fair to enjoy 0%

duty. This Duty Free benefit & privilege was the strategy to benefit buyers & traders during fair & helped ascend the BGJF to continue being one of the leading gems & jewellery trade fair in the world.

However, this Duty Free Policy would be much more effective during the 53<sup>rd</sup> fair because the public relations leading up to the 52<sup>nd</sup> BGJF was too short.

This Duty Free Policy exempted 20 % import duties on all gems & jewellery products by legitimate exhibitors exhibiting the show & helps Thai gems & jewellery businesses gain global competitiveness in tough market climate.

- **Zero VAT Zone (VAT=0%)**



The Thai govt.'s ZERO VAT initiative exempts the 7% Value Added Tax for all imports of rough gems stones & raw materials into Thailand for manufacturing. This govt. policy strengthens Thailand's position as the 'world's Gems & Jewellery Hub' and increase Thailand's attractiveness as the world's largest gems & jewellery manufacturing base.

This special incentive was enthusiastically promoted by the Thai Gem & Jewellery Traders Association, the department of International trade Promotion and the Thai Revenue Department for all traders to import rough gems stones for manufacturing in Thailand, wherein only 1% tax would be paid when the finished product is sold within the Kingdom.

- **Design pavilion Trend 2014**

During the 52<sup>nd</sup> BGJF, the TGJTA joined hands with the Department of Industrial promotion of the Thai Ministry of Industry to present amazing designs by leading Thai artists, under the theme "the Next Evolution of Nature." This collection showcases how Thai designers develop their art and the sources of their inspiration that aspired them to create the masterpieces.

The Design Pavilion was at the lobby of Challenger Hall 2, which visitors visited to witness the masterpiece jewellery creations.

- **Ploi Thai**

At the 52<sup>nd</sup> BGJF, the Ploi Thai Jewellery Creation event was one of the major highlights of the fair and an important stage for the Thai gems & jewellery industry. All masterpieces included in the competition were specially designed by talented artists and crafted by skillful artisans and selected to add prestige to the fair. Visitors were amazed at the high level of innovation and craftsmanship of Thai gems & jewellery designers.

- **Thank You Party**

Jennifer Kim and Koh the Saxman were the top billing Thai international entertainers to grace the stage of the 52<sup>nd</sup> Bangkok Gems & Jewellery Fair's Thank You Party.

The Thank You Party is a long-standing tradition at the BGJF. Its is held on the 2<sup>nd</sup> day of every fair and is a way of saying "thank you" to all exhibitors and visitors from the BGJF's organizing committee.

The evening begins with an extravagant buffet of international and Thai delicacies. After the sumptuous feast, the show begins inside the grand Royal Jubilee Ballroom.

- **Seminars**

The Bangkok Gems & Jewellery Fair offers an extensive seminar program at Impact challenger. Visitors can acquire in-depth information on industry issues as well as ideas and trainings from the leading institutions from Thailand and around the world.

**Core Area of Work at the Show:**

- To Promote the Indian Pavilion at Bangkok Gems & Jewellery Fair.
- Distribution of Promotional & Publicity material of the GJEPC.
- Awareness campaign for Signature 2014, IGJME 2013, Surat.
- To managed the GJEPC booth.
- To meet with the Ambassador & introduce him with the Indian Pavilion Exhibitors.



**Indian Pavilion:**

The Council organized the "India Pavilion" with the Joint Participation of twelve exhibitors showcasing their merchandise at nineteen booths. The Indian Pavilion was located at the Challenger- 1 with other International pavilions. The Indian Pavilion was well organized and the exhibitors were quite satisfied with the show. The Following were the exhibitors under Indian Pavilion:



Sr. No	Booth No.	Company Name
1	F 35 / F 37	Aditya Gems International
2	F 29 / F 31	Silver Mountain
3	G 38	Mudit Gems
4	G 36	Padmavati Exports
5	G 34	Hari Narayan Tekewala Creations
6	G 30 / G 32	Sanchi Creations
7	G 35 / G 37	Jaipur Emporium International
8	G 31 / G 33	Sanchi Gems
9	G 29	Silver House
10	H 36 / H 38	Jaipur Exports
11	H 34	Lashkari Exports
12	H 30 / H 32	Tulsi Jewellers International



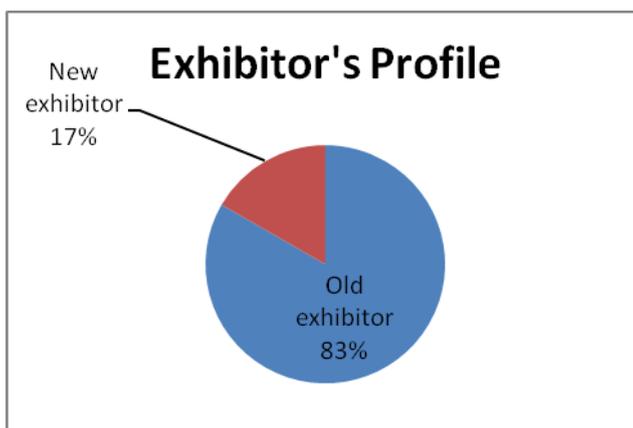
Shri Pawan Motwani, Executive- Exhibitions from the Regional Office Jaipur, represented the Council at the show.

**Observation / Suggestions:**

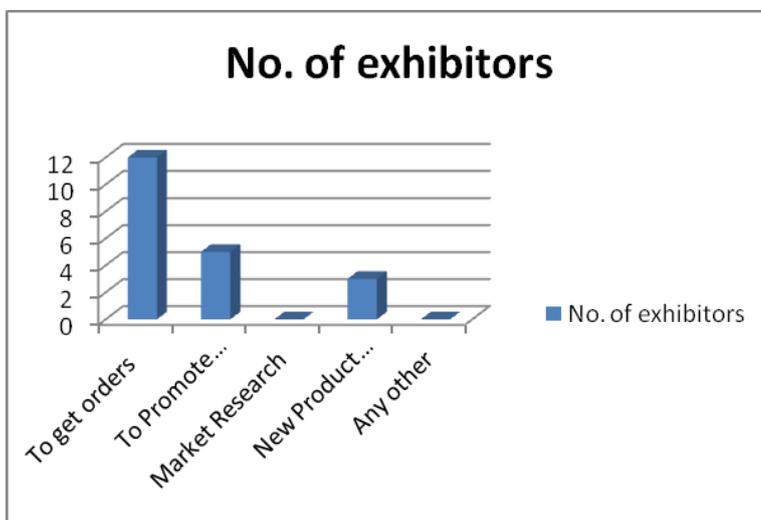
- Indian Pavilion location must be in front of entrance like Hong Kong Pavilion.
- Exhibitors of India Pavilion exhibited in silver jewellery section were more satisfied with the show.

Based upon the Feedback from all twelve exhibitors exhibited in India Pavilion, followings are major inferences:

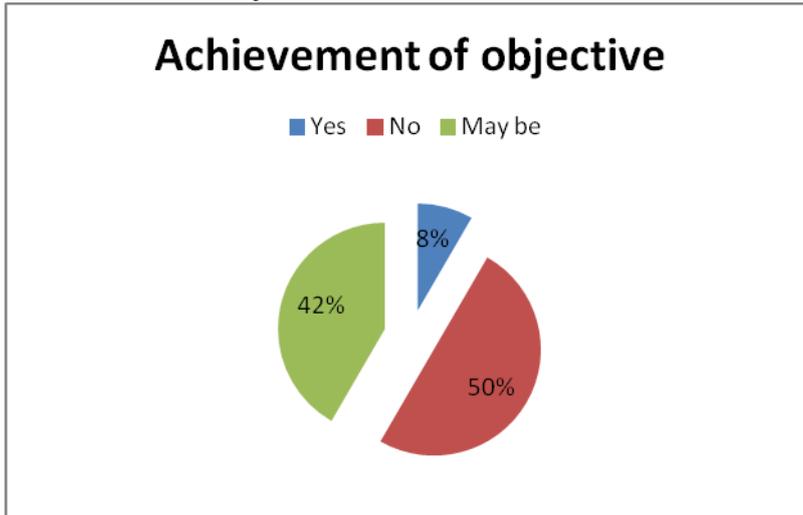
**1. Exhibitors participation at the show:**



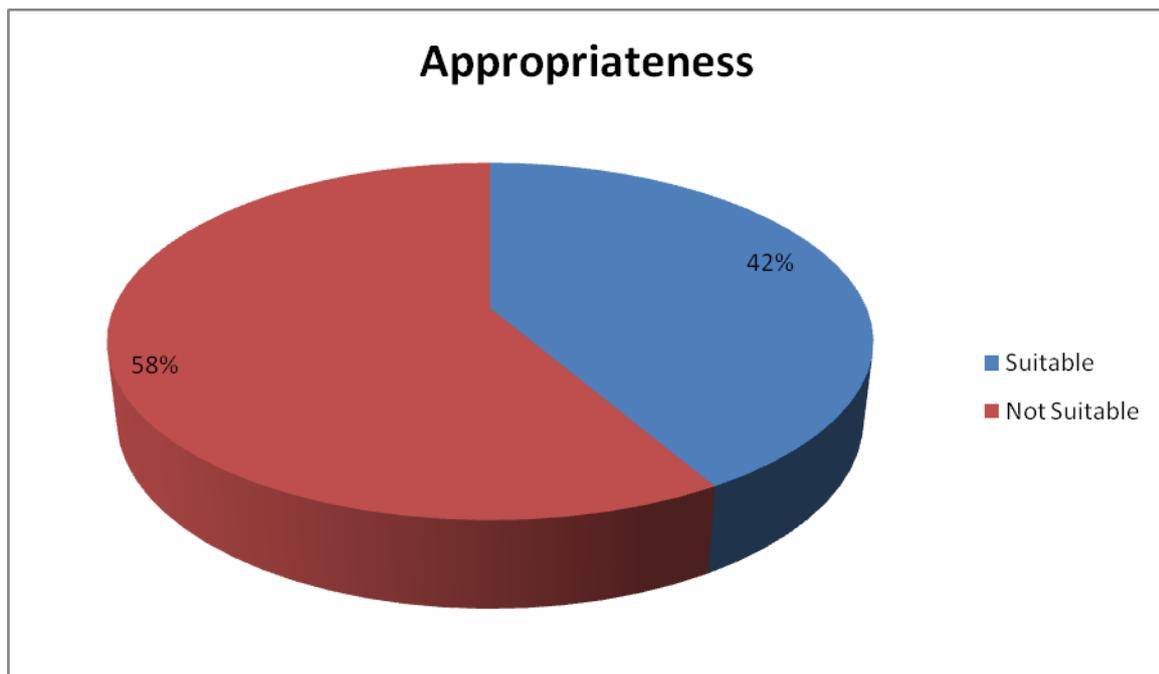
**2. Objective of Participation:**



**3. Achievement of Objective of Exhibitor:**



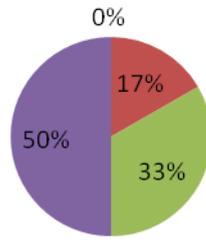
**4. Visitors Appropriateness:**



**5. Business rate:**

## Business rate

■ Excellent ■ Good ■ Fair ■ Poor



### 6. Council's Secretariat Rating:

## Council's Secretariat Rate

■ Excellent ■ Good ■ Fair ■ Poor

