

## **Report on 55<sup>th</sup> Bangkok Gems & Jewellery Fair**

**(24 - 28 Feb, 2015)**

### **Introduction**

Show Name: 55th Bangkok Gem & Jewellery Fair

Date: 24<sup>th</sup> Feb-28<sup>th</sup> Feb,2015.

Show Hours: 24<sup>th</sup> Feb-27<sup>th</sup> Feb, 2015 - 10.00 A.M – 7.00 P.M

28<sup>th</sup> Feb, 2015 - 10.00 A.M – 6.00 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 the biggest show & well known in the Asia & its important for India because Bangkok has been attracting Buyers/Tourists around the world & it 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 10000 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 companies both local & international. The international pavilions were from India, China, Colombia, Cambodia, Singapore, Myanmar, Hong Kong, ICA. 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 55<sup>th</sup> edition of the Bangkok Gems & Jewellery Fair Feb.2015 was launched with the dazzling grand opening & new theme “ Gateway to AEC (ASEAN Economic Community) “ at the Royal Jubilee Ball Room Hall on 24<sup>th</sup> Feb, 2015 at 09.00 AM with the TGJTA organizer committee & many VIP Delegates. The ceremony was impressively presided over by the Director General of the Department of International Trade Promotion, the Ministry of Commerce, Mrs. Nuntawan

Sakuntanaga gave 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 the opening ceremony Mrs. Nuntawan Sakuntanaga explained that this industry is one of the top five business that generate highest incomes to Thailand. Thus Mrs. Nuntawan Sakuntanaga has supported policies for gem & jewellery business. For example VAT exemption of raw material imports into Thailand currently lower production cost & attract consumers better. Mrs. Nuntawan Sakuntanaga 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.

- **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 55<sup>th</sup> Bangkok Gems & Jewellery Fair was continued.

The Duty free privilege during the 55<sup>th</sup> BGJF was applicable to every gems & 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.

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 gov't.'s ZERO VAT initiative exempts the 7% Value Added Tax for all imports of rough gems stones & raw materials into Thailand for manufacturing. This gov't. 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, which only 1% tax would be paid when the finished product is sold within the Kingdom.

- **Design pavilion**

During the 55<sup>th</sup> BGJF, the TGJTA had 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 Spirit of ASEAN 2015." 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, visitors visited to witness the masterpiece jewellery creations.

- **Ploi Thai**

At the 55<sup>th</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**

"Mos Pataweekarn, the top billing Thai international entertainer was present to grace the stage of the 55<sup>th</sup> Bangkok Gems & Jewellery Fair's Thank You Party. The Thank You Party was a long-standing tradition at the BGJF. It was 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 began with an extravagant buffet of international and Thai delicacies. After the sumptuous feast the show began inside the grand Royal Jubilee Ballroom.

- **Seminars**

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

**Indian Pavilion:**

The Council organized the “India Pavilion” with the Join Participation of 10 exhibitors showcasing their merchandise at 13 booths. The Indian Pavilion was located at the Challenger- 1 with other international pavilion. The Indian Pavilion was well organized and the exhibitors were quite satisfied with the show. The Following were the exhibitors under Indian Pavilion:

<b>Sr. No</b>	<b>Booth No.</b>	<b>Company Name</b>
<b>1</b>	<b>H 31</b>	<b>Beads of Silver</b>
<b>2</b>	<b>H 29</b>	<b>Classic Silver Palace</b>
<b>3</b>	<b>H 36 &amp; 38</b>	<b>Jaipur Exports</b>
<b>4</b>	<b>G 35</b>	<b>Jewels Artisan</b>
<b>5</b>	<b>H 34</b>	<b>Lashkari Exports</b>
<b>6</b>	<b>H 30 &amp; 32</b>	<b>Mudit Gems</b>
<b>7</b>	<b>G 29</b>	<b>Ojaswin Jewells</b>
<b>8</b>	<b>H 33</b>	<b>Rahul Exports</b>
<b>9</b>	<b>G 31 &amp; 33</b>	<b>Sanchi Gems</b>
<b>10</b>	<b>G 37</b>	<b>Tulsi Jewellers International</b>

## Snapshots of India Pavillion



## GJEPC Promotional Booth



**Shri Pawan Motwani, Executive- Exhibitions , GJEPC along-with Mr. G. Balasubramanian, Deputy Chief of Mission, Embassy of India, Bangkok who visited the India Pavilion in the show**

