

# Report on 56<sup>th</sup> Bangkok Gem & Jewellery Fair (10<sup>th</sup> - 14<sup>th</sup> September, 2015)

## Introduction:

### FAIR DATES

10<sup>th</sup> September – 14<sup>th</sup> September, 2015

### VENUE

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

### OPENING HOURS

Fair Date	Opening Hours
10 <sup>th</sup> – 13 <sup>th</sup> September, 2015	10.00 am - 6.00pm
14 <sup>th</sup> September, 2015	10.00 am - 5.00 pm

### Organizers

Department of International Trade Promotion & Thai Gem Jewelry Traders Association

### AREA

100000 sqm

### FREQUENCY

Biannual

The 56th Bangkok Gems & Jewelry Fair began with the concept of “Thailand: The AEC Gems & Jewellery Capital.” The 56th BGJF ran from September 10-14, 2015 at the Challenger Halls, Muang Thong Thani and aimed to promote Thailand as the world’s gems and jewellery hub.

The 56th BGJF, organized by The Gems, Jewelry and Precious Metal Confederation of Thailand and the Thai Gem and Jewelry Traders Association, with the cooperation of the Ministry of Commerce and the Department of International Trade Promotion, continues to assemble key manufacturers in the world’s gems and jewellery industry. Somchai Phornchindarak, President of the GJPCT and the TGJTA, led the executive members of the BGJF organizing committee consisting Suttipong Damrongsakul, the CEO of the 56th BGJF, Apiradi Tantraporn, Minister of Commerce, and Nuntawan Sakuntanaga, Director-General of the Department of International Trade Promotion to officially welcome all participants, governmental representatives and the private sector to celebrate the long success of the fair.

H.E. General Prayuth Chan-ocha, Prime Minister of Thailand stated in his speech for the 56th BGJF grand opening ceremony that he expected to see the expansion of Thailand’s gems and jewellery industry from high-end markets to affordable jewellery products for middle-class customers. He was also willing to support experts and skilled craftsmen working in the jewellery industry, and encourage ASEAN member countries to unit for equal benefits, Zero VAT and Duty Free policies. Thus the country’s gems and jewellery manufacturers will be able to compete with other countries and put Thailand into the position of “The World’s Gems and Jewelry Hub.”

With last year's export revenues of gems and jewellery more than 340 billion baht and ranking third among the nation's exports, the Prime Minister wishes to promote the industry in order to stimulate the economy. He suggested that Thailand needs product diversification in order to find new groups of customers. The Prime Minister points out that there should be products for every class of people, decreasing the gap between each group.

Apart from developing craftsmanship and creating an effective system for manual labour in the industry, the government also sees the need to promote everything that helps facilitate the business ranging from the infrastructure to tourism.

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

During the launch of the 56th Bangkok Gems & Jewelry Fair, Somchai Phornchindarak, President of the Thai Gem and Jewelry Traders Association and Chairman of The Gems, Jewelry and Precious Metal Confederation of Thailand and Bangkok Gems & Jewelry Fair's CEO Suttipong Damrongsakul, along with the TGJTA board of directors, led participants to pay tribute to H.R.H. Princess Maha Chakri Sirindhorn on the auspicious occasion of her 5th cycle, or 60th birthday, at the Design Pavilion, before opening the exhibition. Accompanying the ceremony was a Thai traditional dance performed on stage for the guests.

The Gems, Jewelry and Luxury Goods Auction Gemopolis Industrial Estate, in support of The Gems, Jewelry and Precious Metal Confederation of Thailand, and the Thai Gem and Jewelry Traders association was the key highlight of the 56th Bangkok Gems & Jewelry Fair.

The auction's open bid took place at the Design Pavilion featuring numerous bidders gathered to buy precious items at good prices. The event was chaired by Mr. Somchai Phornchindarak, President of The GJPCT and TGJTA who delivered a speech regarding the purpose of this auction, along with TGJTA's board of directors.

This new activity of a gems and jewellery auction for SMEs attracted more visitors to the fair, especially those who are interested in bidding for luxury items, and generate greater cash flow. On the other hand, the visitors also have an opportunity to get high quality or hard-to-find luxury products from the opening bidding.

Despite the slowdown of the global economy, the BGJF still has received excellent feedback from the visitors, exhibitors and buyers from around the world as the centre of fine quality gemstones and jewel products, exquisite jewellery designs, and a platform of potential business opportunities between regional ASEAN and global markets.

### **India Pavillion**

Participant Companies and their booth No.-

1	GEMS SEA	H - 35
2	SILVER MOUNTAIN	I 037
3	SANCHI GEMS	H 31
4	LASHKARI EXPORTS	I 034
5	Ojaswin Jewells	H - 029
6	TULSI JEWELLERS INTERNATIONAL	H - 037

7	CLASSIC SILVER PALACE	I 038
8	SILVER MOUNTAIN INC,	I 035
9	SANCHI CREATIONS	H 033
10	BEADS OF SILVER	I 030 + 032
11	THE GEM & JEWELLERY EXPORT PROMOTION COUNCIL, INDIA.	8A

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

- Total No. of Booths in Indian Pavilion : 11
- Total Exhibitors: 10
- Council Booth: 1

### Important Meetings:

- New DCM of Indian Embassy, Mr. Rammu and Commercial Attache, Mr. Binoy visited Indian Pavilion situated at Challenger one on second day, 11<sup>th</sup> September, 2015. They were escorted by the GJEPC representative and Mr. Atul Jogani, vice president of TGJTA to the booths and they interacted with the exhibitors to understand their expectation from the fair.

