

PRESS RELEASE

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## Thailand Gems & Jewelry Fair 2017: Treasure Road to the World



**BANGKOK, June 1, 2017:** Exhibitors, buyers, gems and jewelry associations, and the public and private sectors are gearing up for the inaugural Thailand Gems & Jewelry Fair. Held from June 15 to 18, 2017 at the IMPACT Challenger 2, Muang Thong Thani, Bangkok, Thailand. The event is organized by the Thai Gem and Jewelry Traders Association (TGJTA) and marks the great cooperation between the Ministry of Tourism and Sports (MOTS), the Tourism Authority of Thailand (TAT), and AEC+6 industry associations. Don't miss all travel privileges by online pre-registering to visit the fair at <http://www.bcis.biz/gems/form.asp>

### Unveiling the Treasure Road to the World



Mr Suttipong Damrongsakul, President of the TGJTA revealed that with the theme 'Treasure Road to the World', the organizers are convinced that the fair will help boost trading within both domestic and regional markets while highlighting the strength of Thailand's gems and jewelry industry.

"The Thailand Gems & Jewelry Fair is where regional trading of gems and jewelry will take place, as well as providing a platform that will see more cooperation among gems and jewelry associations from the AEC+6 countries," he said. "Moreover, we will be highlighting Bangkok's famous jewelry districts while looking into the future at new innovations that will improve jewelry production."

Currently Thailand's gems and jewelry industry employs over a million people, with exports amounting to US\$14.25 billion in 2016, up a staggering 29.6% on the preceding year. The mid-year fair is expected to stimulate gems and jewelry trade in both domestic and export markets.

### International Brand Pandora Joins TGJF 2017



Pandora, one of the world's most beloved brands, will take part at the Thailand Gems & Jewelry Fair to showcase its amazing story.

"Pandora's highlight at the TGJF 2017 will be our company's history and the heritage of Pandora's famous charm bracelet that has been instrumental in the company's growth and rapid expansion," said Mr Nils Helander, Senior Vice President, Manufacturing & Managing Director of Pandora Production. "We



will also be showing our latest collection that is sold in 100 countries over the six continents and our fine craftsmanship in hand-crafting Pandora's jewelry at the event."

Thailand has long been a production base for Pandora.

"Our founder Mr. Per Enevoldsen and his wife were impressed with Thai culture and its long tradition for high-quality jewelry production," said Mr Helander. "Also, Thailand is one of the world's largest jewelry exporting countries with good infrastructure for jewelry production and easy access to raw material suppliers."

### Thai Exhibitors Ready to Showcase Gems & Jewelry

Duang Kaew Jewelry, known for its exquisite designs and colorful gemstones, is one of the exhibitors at the upcoming Thailand Gems & Jewelry Fair 2017. This innovative jewelry manufacturer is based in Bangkok with its products exported to over 20 countries.



"Our highlight at the fair will be to reveal new designs, and we will also have a clearance sale where buyers can enjoy large discounts on high quality jewelry," said Ms Rattana Suksawat, Managing Director of Duang Kaew Jewelry. "I think the strength of Thailand's gems and jewelry industry is the beautiful craftsmanship of the people in the industry. Thai jewelry designers have creative ideas for new collections."

S.V.D. Gems is another exhibitor that will be showcasing its vast selection of the highest quality rubies and sapphires to buyers at the fair. However he believes that the quality of the gems on offer is not its only draw. "One of the reasons that buyers enjoy visiting tradeshows in Thailand is because of the relaxed atmosphere, and Thailand itself is a holiday destination," said Mr Saravuth Vuthipanyakom, President & CEO of S.V.D. Gems.



### The Fair of Innovative Solutions



Thailand Gems & Jewelry Fair 2017 is proud to unveil the latest innovation and cutting-edge technology for gems and jewelry manufacturers. Gerenga, provider of turnkey solutions for various industries, including major players in Thailand's gems and jewelry industry will be showing robots that can help manufacturers produce jewelry faster and with greater efficiency, at the fair.

"For jewelry, automation can be used in many different stages of production, such as wax injection, casting or just loading and unloading," says Mr Enrico Sielaff, Managing Director, Gerenga.

A new type of robot, called 'collaborative robots' or 'cobots', can work side by side with humans and take up very little space. Moreover, they are linked to cameras and online databases to maximize output. "Once a system is automated, it becomes more transparent and can highlight other





problems in the production line,” says Sielaff. “Automations also have a huge impact on production, it decreases waste in the system, and gives manufacturers more control over quality issues.”

## Networking Activities and Seminars



During the upcoming Thailand Gems & Jewelry Fair 2017, buyers and visitors will get a chance to participate in seminars, exhibitions and fashion shows arranged in cooperation with the TGJTA’s partners.

A very special guest speaker, Mr. Alessio Boschi, will be giving a talk on ‘Mastering the Art of Thai Jewelry Crafting...Designing the Opportunity in Global Markets’ on June 16, 2017 from 10.30 to 12.00, in which he will share his experience in jewelry design. You can check out his success story at [www.alessio-boschi.com/awards/](http://www.alessio-boschi.com/awards/)

Those interested in color stones can take part in the seminar on ‘Quality Standards of Rubies and Sapphires’ held by the Gem and Jewelry Institute of Thailand (GIT). Attendees can also catch up with the latest trends at Rajamangala

University of Technology Rattanakosin’s talk on ‘Trends in Thai Jewelry Designs in the Creative Industry towards Thailand 4.0’, which will also feature a special fashion show from university students.

**If you’re looking for a world-class jewelry fair where everything can be found under one roof, don’t miss the “Thailand Gems & Jewelry Fair 2017 (TGJF)” on June 15-18, 2017 at Impact Challenger 2, Muang Thong Thani, Bangkok. Big Surprise! Show your boarding pass at the fair for a chance to WIN 1-CARAT DIAMOND RING!!”**

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