



**BANGKOK
GEMS & JEWELRY
FAIR 60th EDITION
SEPTEMBER 2017**



DITP moves ahead to attract buyers in JCK Las Vegas for the 60th Bangkok Gems & Jewelry Fair this September

Department of International Trade Promotion (DITP), Ministry of Commerce, has leapt forward to conduct roadshows to attract importers and buyers, through its worldwide network of 63 Thai Trade Center offices in 47 countries around the world, to participate in the 60th Bangkok Gems & Jewelry Fair (BGJF), which is expected to welcome more than 25,000 visitors in September this year.

The most recent roadshow has been held at JCK Las Vegas, one of the largest gems and jewelry trade fairs in the United States. On its one million square feet of exhibition space, entrepreneurs, designers, traders, and most importantly, buyers and importers have gathered to visit the fair. Organised during June 5-8, 2017, this JCK Las Vegas was equipped with 2,491 exhibition booths and visited by more than 23,000 visitors and buyers from all corners of the globe.

Thai Trade Center office in Los Angeles set up a PR booth to attract importers and buyers to the 60th Bangkok Gems & Jewelry Fair, accompanied by as many as 35 exhibition booths from Thailand within Thailand Pavilion. The public relations activity has received a satisfactory feedback thanks to its prime location at the walkway from registration zone to the exhibition hall. It has been bustling with visitors inquiring more information about the BGJF, especially about the import duty exemption privilege, categories of gems and jewelry to be showcased in the fair, zoning, and the diversity of exhibitors' nationalities.

Throughout the span of three days at JCK Las Vegas, in-depth information has been provided to more than 100 potential visitors, many of which expressed their wishes to book the exhibition space at the 60th BGJF.

The 60th Bangkok Gems & Jewelry Fair will take place during September 6-10, 2017, at Challenger Hall 1-3, IMPACT Muang Thong Thani. For more information and pre-registration, please visit www.bkkgems.com.



