



- Press Release -

**DITP joins hand with GIT to empower Bangkok Gems and Jewelry Fair,
highlighting Thailand as the world's gems and jewelry trading hub**

27 May 2022 - Mr. Boonyarit Kalayanamit, Permanent Secretary of the Ministry of Commerce, presided over the press conference of BGJF Virtual Trade Fair 2022 and the Memorandum of Understanding (MOU) signing ceremony between the Department of International Trade Promotion (DITP) and the Gem and Jewelry Institute of Thailand (GIT) at Montien Hotel Surawong Bangkok.

Conceived by DITP in 2020, BGJF Virtual Trade Fair is a digital edition of the Bangkok Gems and Jewelry Fair (BGJF) designed to support the export of gems and jewelry during the pandemic. Following the policies led by Mr. Jurin Laksanawisit, Deputy Prime Minister and Minister of Commerce, the online platform uniquely combines product showcases and online business matching sessions, enabling entrepreneurs to trade without borders amid the time of travel restrictions. After positive feedback for two years, BGJF Virtual Trade Fair 2022, which is the third edition, will be held between 13-17 June 2022 via www.bgjf-vtf.com.

The BGJF Virtual Trade Fair 2022 will consist of three main activities, namely the Virtual Stores of exhibitors that can be viewed online, the Online Business Matching (OBM) session where buyers can make appointments and do trade negotiations free of charge, and special activities which include the online opening ceremony on 13 June 2022, the online seminars about the gems and jewelry industry, and gems and jewelry trend forecasts. It is estimated that the platform will welcome at least 400 online business matchings and will generate at least 570 million baht in revenue.

The BGJF Virtual Trade Fair 2022 acts as a prelude to the full-scale 67th Bangkok Gems and Jewelry Fair at IMPACT Muang Thong Thani between 7-11 September 2022, the first after a long pause for over two years due to the COVID-19 pandemic. To leap forward, DITP has signed the Memorandum of Understanding (MOU) with the Gem and Jewelry Institute of Thailand (Public Organization) or GIT in co-organizing Bangkok Gems and Jewelry Fair. "This partnership will streamline the management of the BGJF event and increase agility. We can benefit from the strengths, networks, and allies from each organization to spread the word, reach our target audience, and expand our networks. We can curate the image of our industry to be more standardized and international, which is an important push for Thailand to become the world's trading hub for gems and jewelry according to our national strategy," said Mr. Boonyararit. It is estimated that the fair will be joined by more than 700 exhibitors from Thailand and over 10,000 buyers and importers from all over the world, while at least 1.2 billion baht worth of orders are expected to take place immediately in the event.



“Organizing the BGJF in both the BGJF Virtual Trade Fair 2022 and the physical event will help to support Thailand’s export of gems and jewelry products. We are confident that the goal for gems and jewelry exports of 233,647 million baht, a 20% increase, will be achieved in 2022,” said Mr. Boonyarit.

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