



# THE PREMIER INTERNATIONAL EXHIBITION OF JEWELLERY & GEMS FOR ASEAN

22 - 25 April 2026

Queen Sirikit National Convention Center (QSNCC)  
BANGKOK



Organised by:

**informa**markets  
jewellery



[www.jewellerygemaseanbkk.com](http://www.jewellerygemaseanbkk.com)



## Unlock Unparalleled Opportunities at Jewellery & Gem ASEAN Bangkok (JGAB) 2026.

The jewellery market is experiencing robust growth, driven by increasing consumer demand for luxury goods and the rising trend of self-expression through unique jewellery pieces. With Thailand and Southeast Asia emerging as a key market for luxury good.

### Jewellery & Gem ASEAN Bangkok (JGAB) 2026

offers exhibitors a prime opportunity to capitalize on this growth trajectory and tap into the region's burgeoning market. After the resounding success of our previous editions, we are thrilled to present an even bigger and more impactful event in 2026.

## JGAB FACTS & FIGURES

TOTAL EXHIBITOR | **350** from  
15 countries  
And Regions

TOTAL VISITED | **10,663** from  
84 countries  
And Regions

### Top 10 International Visitor From



China



India



Myanmar



Philippines



Sri Lanka



Hong Kong  
S.A.R.



Japan



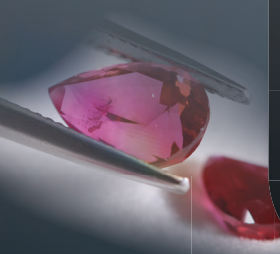
Singapore



Vietnam



Malaysia



## Join Us at Jewellery & Gem ASEAN Bangkok 2026 and Elevate Your Business to New Heights!

Don't miss this unparalleled opportunity to showcase your brand, connect with industry leaders, and explore new business opportunities. Reserve your booth today and be part of the premier jewellery exhibition in Southeast Asia!

### VISITOR JOB FUNCTION\*

Executive/General Management/ Business Owner	52%	
Sales Executive/Marketing	15%	
Purchasing/Procurement	13%	
Production/Plant Manager/ Design	13%	
Gemologist/Engineer/ Technician/Maintenance/Logistics	7%	

### COMPANY BUSINESS NATURE\*



### TOP 3 VISITOR PRODUCT INTEREST\*



FINISHED JEWELLERY



JEWELLERY MATERIALS



GEMSTONE, MINERALS&FOSSILS

\*Buyer report was from questionnaire form at previous edition

## ONSITE ACTIVITIES



## EXPLORE ASEAN'S JEWELLERY EXCELLENCE WITH A NEW EXPERIENCE

*at* **JGAB! Highlight**  
onsite activities:

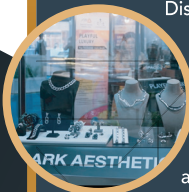
### JGAB Runway :



*"Jewels of The New Era"*  
and *"Symphony of Light"*:

Experience spectacular fashion shows featuring exclusive collections from top regional brands, blending cultural heritage with future fashion trends

### The Gallery of Thai Silver :



Discover a unique highlight at Jewellery & Gem ASEAN Bangkok with a showcase of exquisite silver jewellery—a true source of pride for Thai artisans. These meticulously crafted pieces are presented in an open layout, allowing for an immersive viewing experience and a glimpse into the future of silver jewellery design.

### The ASEAN's Masterpieces Gallery:



Get up close with 10 invaluable jewellery masterpieces from across the ASEAN region. Each piece has been certified and recognized by various organizations and associations, offering a one-time opportunity to witness a special exhibition of culturally rich and finely crafted jewellery from across ASEAN.

### Seminars and Workshops



Gain insights into global market trends, digital marketing strategies, and cutting-edge technologies like AI and blockchain in the jewellery trade.

Also, don't miss live demonstrations from Thai master artisans showcasing their craftsmanship on stage!

## More than just an opportunity to connect with top ASEAN and global buyers

Jewellery & Gem ASEAN Bangkok 2025 offered a remarkable experience for exhibitors and businesses. This year's event saw over 600 successful business matching sessions across four days, injecting substantial revenue into the gem and jewellery industry and promoting long-term business growth. To further empower our invited buyers, the organizers presented the exclusive Hosted Buyer Program, drawing in high-caliber buyers from key markets including China, India, the Middle East, Japan, and the ASEAN region.

### The Hosted Buyer Program welcomed

A TOTAL OF

**297**

participants

REPRESENTING

**18**

different countries.

TOP 5:

1. THAILAND
2. CHINA
3. CAMBODIA
4. INDIA
5. HONG KONG S.A.R.

### Hosted buyers Nature of Business

1. Wholesaler & Retailer /



Department Store  
/Online shop



2. Buying Agent  
/Trading



3. Manufacturer  
/Distributor



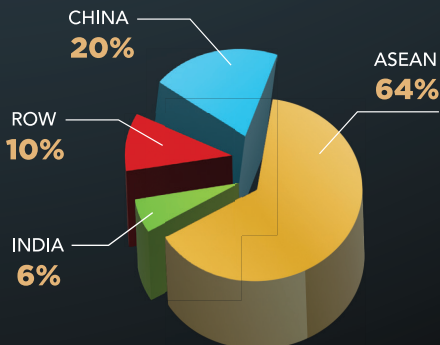
4. Trade Association  
/ Government  
/Industry /Media



5. Brand Owner

\*Taken from buyer survey 2025

### Where do our buyers come from?





## STEP INTO A NEW RISING MARKET IN ASEAN

### Jewellery & Gem ASEAN Bangkok

is truly focused on building a gem and jewellery business community within ASEAN. With a positioning that spans the entire ASEAN region and numerous business promotion activities designed for entrepreneurs, this is the only place in the world where you'll find high-quality gem and jewellery sourcing from internationally recognized and sought-after Thai and ASEAN manufacturers and entrepreneurs.

#### ASEAN Summit: The Power of Partnerships

For the first time in Thailand, we have the special opportunity to host The Jewellery & Gem ASEAN Summit, a regional conference, at Jewellery & Gem ASEAN Bangkok 2025. Welcome over 350 leaders in the ASEAN gem and jewellery industry, fostering strategic collaborations and partnerships, and truly elevating the industry at the ASEAN level.



#### ASEAN Buyers Connect at ASEAN OEM Business Matching Hub

Exclusively for attendees of Jewellery & Gem ASEAN Bangkok, the ASEAN OEM business matching zone focuses on connecting manufacturers from ASEAN with business people from around the world.



#### The ASEAN's Masterpieces Gallery :

Get up close with 10 invaluable jewellery masterpieces from across the ASEAN region, offering a one-time opportunity to witness a special exhibition of culturally rich and finely crafted jewellery from across ASEAN.

#### Part of the Global Jewellery Network

Jewellery & Gem ASEAN Bangkok proudly belongs to Informa Markets Jewellery Fairs. This reinforces our position within a world-class network, offering international business connections that are truly exceptional.

**Türkiye**  
Istanbul  
16 - 19 / 4 / 2025  
1 - 4 / 10 / 2025

**Middle East**  
Dubai  
11 - 13 / 11 / 2025  
Bahrain  
25 - 29 / 11 / 2025

**India**  
New Delhi  
22 - 24 / 2 / 2025  
Hyderabad  
9 - 11 / 5 / 2025  
New Delhi  
13 - 15 / 9 / 2025  
Kolkata  
11 / 2025

**Hong Kong**  
19 - 22 / 6 / 2025  
15 - 21 / 9 / 2025  
3 - 6 / 3 / 2025\*  
17 - 21 / 9 / 2025\*

**Thailand**  
Bangkok  
23 - 26 / 4 / 2025

**Japan**  
Tokyo  
27 - 29 / 8 / 2025

**Taipei**  
21 - 24 / 11 / 2025

## EVENT SPACE AND OPTIONS

### Raw Space (min 36 sqm)

	1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES
ZONE A (USD)	380	399	409	418
ZONE B (USD)	316	332	340	348



### Shell Stand (min 9 sqm)

	1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES
ZONE A (USD)	420	441	452	462
ZONE B (USD)	356	374	383	392



Shell stand package includes partitions, carpet, booth fascia, 1 table, 3 chairs, 4 spotlights, 2 table showcases, 1 socket and 1 waste basket.

*Unit price per square metre (USD) exclusive of Thailand's VAT at 7%*

## SALES NETWORK

BY COUNTRY / REGIONS

### THAILAND and ROW

T 66 6 3796 5464  
C Ms Thitima Sriutharawong  
E thitima.s@informa.com

### HONG KONG

T 852 3709 4991  
C Sales Department, Jewellery Fairs  
E salesjgf@informa.com

### CHINA

T 86 20 8666 0158  
C Ms Ruby Hu  
E info-china@informa.com

### GERMANY, AUSTRIA AND SWITZERLAND

T 49 721 384 1881  
C Mrs Elizabeth Dobelmann  
E liz@dobelmann.com

### INDIA

T 91 95588 88036  
C Mr Siddharth Parakh  
E siddharth.Parakh@informa.com

### ITALY

T 39 02 4851 7853  
C Mr Mauro Arati  
E info@studioarati.it

### JAPAN

T 81 3 5296 1020  
C Ms Hiromi Sakurai  
E info@japanjewelleryfair.com

### KOREA

T 82 2 6715 5400  
C Ms Sue Seo  
E Sue.Seo@informa.com

### TAIWAN

T 886 2 2738 3898  
C Ms Cela Chen  
E info.sales.tw@informa.com

### TURKIYE

T 90 549 4540027  
C Mr Volkan Adakan  
E Volkan.Adakan@informa.com

### USA

T 1 347 906 4693  
C Ms Bonnie Chan  
E Bonnie.Chan@informa.com

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