JEWELLERY & GEM
ASEAN BANGKOK

THE PREMIER
INTERNATIONAL EXHIBITON OF
JEWELLERY & GEMS FOR ASEAN

22 - 25 April 2026

Queen Sirikit National Convention Center (QSNCC)
BANGKOK

Organised by:
informa markets
Jewellery

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 luxurygoods 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.

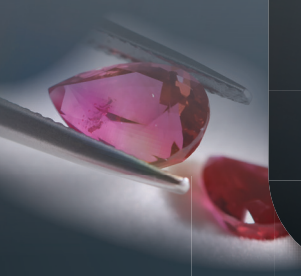
JGAB FACTS & FIGURES

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*

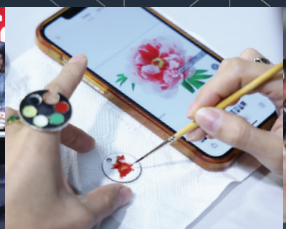
- 38% Manufacturer/Distributor/ Gem Laboratory/ Gemmologist
- 24% Wholesaler & Retailer /Department Store / Online Shop
- 17% Buying Agent/ Trading
- 9% Jewellery Designer/ Jewellery Collector
- 8% Exporter/Importer
- 4% Trade Association/Media/ Publication/Government Bodies

TOP 3 VISITOR PRODUCT INTEREST*

- FINISHED JEWELLERY
- JEWELLERY MATERIALS
- GEMSTONE, MINERALS&FOSSILS

*Buyer report was from questionnare form at previous edition

ONSITE ACTIVITIES



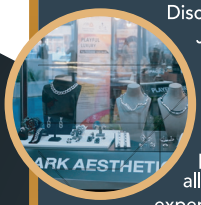
EXPLORE ASEAN'S JEWELLERY EXCELLENCE WITH A NEW EXPERIENCE

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:

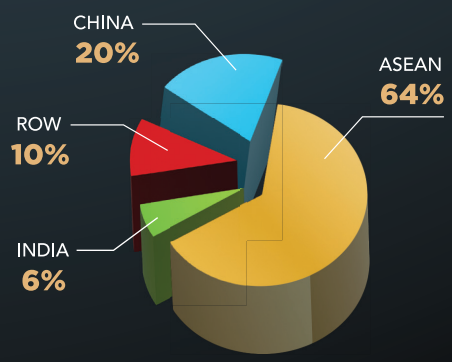
1. THAILAND
2. CHINA
3. CAMBODIA
4. INDIA
5. HONG KONG S.A.R.

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 jewellry 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 :

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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

Thailand
Bangkok
23 - 26 / 4 / 2025

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

Taipei
21 - 24 / 11 /2025

Japan
Tokyo
27 - 29 / 8 / 2025

* SEASONS Fashion Jewellery & Accessories Fairs

EVENT SPACE AND OPTIONS

Raw Space (min 36 sqm)

	1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES
PRIME ZONE (THB)	8,500	8,925	9,137	9,350
ZONE B (THB)	7,000	7,350	7,525	7,700

Shell Stand (min 9 sqm)

	1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES
PRIME ZONE (THB)	11,000	11,550	11,825	12,100
ZONE B (THB)	9,500	9,975	10,212	10,450

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

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

SALES NETWORK

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Information