

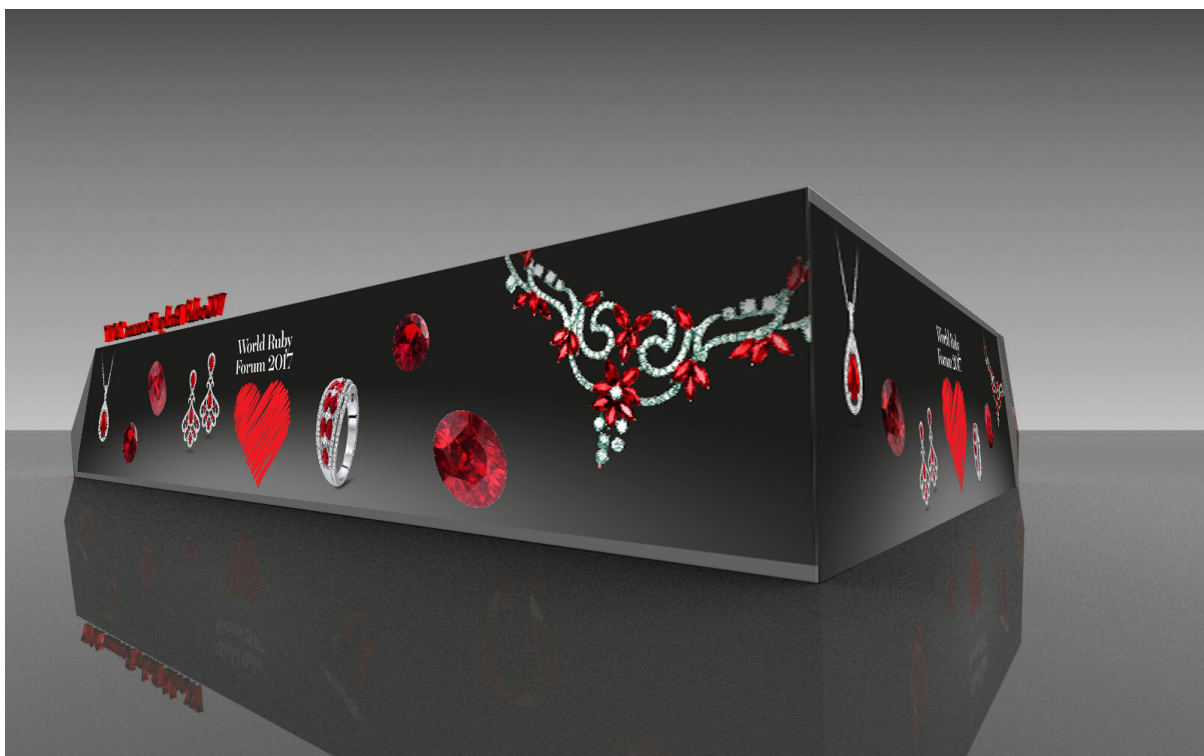


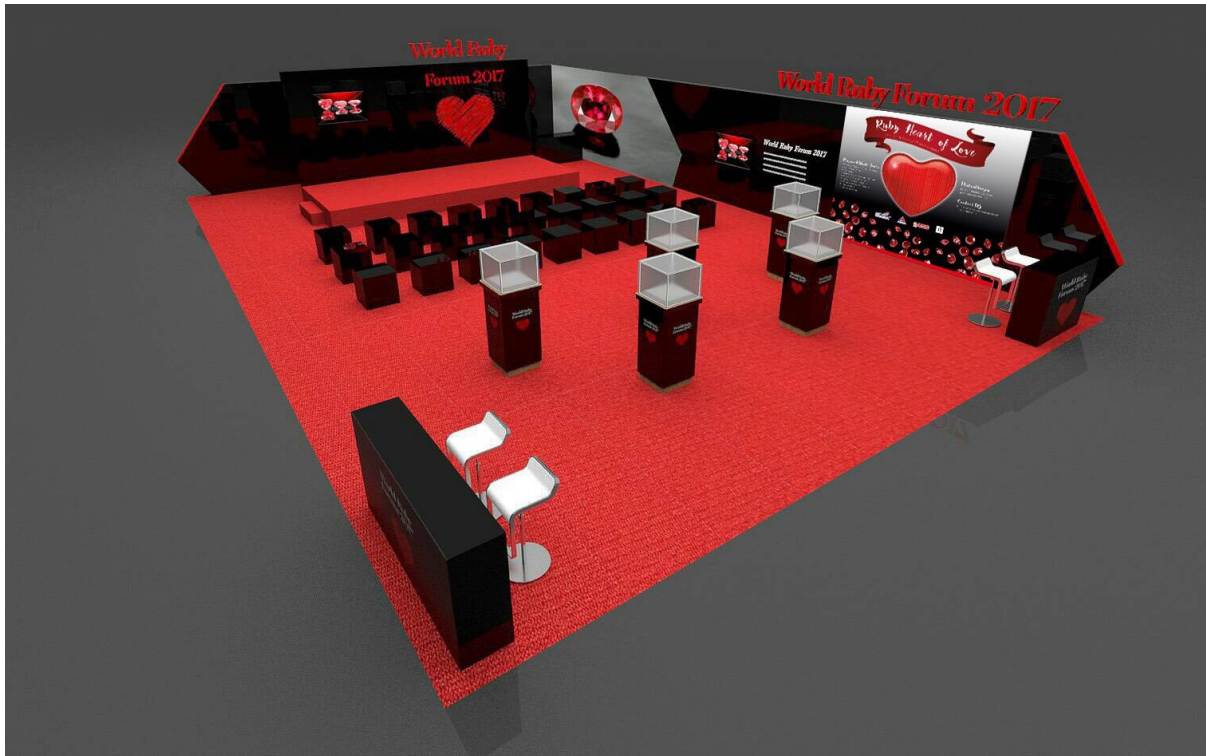
59th BANGKOK GEMS & JEWELRY FAIR

World Ruby Forum: A New Dimension of Sharing and Exchanging all Knowledge of Ruby “The King of Gems”



GIT, in collaboration with its partners, has organized the World Ruby Forum to promote, support, raise awareness and create accurate understanding on ruby to the general public members, as well as entrepreneurs and agencies in both government and private sector, aiming to boost up ruby as Thailand’s most important exported jewel and promote Thailand as the world’s jewelry trade center.





Dr. Pornsawat Wattanakul, the Director of the Gem and Jewelry Institute of Thailand (GIT), has revealed that GIT has enhanced its collaboration with its partners such as the Department of International Trade Promotion (DITP), the Asian Institute of Gemological Sciences (AIGS), Jewelry Trade Center (JTC) and the Association of Gemmology for France (AFG), to establish the World Ruby Forum project with the objectives to promote, support, raise awareness and create accurate understanding on ruby as well as to promote recognition of value and beauty of ruby, which is regarded as “The King of Gems” and considered as the strength of Thailand’s gemstone industry, to people around the world. This project directly and indirectly leads to an increase of jewelry trade and remains as important factor that drives Thailand to become the world’s jewelry trade center.

With this regards, after GIT, together with DITP, AIGS and AFG, have announced the hosting of the World Ruby Forum as an international academic conference at the GIT’s International Gem and Jewelry Conference 2016, GIT has collaborated with DITP and other agencies and gemstone entrepreneurs from all over the country to establish, for the first time, the committee for the World Ruby Forum 2017 in order to carry out activities for promoting good image of Thailand as one of the world’s important center for gem and jewelry trade. As such, in order to begin public relations campaign and to raise awareness of the World Ruby Forum to be held in November 2017, GIT has collaborated with DITP and AIGS to launch promotional activities for the World Ruby Forum during 22-26 February 2017, within the 59th Bangkok Gems and Jewelry Fair, with three major activities including 1) Press Release of the World Ruby Forum, 2) Ruby Heart of Love, and 3) Ruby contest.

An important activity at the opening of the World Ruby Forum project is the Thailand's Most Beautiful Ruby Contest, which is supported countrywide by the leading entrepreneurs and other persons who are interested to submit their most beautiful ruby to participate in this project. Honorary judges for the contest include Mrs. Wilawan Atichat, an advisor to the Gem and Jewelry Institute of Thailand, Mr. Chawalit Salwala, the Managing Director of Thai Lapidary International Co., Ltd., and Mr. Victor Tuzlukov, the World's champion gem faceter. After the contest is completed, in order to create awareness of value and beauty of ruby, the award-winning ruby shall be exhibited at the entrepreneurs' booth within the 59th Bangkok Gems and Jewelry Fair during 10.00 – 18.00 hrs.

For the Ruby Heart of love, which is another important activity of this project, has mobilized charity of funding by assembling 700 pieces of ruby into the heart shape, implying love and harmony of Thai people regardless of their races, religions, gender, or age, which were meant to commemorate kindness of the late King Praparamindhara Maha Bhumipol Adulyadhej on the occasion of his 70th anniversary celebrations of his accession to the throne and also the 84th birthday of Her Majesty Queen Sirikit. As a beginning, the Ruby Heart of love board, comprised of numbers 1 – 700 assembled into the heart shape, has been made for those who are interested in giving donation to choose their preferred numbers and voluntarily donate the money. Names of donors shall be recorded in the book "The Ruby Heart of Love Story" which will be published upon completion of the Ruby Heart of love assembly. This book shall also be contributed to interested persons and kept as national treasure, without any contribution for commercial purpose. The project founders also plan to bring this heart-shape assembly of ruby for exhibition in leading museum around the world in order to represent love and peace. All donations received shall be given to the Thai Medical Device Development Foundation (TMDD) Under Royal Patronage of King Rama 9. Altogether, there is a project to also allocate income from this activity to foundations in need of financial assistance.

Those who are interested can request for more information at Tel. 02 634 4999 extension 636 – 642 and registration for the event is available at www.git.or.th