



Mr Barshai (left) with Professor Dobretsov

Russia's man-created gems get a marketing boost in Thailand

MEASURES ARE being taken jointly by the Siberian branch of the USSR Academy of Sciences and the Bangkok-based Pinky Trading Co., Ltd., the Russian and Thai partners in the joint venture, Tairus, to strengthen the company's marketing endeavours. The latest initiatives come in response to a significant increase in the demand in Thailand and the Far East for man-created gemstones synthesised by the Novosibirsk-based institute.

The growing importance of the market in Asia for man-created gemstones from the Siberian institute drew tangible recognition from the Russian partner, with a recent visit to Bangkok by the Deputy Chairman of the Siberian institute, Academician Professor Nikolai L. Dobretsov.

Professor Dobretsov said that the Siberian branch of the USSR Academy of Sciences fully recognised the vast potential for its

very substantial supplies of man-created gemstones. He said that efforts by Pinky Trading Co., Ltd., through the joint venture, Tairus, had produced encouraging results.

He said it was not a matter of surprise because Pinky Trading Co., Ltd., and particularly Mr Walter Barshai, who first promoted man-created gemstones from the Soviet Union in Thailand and other Southeast Asian markets (before the launching of Tairus) had ensured that important clients in the region were made quite familiar with them.

Professor Dobretsov said that marketing efforts by Tairus in the immediate future would be in respect of man-created emeralds and alexandrites. He said that special technology was being perfected for the latter category with these alexandrites synthesised with a process which is partly-synthetic and partly man-created.

He described the potential

for this item as being tremendous with dual advantages exquisite and unmatched colour and a very definite price edge. "We believe that this item will be very popular in Thailand and other Far Eastern countries," he commented.

Apart from plans to bolster the marketing initiatives for man-created alexandrites, Professor Dobretsov said his institute was preparing a wider list of other man-created gemstones to be marketed through Tairus. These included man-created rubies, which have been 'grown' in underground chambers under intense heat and pressure using hydrothermal processes.

Professor Dobretsov explained that this was the first time that man-created rubies had been synthesised through hydrothermal processes, and added that another man-created gemstone to be produced through similar methods, again for the first time, is the green garnet.