This paper presents data on the marketing of mineral gems in the state of Pará. This seeks to understand the supply chain sector, to know which are the main gems sold in the state and the price of polished parts. The main objective is the analysis and characterization of the mineral species of gems, which are marketed in the state in terms of production and sales. The Development Program of Gems and Jewels of Para State (Polo Joalheiro São José Liberto) was established in 1988 in order to transform the mineral commodities produced by the sector in the state itself. This program introduced opportunity for the marketing of polished gems and jewelry made with stones in the production chain of jewels. The program activities cover five municipalities, having in 2015 the registration of 121 goldsmiths, 52 formal jewelry companies, 19 informal and 42 designers, in addition to registered artisans in Craftsman House. The artisans add up to more than 750, coming from 43 municipalities of all regions of Pará. In regards to marketing, the frequent preference is for the group of silicates, gems that are found in the state. The rock crystal (quartz) is the most abundant gem; ranking second is the amethyst, citrine third, together with the opal, malachite, garnet, diamond and others. Some gems are also much demanded, but do not have origin in the state of Pará, these are emeralds, sapphires and diamonds. They are produced "on demand". However, developments in this area in general are small, require evolution of its production processes, qualified personnel, technological innovation and an organized production system. Consequently, the production efficiency is very low, incompatible with the status of the states potential. A preliminary assessment indicates shortcomings in the lack of investment, and in the way we produce, which is basically handmade. Currently much of the gems are sold raw, many times without fiscal control process. Thus, the state has lower profitability, as the polished parts have a higher added value. We conclude that the gemological potential of Pará is among the most important in the country. The quality and variety of their gemstones represents an important business opportunity, although its production is very small. It is essential that there is greater government assistance, generating sector development policies.