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PRESS

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IEG: ASSOCORAL COMPANIES SOLIDLY UNITED AT VICENZAORO SEPTEMBER 2021

**The Torre del Greco district at Europe's first international event of the year.
Vincenzo Aucella, President of Assocoral: "Without trade shows, we're dead."**

www.vicenzaoro.com/en

Vicenza (Italy), 13th July 2021 – Full support from Assocoral at **Vicenzaoro September 2021**: the association of **Campania district's first-rate companies, those that take the art of coral and cameo workmanship into the world, will be in full force** at the coming edition of **VOS Vicenzaoro September - The Jewellery Boutique Show**, the international jewellery exhibition organized by **IEG - Italian Exhibition Group**, to be held in **physical attendance from 10th to 14th September 2021 in Vicenza**.

The halls of the Berico area's capital city will see an almost total presence of the Campania district, which is looking towards a revival in business and preparing to meet the market and international traders at **Europe's first event** where the sector will be spotlighted and **all the expo area employed in an offer extended to the entire supply chain**, along with **T.Gold** and **VOVintage**.

"Without trade shows, we are dead," **Vincenzo Aucella, President of Assocoral, pointed out**. "For those of us who sell hand-made products, the clientele's physical presence is essential. Buyers want to see and touch the items personally. It's a year and a half since we had meetings with IEG and we strongly believe in the coming edition of Vicenzaoro September: practically all of us will be there."

Acting as ambassadors of a **great tradition** that, **since the early 1800s**, has made **Torre del Greco**, in the province of Naples, **one of world's top reference points for coral** and an authentic **global capital in carving cameos on shell**, will be companies that, for generations, have lent their name to it. From manufacturers to sellers of coral and cameos, from dealers in coral jewellery and cameos to those who, over the years, have been operating in the related sectors, such as hard stone and pearl importers. The proof of a living heritage that, due to its uniqueness, is awaiting recognition from **Unesco**.

Sustainability, traceability, training and preserving authenticity are just some of the key topics included in Assocoral's initiatives to support a business revival and the internationalization of a product entirely made by skilful artisan hands and historically highly-appreciated by overseas consumers. "Last year, VOICE was an event with a different meaning; it was important to launch the message that the sector was still alive and kicking. This year, however, while awaiting a more decisive recovery in 2022, VOS will be particularly important in terms of meeting the domestic and European market up close," Aucella concludes.

ABOUT ITALIAN EXHIBITION GROUP

Italian Exhibition Group (IEG), listed on the MTA (screen-based stock exchange) organised and managed by Borsa Italiana S.p.A., has built up over the years, through its Rimini and Vicenza venues, a position of domestic leadership in the organisation of trade fairs and conferences, and has developed its foreign activities - also through joint ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, India - which have positioned it among the leading European operators in the sector.

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