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PRESS

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IEG: STARTING TOMORROW, 10TH SEPTEMBER, VICENZAORO, BACK IN PHYSICAL FORM.

On stage until 14th September, together with T.GOLD, the international show for jewellery machinery and technologies, and VOVINTAGE (11th – 13th September)

The gold-jewellery industry at pre-pandemic levels: +2.8% for Italian exports in the first 5 months of this year (2021 vs 2019)

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Vicenza (Italy), 9th September 2021 – Tomorrow will see the start of **VOS - Vicenzaoro September The Jewellery Boutique Show**, Italian Exhibition Group's international jewellery show, back in physical form from **10th to 14th September**, filling the entire Expo Centre with over **800 exhibiting brands** (about 30% international) and purchasers in arrival from Europe and the Middle East, as well as top Russian and American buyers, for an edition that will involve operators along the entire supply chain who are in considerable need of physical contact.

Tomorrow, the opening ceremony, scheduled for 11.30, will be attended by IEG President, **Lorenzo Cagnoni**, Mayor of Vicenza, **Francesco Rucco**, ITA President, **Carlo Maria Ferro**, Vice President of the Province of Vicenza, **Cristina Franco**, President of Federorafi, **Claudia Piaserico**, Vice President of Confindustria Nazionale and ITA Board Member, **Barbara Beltrame Giacomello**, Veneto Regional Councillor for Economic Development, **Roberto Marcato**.

Vicenza is therefore about to shine once more with creations from top-quality manufacturers and exclusive previews from the world's most famous jewellers, from **DAMIANI Group** to **ROBERTO COIN**, from **FOPE** to **CRIVELLI** and **FABERGÉ**. But also with innovations at **T.Gold**, the international show for jewellery machinery and the most advanced technologies applied to gold and jewellery processing. And, for vintage watch and jewellery lovers, **VOVintage**, the event specifically for collectors and open to the public, will also be back (11th – 13th September).

The gold-jewellery sector has resumed its growth trend which already stands at pre-pandemic levels: **Italian exports registered an increase of +2.8% in the first 5 months of 2021** compared to the same period in 2019 (the +86% compared to 2020 is of little statistic value in view of the health crisis). A positive development that can also be seen in the import data. The countries at the top of our export list are the United States and the United Arab Emirates (respectively +67.4% - or rather + € 185.6 million in absolute value - and +4.5% - or rather + € 16.2 million) compared to the same period in 2019. Ireland, France and Switzerland are also in the sector's top 5 logistic-commercial hubs while Hong Kong registered a considerable downturn.¹

Vicenzaoro September is also an arena for debate and in-depth insights to the benefit of the industry's national and international top manufacturers. The programme will open with **"The State of the Art"** Talk in collaboration with **Club degli Orafi**: a snapshot of the sector from first-rate representatives of the supply

¹ Source: Confindustria Moda Research Centre on ISTAT data for Federorafi

chain: **Jerome Favier** CEO at Damiani, **Stephen Lussier** Executive Vice-President Consumer and Brands for De Beers Group, **Nicolò Rapone** Operations Senior Director at Bulgari and **Massimo Fasoli**, CEO at Fasoli Spa.

Emerging phenomena and consumer evolution over the next 18 months will be the focus at the presentation of the 20th **"The Jewellery Trendbook 2023+"**, a veritable bible for the international jewellery market, compiled by **Trendvision Jewellery + Forecasting**, IEG's independent think tank. Sustainability and gender equality will be the main topic at **"Sustainable Development Goals: Meeting Their Challenge"** organized by **CIBJO, the World Jewellery Confederation**, attended by President Cavalieri, and further meetings dedicated to **"Gemmology Women Icons"** and **"Women in jewellery"** will feature numerous key opinion leaders from the sector. **Digital Talks, in collaboration with Confcommercio Federpreziosi**, will also be back as well as **GEM TALKS, in collaboration with I.G.I.** (Italian Gemmological Institute) which will deal with the topic of synthetic diamonds. **Laura Inghirami**, founder of Donna Jewel, will be speaking about the consumer behaviour of Millennials and Generation Z.

Community and culture will be the key words of the programme of events dedicated to watchmaking: an unprecedented course organized by the Geneva institution **FHH - Fondation de la Haute Horlogerie**, is to be held with an exceptional educator: **Ugo Pancani**, Professor of Mechanical and Electronic Watchmaking. Meanwhile, **master watchmaker Vincent Calabrese**, one of the most renowned in the world and co-founder of the Académie Horlogère des Créateurs Indépendants (AHCI) with 40 patents to his name, **will be giving a preview of his latest revolutionary idea for mechanical watches.**

Startup & Carats, organized with the support of ITA (Italian Trade Agency), will provide a new launching pad for synergies and collaborations by promoting communication and relations between all the stakeholders in attendance and the most dynamic start-ups and SMEs.

Safety first and foremost at VOS with the deployment of the **#SAFE BUSINESS by IEG** plan, the project that ensures a safe yet agile trade show experience, and the **GBAC STAR™** accreditation (the global certification program regarding the correct practices, procedures and systems to meet the international standards of cleanliness, disinfection and infectious disease prevention for facilities and staff promoted by the Global Biorisk Advisory Council), that IEG has obtained for all its premises, the first trade show and congress organizer in Italy to do so.

An international hub of reference for the entire industry, the September edition of VO boasts the support of the **Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency (ITA)**, and also enjoys the solid presence of associations such as **Confindustria Federorafi, Confartigianato Orafi, Confcommercio Federpreziosi, CNA Orafi, Confimi Industria Jewellery and Silver Category, Assocoral, AFEMO – Italian Association of Jewellery Machinery Manufacturers and Exporters** and, on an international scale, **CIBJO – World Jewellery Confederation.**

The show will also resound among Vicenza's splendid streets with **VIOFF, Vicenzaoro's Off Show** event: the sixth edition, entitled **"A GOLDEN JOURNEY"**, will provide an enthralling artistic and entertainment offer in a virtuous blend of business and culture.

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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