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PRESS

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## ITALIAN EXHIBITION GROUP, VICENZAORO IS BE BACK IN PHYSICAL PRESENCE WITH OVER 700 EXHIBITING BRANDS

**Vicenza is hosting Europe's first international gold-jewellery event of the year. At the same time, T-Gold, VOVintage and the new VO'Clock area for contemporary watches**

#backtoVO

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*Vicenza, 10<sup>th</sup>-14<sup>th</sup> September 2021* – **'THE STATE OF THE ART'**, this is the claim of **VOS - Vicenzaoro September The Jewellery Boutique Show**, the first unmissable chance to take a live, up-to-date photo of the gold-jewellery sector, together with all the business community and the best of the industry.

Indeed, from 10<sup>th</sup> to 14<sup>th</sup> September, in the splendid setting of the city of Vicenza, **Vicenzaoro**, the international jewellery show, organized by **IEG – Italian Exhibition Group** and Europe's first event of the sector, is back, in physical presence.

VOS is accompanied by innovations in the technological field with the return of **T.Gold**, the international show for machinery and advanced technologies applied to jewellery design and processing: traditionally scheduled in January, this year, the show has moved to September and will be integrated into the same exhibition halls with over 100 companies in attendance.

**VOVintage** (11-13 September), the marketplace for watches and high-quality vintage jewellery, open to a public of enthusiasts and collectors, is staged practically at the same time while, again on the watch front, the **new entry, VO' Clock**, a B2B exhibition area specifically for contemporary timepieces with a selection of 23 brands expressing the new concept of time, particularly stands out.

After almost a year in which physical events were forced to stop, all the halls at Vicenza Expo Centre is bustling with an edition able to provide engaging experiences for international operators along the entire supply chain who have a strong need to re-establish physical contacts in order to do business.

The September edition of Vicenzaoro, which boasts the support of the **Ministry of Foreign Affairs and International Cooperation** and the **ITA (Italian Trade Agency)**, sees buyers from all over the world, thus confirming the climate of mutual trust – doubled in comparison to the same period last year – in terms of the willingness to physically attend the show reported in June **by the VBI – Vicenzaoro Buyer Index**, particularly from Europe and strategic Middle Eastern countries.

**The entire supply chain on display:** the international VOS showcase promotes the very best products made by artisan skills together with the highest know-how and technological and industrial state of the art. Prestigious jewellery brands and the most fascinating manufacturing expressions will be back to light up Vicenza Expo Centre and will also enjoy an even greater chance of visibility through **"The Jewellery Golden Cloud"**, IEG's interactive business matching digital platform.

All the Italian gold districts are represented: from Vicenza to Arezzo, from Valenza Po to Torre del Greco. Among the big names to admire live and in physical attendance at Vicenzaoro, exhibiting in the ICON community with important collection previews will be **Damiani**, a key player also with the Group's other brands **Salvini**, **Bliss**, **Calderoni**, **Venini**.

From the Vicenza district, the unmistakable uniqueness and stylistic identity of **Roberto Coin** and the flexible patented gold chains by **FOPE**, the brands distinctive product.

The high-jewellery section will also feature **Crivelli** and the **Centenary Egg** by **Fabergè** to mark 100 years since the death of Peter Carl Fabergé. And then **Gismondi 1754**, the historical Genovese brand, now listed on the stock exchange, as well as iconic creations from **Annamaria Cammilli**, the versatility and lightness of **Nanis** and the romanticism, attention to colour and choices of **Giovanni Ferraris**.

The Valenza district is represented by **Davite & Delucchi**, **Vendorafa** and **Picchiotti**, Italian jewellery reference points around the world thanks to their sophisticated design and an impeccable choice of raw materials.

Other big names include **Bros Manifatture** and **World Diamond Group**, and the quality products of the Arezzo district are significantly represented by **Unoaerre**, **Graziella Group**, **Chrysos** and **Karizia**.

Confirming Vicenzaoro's international air is the German company **Stenzhorn**, **Tirisi** from Holland and **Yeprem** from Lebanon, as well as the rock&roll allure of the French company **Akillis** and pearls from **Yoko London** and **London Pearls**.

Vicenzaoro September 2021 is further enriched by a full programme of talks, conferences and special guests to explain the multiple facets of the gold-jewellery and vintage watch sector, exploring the future challenges and tracing development prospects among innovation and sustainability initiatives. The **Main Stage**, purpose-built for the five-day event, is offering a programme featuring the most influential voices in the sector from the various associations and the academic and industrial world as well as fixed appointments with **DIGITAL TALKS** and their focus on technological innovation organized in collaboration with **Confcommercio Federpreziosi**, and GEM TALKS, meetings with expert gemmologists from all over the world, organized in collaboration with **I.G.I. (Italian Gemmological Institute)**.

With Vicenzaoro September, also making a comeback in the heart of the provincial capital is **VIOFF**, **VICENZAORO's off-show**, a collaborative idea created between the Municipal Council and IEG, which – from 10<sup>th</sup> to 13<sup>th</sup> September – offers once more a wide artistic, cultural and entertainment proposal inside the city walls to suit all tastes and ages. The theme of the 2021 edition is the celebration of travel: VIOFF is, therefore, “**A Golden Journey**” through culture, figurative arts, circus arts, music, food & wine, as well as craftsmanship and business.

Safety first in every moment and in every aspect of Vicenzaoro by applying **#SAFE BUSINESS by IEG**, the plan that IEG launched in 2020 to ensure a safe and agile trade show experience: IEG is the first trade show and congress organizer in Italy to have obtained, for all its premises, **GBAC STAR™** accreditation, the global certification program that certifies international standards of cleanliness, disinfection and infectious disease prevention for facilities and staff promoted by the Global Biorisk Advisory Council (GBAC). Moreover, as foreseen by the laws in force, and with the aim of protecting visitors, suppliers and employees, all those entering the Expo Centre while the trade show is underway, must be in possession of a ‘**green pass**’ (those without this pass will be able to do a rapid antigen test at the Expo Centre entrance at a convenient price).

And, once more on the safety theme, Italian Exhibition Group is offering its foreign guests a new opportunity for understanding the rules regarding entering and sojourning in Italy through its **Safe Travel** programme. The service – which can be adhered to by completing a simple form available on the show websites – provides information and assistance regarding the regulations and requirements to which international visitors and exhibitors are subject in order to come to Italy, with timely, constant and daily updates about any changes to the rules.

## **FOCUS ON ITALIAN EXHIBITION GROUP**

Italian Exhibition Group (IEG), quotata sul Mercato Telematico Azionario organizzato e gestito da Borsa Italiana S.p.A., ha maturato negli anni, con le strutture di Rimini e Vicenza, una leadership domestica nell'organizzazione di eventi fieristici e congressuali e ha sviluppato attività estere - anche attraverso joint-ventures con organizzatori globali o locali, come ad esempio negli Stati Uniti, Emirati Arabi Uniti, Cina, Messico, India - che l'hanno posizionata tra i principali operatori europei del settore.

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Il presente comunicato stampa contiene elementi previsionali e stime che riflettono le attuali opinioni del management ("forward-looking statements") specie per quanto riguarda performance gestionali future, realizzazione di investimenti, andamento dei flussi di cassa ed evoluzione della struttura finanziaria. I forward-looking statements hanno per loro natura una componente di rischio ed incertezza perché dipendono dal verificarsi di eventi futuri. I risultati effettivi potranno differire anche in misura significativa rispetto a quelli annunciati, in relazione a una pluralità di fattori tra cui, a solo titolo esemplificativo: andamento del mercato della ristorazione fuori casa e dei flussi turistici in Italia, andamento del mercato orafa - gioielliero, andamento del mercato della green economy; evoluzione del prezzo delle materie prime; condizioni macroeconomiche generali; fattori geopolitici ed evoluzioni del quadro normativo. Le informazioni contenute nel presente comunicato, inoltre, non pretendono di essere complete, né sono state verificate da terze parti indipendenti. Le proiezioni, le stime e gli obiettivi qui presentati si basano sulle informazioni a disposizione della Società alla data del presente comunicato.