

**Press Release
(English Translation)**

Time for training at VICENZAORO September

**New entry at the September edition:
Gem Talks dedicated to the world of gems**

Vicenza, 10th September 2018 – The countdown to one of the jewellery world's most awaited annual events has begun: VICENZAORO September, organized by IEG - Italian Exhibition Group, scheduled to take place at Vicenza Exhibition Centre from 22nd to 26th September 2018.

The 5 days of the Show will include numerous congresses, conferences and seminars on various themes, qualified training moments and information on trends, the market, technologies and sustainability. Besides enhancing the very best Italian and International products and promoting business activities, VICENZAORO September is, in fact, an important cultural hub and quality content and information generator.

Starting with **VISIO.NEXT:TRENDS**, one of the most highly-awaited events scheduled for **Saturday, 22nd September** (10 am, Sala Tiziano, Hall 7.1), at which a round table of celebrity guests will exchange opinions on the future of jewellery. Indeed, the most authoritative players in the global market will be discussing the latest trends in the jewellery world, consumer modalities and the market situations destined to leave a mark.

Digital Talks, in collaboration with Federpreziosi Confcommercio, will also be featured at the September edition of VICENZAORO providing a cycle of 30-minute meetings with leading digital retail experts on integration between sales channels and the digital world. The meetings will also deal with practical cases linked to the world of jewellers and will provide tools that can be rapidly applied to retail.

To be more precise, themes ranging from the 4.0 jewellery store to how Italian jewellers are facing the digital side of jewellery market evolution as well as cyber crime and brand protection on the web, will be dealt with. Other topics will include how to re-launch the sales point through digital, jewellery communication in Instagram times and 4.0 retail with an overview of the so-called digital signage. Digital Talks will take place on Sunday 23rd and Monday 24th September in the VO Square (Hall 6).

But the real new entry at the September edition of VICENZAORO is **Gem Talks**, in collaboration with IGI (Italian Gemmological Institute) and sponsored by Borsa dei Diamanti, Federpreziosi Confcommercio, Associazione Italiana Gemmologi and CIBJO. Gem Talks originate from the aim to offer every exhibitor and visitor at the Show a chance to learn more about the world of gems.

From the difference between jade and jadeite to the comeback of garnets, a group of gems known of since ancient times that have recently enjoyed a new boom in fashion and on the market thanks to the discovery of new deposits and further surprising colours.

And again, the synthetic diamond and the advantages of a transparent and virtuous market, sweet water pearl production, the latest ideas offered by the market and the history, traditions and symbolic meanings of the amethyst, one of the most luxurious gems.

These are just some of the current and interesting themes that will be dealt with in the short, 30-minute talks held by International sector experts on Sunday 23rd, Monday 24th and Tuesday 25th September in the Gem Talks area (Hall 3.1).

T.Evolution, the section specifically created inside the Vicenza Exhibition Centre for jewellery processing technologies and machinery and particularly focused on digital technologies and methodologies, will also be offering, in collaboration with its **Technical Partner, CPV - Centro Produttività Veneto**, a full **programme of workshops and specific technical seminars** with the participation of the most qualified experts in the sector.

The implementation of 3D printing in industrial jewellery production, the use of alternative materials, such as digital rubber and nanoceramics for reproducing, the jewellery casting process in present-day industrial production, the 3D printers able to make jewellery in 24 hours and latest generation software for 3D design. These are just some of the themes that will be dealt with in T.Evolution seminars and meetings, thanks to the participation of leading companies, such as DWS Digital Wax Systems, Legor Group Spa, TAUMAC Srl and 3DZ.

The complete programme of events is available for consultation on the official VICENZAORO website:
<https://www.vicenzaoro.com/it/settembre>

ITALIAN EXHIBITION GROUP SPA: FOCUS ON

Italian Exhibition Group (IEG), with structures in Rimini and Vicenza, is leader in Italy for organized trade fairs and among the main European operators in the exhibition and congress sector. IEG Group specializes in organizing events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness and Leisure; Green & Technology. In recent years, IEG has embarked on an important path of expansion abroad, also through the establishing of joint ventures with local operators (for example in the USA, United Arab Emirates and in China). IEG closed the 2017 financial reports with total consolidated revenues of 130.7 million euro, an EBITDA of 23.2 million and a consolidated net profit of 9.2 million. In 2017, IEG, in the exhibition and congress venues of Rimini and Vicenza, totaled 50 organized or hosted events and 206 congress events. <https://en.iegexpo.it/>

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