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IEG: AT VICENZAORO, AN AREA FOR TRAINING AND FURTHER PROFESSIONAL DEVELOPMENT FOR JEWELRY AND WATCH INDUSTRY OPERATORS

Five days full of educational moments on the most relevant topics with Digital Talks, Gem Talks and specific training in watch mechanics and innovations.

www.vicenzaoro.com/en

Vicenza (Italy), 3rd September 2021 – From style trends to market dynamics, from consumer evolution to innovation, from digital to more technical aspects concerning gems, machinery and production. **Vicenzaoro September** (10th – 14th September 2021), the gold and jewellery world’s international show of reference, organized by **IEG - Italian Exhibition Group** at Vicenza Expo Centre, an authentic sector hub, will be the core of high-standard and in-depth educational moments for the sector’s international operators.

In order to encourage and enrich reflection on current trending topics, **Monday, 13th September** will see the return of **Digital Talks**, a series of 30-minute meetings and brainstorming on the hottest themes in digital innovation, specifically for jewellery and watch retailers, organized **in collaboration with Confcommercio Federpreziosi**. The theme of the September edition of this successful Vicenzaoro format is **“Long live stores”**, a focus on the evolution of the sales point in light of new buying habits and the urge towards digitization experienced during the pandemic period. **Steven Tranquilli, Director of Federpreziosi Confcommercio Imprese for Italy**, will be providing an overview of future trends in physical sales points with **“Jewelry stores ... Future-resistant,”** while **Fabrizio Valente, Founder & CEO of Kiki Lab**, will be revealing best practices and case histories with **“The keys to success in the New World. Concepts and stimulating cases for jewellery stores.”**

On **Sunday, 12th September**, a new cycle of **GEM TALKS**, meetings with expert gemmologists from all over the world, organized **in collaboration with I.G.I.** (Italian Gemmological Institute), will enliven the Main Stage in Hall 7 with detailed and useful information for every player along the supply chain, from producer to wholesaler to retailer. **“Natural diamond and synthetic diamond amid order and chaos”** will be taking the stage through the voices of **Gaetano Cavalieri**, President of CIBJO - The World Jewellery Confederation, who will be outlining the situation with **“Laboratory-Grown Diamond Guidelines”**; **Loredana Proserpi**, Director of the Italian Gemmological Institute, for an in-depth look at the position of UNI – the Italian Organization for the Standardization of modes of usage with **“The UNI regulation on synthetic diamond: a regulatory tool available to the market and operators”**; **Andrea Sangalli**, Vice President – Coordinator of the Diamond Commission, who will be comparing tradition and innovation with **“Natural or synthetic? That is the question. Federpreziosi Confcommercio’s position”**; **Laura Inghirami**, entrepreneur and founder of Donna Jewel, who will be exploring the relationship between the stone and the younger generations with **“Millennials and Generation Z: how do they feel about diamond. Is it love at first sight?”**

The vintage watch programme, organized under the directorship of **Michele Mengoli**, advisor for **VO Vintage**, the IEG event for all collectors, enthusiasts and onlookers of vintage watches and jewellery, also offers high-level educational moments.

Monday, 13th September will be the turn of the “**Watch Essentials Class**”, an introduction to the history of watchmaking, the market, the terminology, mechanical movements and the most famous complications. An unprecedented course held by the **FHH - Fondation de la Haute Horlogerie**, the Geneva-based institution that, for over ten years, has been promoting and divulging watchmaking excellence and its culture worldwide with an exceptional educator and ambassador, **Ugo Pancani**, Professor of Mechanical and Electronic Watchmaking.

This year will once more feature training techniques held by **CAPAC, the Milan Business and Tourism Polytechnic**, a top-class facility in Lombardy in the field of educational services in the watch sector. There will be two sessions of the **Watch Technical Class** on Sunday 12th September, organized by professor **Rinaldo Cassani**, to introduce the basic theory behind watch movements and practical assembly and dismantling applications.

Lastly, a further educational session on one of the greatest watchmaking icons with **Stefano Mazzariol**, one of the worlds most renowned vintage watch experts, who will be revealing all the secrets of the Rolex Newman Master, the most legendary Daytona dial, to the sector’s enthusiasts and professionals.

For further information on the educational event programme:

<https://www.vicenzaoro.com/en/vicenzaoro>

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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