



10-14 September 2021 Vicenza|Italy



f t i n @ | VICENZAORO.COM



PRESS

final press release

**IEG: VICENZAORO SEPTEMBER 2021 CLOSES ABOVE EXPECTATIONS.
ESSENTIAL IN PHYSICAL FORM
THE SHOW IS CENTRAL TO THE GOLD-JEWELLERY INDUSTRY'S RECOVERY**

The edition came close to pre-Covid attendance levels with across-the-board satisfaction from the over 800 exhibitors, stakeholders, visitors and organizers. The world looks to Vicenzaoro as a Lead Show for its ability to innovate and adapt to change.

www.vicenzaoro.com

Vicenza (Italy), 14th September 2021 – **Vicenzaoro September 2021 came to a close totalizing 80% of the number of visitors registered at the 2019 edition:** re-booting the gold-jewellery with confidence and optimism and confirming the Italian Exhibition Group's show – with over **800 exhibiting companies** – as the leading international event due to its ability to respond to change and the renewed needs of the sector.

The international attendance of buyers and visitors from abroad exceeded 30% of the total: with 77% coming from Europe, mainly from **Spain, Germany, France, 7% from the Middle East** and arrivals also from the **United States, Russia and North Africa. 108 countries** were represented by foreign visitors at Vicenzaoro at this re-start edition.

Results well beyond expectations similar to pre-pandemic levels receiving widespread acclaim from all the stakeholders present and involved.

Europe's leading exhibition organizer for the sector courageously interpreted the enormous desire of sector operators to come together and network and, with responsibility - involving the entire community - undertook to organise the event (in Vicenza from 10th to 14th September), a show that has been a reference point for the sector's business for over 60 years.

Vicenzaoro represented a great product showroom for a sector in which it is still essential to see, touch and experience jewellery. The companies once again had the opportunity to present their collections, the artisan interpretation of the sensitivities that exist in society today, from diversity & inclusion, which has resulted in gender fluid pieces, to the rediscovery of ties and relationships, which has inspired pieces designed to contain and tell stories.

More than **100** authoritative speakers at high-profile round tables and debates, the most acclaimed trendsetters, icons of collecting, as well as hundreds of consumers and enthusiasts in the BTC section, all gathered in respect of #safebusiness by IEG, the rigorous system adopted to ensure a safe and functional presence at the show.

To the satisfaction of all those involved, Vicenzaoro acts as the driving force behind the recovery of international business for a sector which, in Italy, employs **30,000 people** in over **7,000 companies** and generated **exports amounting to 8 billion Euros.**

The numbers of this edition confirm IEG's capacity for vision, adaptation and flexibility in offering the business community an opportunity not only to meet but also to reflect and take an overall picture of the state of the art of the sector following the pandemic period and the challenges it is facing. The 2021 edition saw new fittings, the implementation of the online platform, an important media success and a decisive investment in terms of access and security procedures.

Two events were held simultaneously at **Vicenzaoro** inside the same Expo Centre: **T.Gold**, the international exhibition for machinery and advanced technologies for jewellery design and production processes and **VoVintage** (11th – 13th September), at its second edition and open to vintage watch and jewellery collectors, enthusiasts and onlookers.

An international hub of reference for the entire sector, the September edition of VO boasted the support of the **Ministry for Foreign Affairs and International Cooperation** and **ITA (Italian Trade Agency)** as well as a solid attendance on the part of associations such as **Confindustria Federorafafi, Confartigianato Orafi, Confcommercio Federpreziosi, CNA Orafi, Confimi Industria Categoria Orafa ed Argentiera, Assocoral, AFEMO – Italian Association of Jewellery Machinery Manufacturers and Exporters** and, at an international level, **CIBJO – the World Jewellery Confederation**.

Determination and enthusiasm to promote change in terms of female empowerment in the sector, sustainability along the entire chain of production and sales methods emerged strongly from the many opportunities for debate. A fundamental ingredient is training and information for young people to teach them about the opportunities and professionalism of a little-known sector and to keep the precious know-how of Made in Italy alive and innovative.

IEG sets the date with the entire community for Vicenzaoro January 2022, from 21st to 26th January, the sector's first event of the year on the international trade show calendar.

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.

PRESS CONTACT IEG

Michela Moneta, press office coordinator

MEDIA AGENCY VICENZAORO Barabino & Partners T+49.30.66.40.40.60

Laura Bruzzone l.bruzzone@barabino.de

Lorenzo Magri l.magri@barabino.de

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewellery industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date