



SEPTEMBER 8 - 12, 2023 Vicenza | Italy

Co-located with



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Vicenza, Italy

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**ITALIAN
EXHIBITION
GROUP**

PRESS

Press release no. 7
(English translation)

IEG: AT VICENZAORO SEPTEMBER, STRATEGIC SKILLS FOR THE JEWELLERY INDUSTRY

- Strategic and technical expertise, the topic of educational talks at Italian Exhibition Group's international gold and jewellery show (8-12 September) under the banner of sector culture
- Alongside associations, institutions and companies, extensive coverage of the most debated topics: from market trends to marketing strategies, the fight against counterfeiting and the point of view of retail

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Vicenza (Italy), 8-12 settembre 2023 – Training and strategic and technical skills for professionals in the gold and jewellery sector are in the spotlight at **Vicenzaoro September (VOS) 2023, from 8th to 12th September** at Vicenza Expo Centre together with **VO'Clock Privé** (8th – 10th September), the event open to contemporary watchmaking enthusiasts. Organised by Italian Exhibition Group – IEG, the international exhibition is the entire gold and jewellery supply chain's appointment where current and future operators can meet, update and broaden their knowledge.

THE DOMESTIC AND INTERNATIONAL MARKET AND VICENZA EXPORTS

Made in Italy and international market trend analysis open the VOS events on Friday 8th September at 11.30 am with a presentation of the data by **Intesa Sanpaolo's Study and Research Department** in collaboration with **Club degli Orafi Italia**. Monday, 11th September, **Confartigianato Imprese Vicenza** focuses on exports and the competitive positioning of companies in the Vicenza gold district with **Sara Ferretti**, Head of the Gold and Jewellery System, and **Vladi Riva**, Head of the International Department.

NATURAL AND LAB-GROWN DIAMONDS, THE CURRENT STATE OF PLAY

Vicenzaoro takes a close look at the correct marketing strategies for the diamond market with scrutiny of one of the sector's most debated topics: the difference between natural and lab-grown diamond. This is on discussion on Sunday 10th September during the **Gem Talk** organised by **I.G.I. (Italian Gemmological Institute)**, providing the public with tools and indications for operating responsibly. The panel, moderated by **Loredana Prosperi**, director of IGI Milano, includes **Luigi Cosma**, president of Borsa Diamanti d'Italia, **Thierry Silber**, founder & CEO of Madestones, and **Daniel Nyfeler**, managing director of Gubelin Gem Lab Ltd.

THE FIGHT AGAINST COUNTERFEITING

On Sunday 10th, in cooperation with **CIBJO** - World Jewellery Confederation, **Sara Yood**, Deputy General Counsel, Jewellers Vigilance Committee, are giving a seminar on intellectual property protection as a key asset in the jewellery and watch industry. Moderated by **Lisa Koenigsberg**, Initiatives in Arts and Culture, "Defending what's yours: IP in the jewellery and watch industry" event outlines the legal options in regard to theft or infringement of copyrights, patents and trademarks on both the design and marketing fronts.

JEWELLERY RETAIL: STRATEGIES FOR HUMAN RESOURCES

Empathy, attentiveness and emotional intelligence as well as creativity and narrative skills are fundamental for those who weaves the dialogue with end customers. On Saturday 9th September, the retailer's perspective

is explained at **Assogemme's** talk on "Humanity as a competitive advantage: the strategic role of independent jewellers" by **Carlo Bartorelli**, president and sole director of **Bartorelli 1882 spa**, one of the oldest and most important jewellery groups in Italy. In addition to the Bartorelli multi-brand shops in Italy, it also manages the Bulgari and Hublot mono-brand boutiques in Forte dei Marmi (Tuscany) and the brand new Jaeger-LeCoultre and IWC openings, scheduled within the end of 2023.

The discussion continues on Sunday with **Federpreziosi Confcommercio's Retail Talk** focused on motivation, values and soft skills as strategic weapons for the jeweller. Guest speakers include award-winning cycling champion **Francesco Moser**.

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FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

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-jewelry 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