



press release

VICENZAORO SEPTEMBER 2025 – DAILY NEWS SEPTEMBER 7TH

COLLECTING BECOMES SHARED CULTURE AT VO VINTAGE

At VO Vintage, the free entry exhibition and marketplace, underway until tomorrow alongside Vicenzaoro September, watch collecting is much more than a mere passion. It is a forum for discussion, growth and in-depth analysis for enthusiasts, collectors and experts. In addition to the exhibition area and the unique and ageless pieces on sale, the various topics addressed in the ongoing talks at this year's edition include turning the spotlight on collecting as a conscious critical practice. At yesterday afternoon's event entitled **Independent Collecting**, the audience was able to follow a multi-voiced reflection on how to build one's own collecting identity, far from fads and speculative logic. The meeting was led by **Dody Giussani**, editor-in-chief of L'Orologio, **Pietro Pannone**, founder of the Ghiera Orologi project and co-author of the Laboratorio podcast, and **Jacopo Spangaro**, founder of the Spangaro & Co. auction house. The event also hosted the recording of the third episode of the Laboratorio podcast on independence of taste and the growth of individual skills. Held today, Sunday 7th September, the talk entitled **The New Frontier of Expertise**, addressed the challenges of authentication in the contemporary market. Nowadays, between perfect clones, invisible restorations, and reprocessed finds, recognizing an original piece requires increasingly advanced tools and knowledge. The topic was discussed by **Giussani** and **Giovanni Varesi**, CEO of GVE and partner of The Watch Boutique Milan, highlighting how technology can complement — but not replace — experience. VO Vintage thus confirms its role as a privileged meeting place for enthusiasts and professionals, where collecting is discussed, debated and transmitted as living knowledge.

EDUCATION, THE INTERNATIONAL FINE JEWELLERY ACADEMY HAS BEEN FOUNDED

The **International Fine Jewellery Academy** located in **Milan** has been founded. On the second day of Vicenzaoro September 2025, IEG's international trade show where the entire gold and jewellery supply chain gathers, the launch of a new, first-class, educational institute was announced. The institute will meet the needs of the jewellery industry and train the next generation of professionals, targeting students from all over the world. The initiative is the result of a strategic partnership between CIBJO, ConfCommercio, Fondazione Mani Intelligenti, a Valenza-based organisation whose mission is to train the next generation of goldsmiths, and CAPAC – Business and Tourism Polytechnic, a non-profit foundation that has been operating in professional training since 1961. CAPAC will provide the International Fine Jewellery Academy with premises in the centre of Milan. The Academy will offer an innovative training programme that will combine traditional craftsmanship, design and sustainability. The new Academy was launched during Vicenzaoro by **Gaetano Cavalieri**, president of CIBJO, **Alessia Crivelli**, president of Fondazione Mani Intelligenti, **Umberto Bellini**, president of Asseprim and vice president of Confcommercio Milan, **Simonpaolo Buongiardino**, president of CAPAC, **Gabriele Cartasegna**, Director of CAPAC, **Marie Claire Daveu**, chief Sustainability and International Affairs Officer at Kering.

THE CAMPANIA GOLD DISTRICT: A REFLECTION OF IDENTITY AND CULTURE

The **Campania Gold District's** first Vicenzaoro September 2025 prior to placing the documentation for Protected Geographical Indication (PGI) recognition for cameo and coral production on the desk at EUIPO, the European Union Intellectual Property Office, in Brussels on December 1st. On the second day of Italian Exhibition Group's international jewellery show, currently underway at Vicenza Expo Centre, the Campania Gold District, which focuses on the distinctive character of coral workmanship and the art of cameo carving,

made itself heard. **Anna Maria Nastri**, from the Ministry of Agriculture, reiterated how the PGI could also boost artistic craftsmanship, while **Vincenzo Aucella**, president of Assocoral and the Coral and Cameo Consortium, explained the opportunities that European recognition would open up for Torre del Greco. The institutional perspective was outlined by **Antonio Marchiello**, Campania Regional Councillor for Productive Activities, and **Alfonso Bonavita**, who support this enhancement process for over fifty companies in the sector. The District's mission is not just to promote a productive sector, but to transform it into an innovative model of aggregation capable of speaking to the world. As Campania Gold District President, **Vincenzo Giannotti**, pointed out, by 2026 the District will be ready to take on an international role. Between past and future, from gemmological analysis of Pompeii jewellery to global market showcases, Campania jewellery has found its ideal stage at Vicenzaoro: not only artistic creation, but a symbol of identity and enterprise, the excellence of a region that continues to shine.

VICENZAORO CELEBRATES JEWELLERY EXCELLENCE WITH THE VO AWARDS

The international jewellery exhibition organised by Italian Exhibition Group and acclaimed “Trend Show” launches the **VO Awards**. An official recognition of talent, innovation, manufacturing know-how and master craftsmanship with which the sector’s longest-running trade event, with over 70 years of history, aims to promote the key players in the supply chain and highlight creations that inspire and pave the way for the industry’s future.

Applications are already open: designers and exhibiting companies can submit their creations starting with this edition of VOS25. **The winners of the 1st edition of the VO Awards will be announced at Vicenzaoro January 2026.** A multidisciplinary jury of experts and leading figures in the international jewellery, fashion, gemmology, and communication sectors will decide on the winners with the **contribution of buyers and visitors** who, during the first few days of VOJ26, will be able to vote for the finalists from among those on display at the show.



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, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example – now sees the company positioned among the top European operators in the sector.

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