



Final press release

IEG: A PLUS SIGN FOR VICENZAORO SEPTEMBER 2025

- **+3% more visitors at Italian Exhibition Group's international trade show than in September 2024**
- **130 foreign companies represented, led by Spain, France and Germany**
- **The complete jewellery supply chain offer for the business community won the day**

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Vicenza (Italy), 9th September 2025 – **International positioning, business, training and networking.** These are the four cornerstones of **Vicenzaoro September** on which the global success of **Italian Exhibition Group's (IEG)** B2B event is based. The international gold, jewellery and watchmaking exhibition closed today with a **3% increase in buyers compared to the September 2024 edition** and, as with the January edition, attracted the **entire jewellery supply chain** to Vicenza.

INTERNATIONAL POSITIONING

Vicenzaoro consolidates its international positioning, above all in key export markets: the **United States** (+2%) and the **United Arab Emirates** (+21%). Visitors arrived from a total of **130 countries** with **Spain, France and Germany** representing the largest foreign attendances, while those from **Australia** doubled and those from **China, Hong Kong, Japan and Brazil** increased. **New arrivals came from 15 countries** including Bolivia, Madagascar, Macao, Mozambique, Nicaragua and the Dominican Republic.

BUSINESS

With over **1,200 exhibitors (60% of whom were Italian)** from **30 countries**, Vicenzaoro September was once again all sold out due to its comprehensive supply chain offer, which proved attractive despite geopolitical uncertainty. In addition to spontaneous visits to the show, and thanks to the **Italian Trade Agency's** incoming program, the encounter between supply and demand was structured around **605 buyers hosted from 63 countries** led by the **United States, the United Arab Emirates and France**. Close collaboration with the management of IEG's Vicenza venue ensured smooth internal navigation to the benefit of business, even while **construction work on the district's expansion, which is proceeding fully to schedule, continued.**

TRAINING

Vicenzaoro September asserted its role as an all-round training platform for the gold, jewellery and watchmaking sector. Endless distances would need to be travelled to interpret the changing context in which the jewellery industry now finds itself competing. However, at Vicenzaoro, just a few meters from its own stand, the world described this change, the trends and prospects in a varied and authoritative programme of events, preceded by the success of the **Vicenza Symposium**, the 3-day event held in the Basilica Palladiana in the city centre, attended by **the international scientific community** of precious metal processing technologies from **15 countries.**

NETWORKING AND THE BOND WITH THE TERRITORY

After business at the show, Vicenzaoro also offered the chance for people to consolidate the value of the contacts and network of relationships created surrounded by architectural treasures and beauty. The **ViOff** programme of events, organized in collaboration with the municipal administration, made the experience of staying in the city even more enjoyable and memorable for all the international guests attending the IEG trade show.

VO VINTAGE

With the debut of the September edition, **VO Vintage** doubled and amplified its success. Four fully-immersive days amid the **beauty of vintage jewellery and watches** that won over an audience of enthusiasts and collectors. Events and talks completed the appeal. A success that confirmed the soundness of IEG's strategy for this event.

NATIONAL AND INTERNATIONAL PARTNERS

VO's strategic partners are the Ministry of Foreign Affairs and International Cooperation (MAECI) and the Italian Trade Agency (ITA) for incoming buyers from key markets. International partners are CIBJO - World Jewellery Confederation, GJEPC India - Gem and Jewellery Export Promotion Council, HKJJA - Hong Kong Jewellery & Jade Manufacturers Association and Francéclat. National partners: Confindustria Federorafi, Confartigianato Orafi, Confcommercio Federpreziosi, CNA Orafi, Club degli Orafi Italia, Confimi Industria Categoria Orafa ed Argentiera, Assogemme, Assocoral, AFEMO – Association of Jewellery Machinery Manufacturers and Exporters. Institutional representatives: Sicily Region and Campania Region.

IEG's **Jewellery Agenda** continues with **JGTD – Jewellery, Gems and Technology in Dubai** from **11th to 13th November**. In Italy, the jewellery industry will gather in the manufacturing districts for the **Valenza Gem Forum** on October and at the **Italian Jewellery Summit in Arezzo** on December 4th and 5th. **Vicenzaoro January** will once again open the industry's international trade show calendar from **16th to 20th January 2026**, and will feature a new event: the announcement of the winners of the first edition of the **VO Awards**, reserved for designers and exhibiting companies.

To review the technical seminars and talks with trade associations and training institutes, all events which enriched the five days of Vicenzaoro September and the four of VO Vintage, please refer to the media room on www.vicenzaoro.com and to the [playlist](#) on the YouTube channel of Vicenzaoro and [VO Vintage](#).



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.

PRESS CONTACT IEG / VICENZAORO SEPTEMBER 2025:

head of media relation & corporate communication: Elisabetta Vitali; **press office manager:** Marco Forcellini, Pier Francesco Bellini; **press office coordinator:** Luca Paganin; **international press office coordinator:** Silvia Giorgi; **press office specialist:** Mirko Malgieri media@iegexpo.it;

MEDIA AGENCY VICENZAORO SEPTEMBER 2025: Adnkronos Comunicazione

Enrico Bellinelli: 334 5717790, enrico.bellinelli.professional@adnkronos.com

Enrica Marrese: 320 8074750, enrica.marrese@adnkronos.com

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