



press release

VICENZAORO SEPTEMBER 2025 – DAILY NEWS SEPTEMBER 8TH

ASSOGEMMOLOGI, 40 YEARS OF HISTORY: “MIMIT RECOGNITION STRENGTHENS OUR ROLE”

Forty years of history and a look to the future. The **Italian Gemmologists Association** celebrated its anniversary at Vicenzaoro September, the international gold and jewellery show, organized by IEG, ongoing until tomorrow at Vicenza Expo Centre. «We are not a professional association, but recognition from the Ministry of Enterprise and Made in Italy (MIMIT) gives us credibility and a regulated framework,» explained President **Rinaldo Cusi**. Among the association's strengths is the growing presence of women, who now account for 35% of associates and board members. Despite the uncertainties of the diamond market, Cusi reiterated the association's mission: «Keeping up to date is vital, from inclusions to jade and turquoise. Those who do not keep themselves informed risk becoming obsolete.» Moderated by **Loredana Prosperi**, vice president of the IGA and director of the Italian Gemmological Institute, the meeting saw international experts address key issues: “jade unveiled” with **Guy Lalous**, natural and treated turquoise with **Ilaria Adamo**, microphotography with **Liviano Soprani**, the technological revolution of “Gemtelligence” with **Peter Tollan**, and **Rui Galopim's** reflection on the role of gemmology in museums. Between research, innovation and identity, the event confirmed that Italian gemmology is still a leading player on the world stage.

TORRE DEL GRECO CAMEO: A TREASURE BETWEEN ART, HISTORY AND FUTURE

Always a **star attraction at Vicenzaoro**, the cameo is emblematic of a tradition that combines art and regional identity. The cultural, symbolic and economic value of this identifying jewel was discussed this morning by **Assocoral, Federpreziosi Confcommercio and IGI - Italian Gemmological Institute**, in a meeting that opened the fourth day of **Italian Exhibition Group's international gold and jewellery show**, underway until tomorrow at Vicenza Expo Centre. The focus was on **Torre del Greco's artisan workmanship and the cultural value of a kind of jewellery whose expressive power remains intact**.

«Cameo carving is an age-old art form with roots in Roman glyptic art and it is preparing to obtain Protected Geographical Indication status», said **Vincenzo Aucella**, president of Assocoral. «To promote our tradition and the skill of our engravers, we have organized live demonstrations and targeted initiatives at Vicenzaoro, ahead of the official PGI presentation in December 2025». A heritage to be rediscovered, also in terms of communication and awareness, as highlighted by the Italian Gemmological Institute, with director **Loredana Prosperi** reiterating the importance of explaining the “hidden poetry” behind each carved figure in order to overcome the confusion and disinterest that often surround this type of jewellery.

JEWELLERY RETAIL BETWEEN ARTIFICIAL INTELLIGENCE AND STORYTELLING

At Vicenzaoro September 2025, the **Retail Talks** organized by **Federpreziosi Confcommercio** offered two training sessions dedicated to jewellery retailers. The spotlight was on two central themes: the real-world impact of **Artificial Intelligence** on the jeweller's profession and the ongoing importance of mastering storytelling techniques.

The first session, “*Jewelry and AI – An Unexpected Alliance*”, featured **Vincenzo Aucella**, Deputy Vice President of Federpreziosi and President of Assocoral. Aucella described AI as «a new collaborator – a qualified assistant, ready to add value if entrusted with the right role». He was joined by **Mauro Mazzetto**, Agile Business Coach and Learning Experience Designer, with moderation by Federpreziosi National Director **Steven Tranquilli**. Companies that have already begun to integrate AI report tangible benefits: higher profit margins, lower costs, and improved efficiency across both production and sales. However, the speakers cautioned that without adequate internal expertise, AI risks remaining an untapped resource.

The second session, “*Storytelling Forever – From the Showcase to the Customer's Heart*”, brought together

Federpreziosi National President **Stefano Andreis** and **Giampaolo Rossi**, founder and CEO of *La Fabbrica di Lampadine*. Their discussion explored storytelling as a powerful tool for strengthening customer relationships. «The jewelry experience comes alive in direct contact with the object», said Andreis. «Storytelling begins the moment a customer looks at a jewel, tries it on, and feels it as their own. It grows through dialogue, empathy, and attentive listening». Rossi added: «For jewelers, being a skilled storyteller means creating resonance with each client, turning a purchase into a shared life moment. That is what sets this profession apart and makes it truly special».

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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, Saudi Arabia, 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