



Press release (English Translation)

VICENZAORO SEPTEMBER OPENED TODAY

- **Until Tuesday 9th, the leading international gold and jewellery boutique show at Vicenza Expo Centre**
- **Messages from President Zaia (Veneto Region) and Minister for Enterprise and Made in Italy Urso**
- **President Ermeti (IEG): “Record edition for hosted buyers. Vicenza will be the centre of our global jewellery network”.**
- **VO Vintage also kicked off: free admission for vintage watch and jewellery enthusiasts.**

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Vicenza (Italy), 5th September 2025 - **Vicenzaoro September** kicked off today. **Italian Exhibition Group's** international jewellery, gold and contemporary watch event opened with a greeting from **Luca Zaia**, president of the Veneto Region, who underlined the central role of the Vicenza gold district in the growth of the territory, and of Vicenzaoro in the development of the entire sector: «It offers the chance to take stock of the sector's state of health, create new contact networks, and discuss pressing issues such as artificial intelligence and the latest commercial dynamics.»

According to **Adolfo Urso**, Minister for Enterprise and Made in Italy: «For over 70 years, Vicenzaoro has been one of the most significant events for the supply chain. The gold, jewellery and watch industry closed 2024 with encouraging results, demonstrating resilience. It recorded a 4.4% increase in turnover with exports reaching historic levels at a value of €13.7 billion. 2025 began with signs of a slowdown, mainly due to the uncertainty generated by US tariffs. It is time to work towards finding alternative outlets to the US market, which should be integrated rather than replaced in order to consolidate our international position.»

Participating in the opening ceremony, hosted by Marino Smiderle, editor-in-chief of Il Giornale di Vicenza, were **Giacomo Possamai**, Mayor of Vicenza, **Andrea Nardin**, president of the Province of Vicenza, **Claudia Piaserico**, president of Federorafi Confindustria, **Matteo Zoppas**, president of the Italian Trade Agency, **Fabrizio Lobasso**, Deputy Director General for the Promotion of the Nation System and Central Director for Economic Internationalization at the Ministry of Foreign Affairs and International Cooperation, and **Roberto Marcato**, Veneto Regional Councillor for Economic Development (*statements attached*).

Until Tuesday 9th, Italian Exhibition Group's B2B trade show will host **1,200 brands** from **30 countries** with a strong international presence (40%), and **buyers** from **62 nations** thanks to the incoming program organized by ITA and the Ministry of Foreign Affairs and International Cooperation. This year's *trend show* also features over **30 hours** of in-depth **events** on trends, exports, artificial intelligence and training, as well as the presentation of the *International Fine Jewellery Academy*.

NEW JEWELLERY PRODUCTS

Numerous new products will be exhibited at Vicenzaoro September: iridescent pavé takes the shape of nature, and then there is titanium used with diamonds or pink coral, pink and yellow sapphires and more diamonds. And stones and mother-of-pearl on innovative materials such as carbon fibre, right up to the “perfect” chain inspired by the Fibonacci sequence and a perfectly balanced string of pearls that, pearl by pearl, took more than nine years to make.

VO VINTAGE AND VIOFF: MASTERY, TIMELESS LUXURY, HISTORY AND CULTURE OPEN TO THE PUBLIC

In conjunction with Vicenzaoro until Monday, September 8th, is **VO Vintage**: enthusiasts, experts, and collectors of vintage watches and jewellery will have the opportunity to discover rare creations, authentic treasures from the past, and second-hand icons (Hall 8.1, free admission at www.vintage.com). **Over 40 exhibitors** have been **selected** for this marketplace, which also offers a full programme of talks and events.

TOMORROW'S EVENTS, SATURDAY SEPTEMBER 6TH

At 11 am, **Strategies and Success Models for the Jewellery Industry in China**. Focus on the Chinese market, which is seen as an extraordinary but complex opportunity for Italian high-end jewellery and the commercial strategies to adopt. **The Quantum Age: Jewellery and the Convergence of Cultural Transformations** will be staged at the same time. The talk by Trendvision Jewellery + Forecasting, Vicenzaoro by IEG's independent observatory directed by Paola De Luca, will address the theme of jewellery as a cultural and technological artifact and a multidimensional, symbolic, modular and emotional language, with the contribution of important international guests. At 2 pm, **The future of export routes: data, trends and tools for internationalization**, organized by Club degli Orafi. The results of a survey on internationalization strategies and attracting foreign customers to the jewellery sector will be presented during the conference, along with emerging trends and actions that companies have already introduced to respond to new geo-economic dynamics. In addition, the tools put in place by the Italian Trade Agency to support the Italian companies' internationalization will also be discussed. A further discussion will take place at 4.30 pm with a focus on **Made in Italy, Sold in the UK: harnessing provenance and craftsmanship to drive sales**.

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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

VICENZAORO SEPTEMBER 2025: OPENING CEREMONY SPEAKER STATEMENTS

Maurizio Ermeti, president of IEG: «With over 50% of visitors and 40% of exhibitors coming from abroad, this event confirms its role as one of the most international Italian trade shows. This edition has already set a record for the number of buyers hosted. In a complex geopolitical context, IEG continues to support companies with its expertise and vision to tackle global challenges. The next edition of Vicenzaoro September will take place when the renovation of this beautiful district has been completed. We have made a strategic investment of €60 million that will transform the Expo Centre with the main objective of strengthening the centrality of this event on an international scale. We are building an authentic global jewellery network around Vicenzaoro to reinforce the authority of exhibitors, partners and Made in Italy.»

Giacomo Possamai, Mayor of Vicenza: «Together with IEG, we are investing in Vicenzaoro's hardware and software. On the one hand, the hardware, with the new hall and the train station that will arrive here along with the construction of the high-speed railway and all the other investments revolving around the Expo Centre. To this effect, the Municipality has also made a commitment with IEG to present an urban planning project to the City Council that will allow us to reorganize the Expo Centre. And then there is the software: in recent days, with "The Vicenza Symposium," Vicenza has been the capital of jewellery and fashion accessory technology, with experts from all over the world and all the major global groups. The network being built around Vicenza to strengthen the city's international role is therefore expanding ever more greatly.»

Andrea Nardin, president of Vicenza province «The Expo Centre's redevelopment is much more than an investment in infrastructure: it is a concrete sign of confidence in Vicenza's ability to attract, innovate and grow. This project is taking place in an area undergoing profound transformation, where high-speed rail construction is redesigning the road network and mobility, opening up new prospects for connectivity and development. The synergy between infrastructure, businesses and institutions is the key to generating positive effects throughout the province. Vicenzaoro is the symbol of a territory that is not content to simply maintain its prestige, but is looking ahead with ambition and vision.»

Claudia Piaserico, President of Federorafi Confindustria representing all the jewellery industry's national associations: «The teamwork and synergies established with all the industry's associations have rewarded us. I am coming to the end of a positive term of office during which we have strengthened the reputation of Made in Italy by focusing on strategic assets: internationalization, innovation, sustainability, culture and legality, education, promotion and supply chain marketing. The results tell us that, in order to face present and future challenges, we must continue to nurture the content and value of "Made in Italy", a compendium of innovation and craftsmanship. Geopolitical uncertainties are worrying, but are now a constant. The industry will grow by continuing to invest in these shared guidelines.»

Matteo Zoppas, president of ITA: «It is an exception for Made in Italy not to grow. Global uncertainties and protectionist tensions, especially US tariffs, led to a 15% decline in jewellery exports in the first five months of the year after three years of excellent performance and a 40% increase in 2024, partly marred by Turkey. Despite this, companies in the sector—which export over 90% of their production—are demonstrating resilience and vision, focusing on new markets and innovative products. With over 90 offices abroad, ITA and the Nation System support them with concrete tools for internationalization, collaborating with association and trade show partners, starting with IEG, and in close synergy with the Ministry of Foreign Affairs, on the path of growth diplomacy. Minister Tajani's export target of €700 billion is ambitious but achievable, thanks to the tenacity of entrepreneurs. At Vicenzaoro, we applaud the resilience of companies in the sector which, together with the Nation System's infrastructure, are achieving important goals.»

Fabrizio Lobasso, Deputy Director General for the Promotion of the Nation System and Central Director for Economic Internationalization at the Ministry of Foreign Affairs and International Cooperation: «Trade shows are an essential tool for internationalization and therefore a top priority for the Ministry: according to AEFI, in 2024, 831 trade shows were held, attracting over 17 million visitors. They are a direct expression of the country's international-oriented fabric, with 5 key sectors (agri-food, construction-furnishing, fashion-beauty,

technology and leisure), which together account for 63% of national exports. In terms of impact indicators, trade show participation generates a 1.6% multiplier effect on the turnover of those companies that take part in them.»

Roberto Marcato, Veneto Regional Councillor for Economic Development: «The jewellery sector in Veneto boasts around 1,200 companies, including 870 artisan businesses, with over 6,600 employees. More than half of these companies are located in the Vicenza area, where 77% of the sector's workforce is employed. These figures consolidate equally significant exports: while exports in 2023 amounted to over €2.1 billion (+1.7% more than in 2022), in 2024 the Vicenza gold district exported almost €2.5 billion (+14.9% compared to the previous year), mainly to the US, the United Arab Emirates and Turkey. These are truly significant numbers, considering that, in aggregate terms, Vicenza accounts for over 20% of total national exports and Veneto for 26%. At the moment, however, we are concerned about the increase in the cost of raw materials, political instability in some of Veneto's traditional markets, and the tariffs introduced by the US and Turkey. These critical issues also affect the luxury sector and must be addressed by diversifying target markets and focusing more greatly on Europe»