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Press release

VICENZAORO 2023, IEG: THE BIGGEST EDITION IN 70 YEARS HAS OPENED

- **The international gold and jewellery show was inaugurated this morning with the Minister of Enterprise and Made in Italy, Adolfo Urso, and the President of the Veneto Region, Luca Zaia**
- **From today until 24th January, at Vicenza Expo Centre, over 1,300 exhibiting brands from 36 countries and 400 foreign hosted buyers. International technological excellence with T.Gold**
- **2022 exports up +30% in the gold-jewellery sector in the first nine months. USA is still the first market for Made in Italy with a value of over 1 billion euros**

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Vicenza, 20th January 2023 – Inaugurated this morning, **Vicenzaoro January - The Jewellery Boutique Show** is the largest edition in 70 years of the gold and jewellery trade show's history, held in the provincial capital of Vicenza. **From today until Tuesday 24th January, Italian Exhibition Group's** international show will host more **than 1,300 exhibiting brands** from 36 countries inside Vicenza Expo Centre. Not only Made in Italy: 40% of the halls are occupied by international exhibitors and 400 are international buyers hosted from 64 countries thanks to the support of the network of ITA – Italian Trade Agency offices around the world for the event that opens the calendar of gold and jewellery trade shows around the world.

VOJ, T.GOLD AND VO VINTAGE, THE NEW "TIME"

A world-renowned business showcase, a place for global networking, trends, innovation, information and training for the entire jewellery supply chain, **Vicenzaoro January** has opened its doors together with **T.Gold**, the international jewellery technology and machinery exhibition. Among the novelties, the new TIME community: a business space specifically for contemporary watchmaking and its supply chain, further enhancing Vicenzaoro's B2B offer in the timepiece sector with around fifty exhibitors including established brands, micro-brands and start-ups with high creative content, components, accessories, instruments and after-sales equipment. Lastly, **VO Vintage**, the marketplace for fine vintage watches and jewellery (the latter will be open to the public from 20th to 23rd January).

VOJ, REVEALS JEWELLERY TRENDS

A reference event for international trends and for presenting new collections at the beginning of the year, Vicenzaoro January 2023, like a boutique without end, showcases contemporary jewellers' avant-garde sense for fragmented lines, precious stones and diamond puzzles, broken crystals and complex geometries, the result of the technological development of 3D printing and nanotechnology in jewellery. Items grow in volume and complexity but retain lightness. Polished and satin surfaces alternate with diamond pavé. The colours are vibrant and all pay homage to nature with significant incursions into the iconography of 1920s cinema, when geometry was simultaneously synonymous with audacity and elegance.

TOP BRANDS

Vicenzaoro January gathers together the top brands of high-end jewellery with new collections, gold jewellery with the best of Made in Italy production from the main national manufacturing districts and international

excellence. Among the protagonists at Vicenzaoro are leading brands such as Damiani, Roberto Coin, Crivelli, FOPE, Leo Pizzo and Annamaria Cammilli. Confirming Vicenzaoro's international air is the presence of leading names in high jewellery from all over the world: from Niessing, AWKN1 or the new entries PDPAOLA from Spain, the German company Coeur de Lion and the French Aurélie Bidermann alongside consolidated presences such as Amen, Brosway, Bronzallure and Unoaerre.

OPENING CEREMONY WITH MINISTER URSO AND VENETO PRESIDENT ZAIA

The opening ceremony of the event was attended by **Lorenzo Cagnoni**, President of Italian Exhibition Group, **Adolfo Urso**, Minister of Enterprise and Made in Italy, **Luca Zaia**, President of the Veneto Region, **Francesco Rucco**, Mayor of Vicenza, **Roberto Luongo**, General Director of ITA, **Maria Cristina Franco**, Vice-President of the Province of Vicenza, **Claudia Piaserico**, President of Federorafi, **Stefano Micelli**, Professor of Economics and Business Management at Ca' Foscari University of Venice (statements attached). Among the guests in the room was **Neena Malhotra**, India's ambassador to Rome.

All the news and exhibiting brand content are available on the brand new Vicenzaoro App "The Jewellery Golden Cloud" with useful maps for moving around the show, locating company stands, getting in touch directly and making appointments.

FOCUS ON ITALIAN EXHIBITION GROUP

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.

PRESS CONTACT IEG

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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-jewellery 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

(English translation)

VICENZAORO 2023, QUOTES FROM THE OPENING CEREMONY

Lorenzo Cagnoni, President of Italian Exhibition Group: «If this is the largest Vicenzaoro in the almost 70-year history of the jewellery show, and one of the most important sector events in the world, it is thanks to the trust of Italian and foreign companies, associations and institutions, professional traders and the media. My thanks go to them and to the thousands of incoming visitors and buyers. We say this, perhaps under our breath, with the pride of inaugurating Europe's reference event for the gold and jewellery supply chain and Made in Italy in particular. We should never tire of reiterating, nor should we diminish the value of the fact, that Vicenzaoro is now one of the world's three reference events for this sector. A fact made possible by the rewarding response that the market gives to our work. The trade show system is an advantageous lever for internationalisation, and therefore for the growth of Italian companies in the world, and in this, we always have the support of ITA and here today, the results are very clear.»

Luca Zaia, President of the Veneto Region: «Only pessimists don't make money. It is the formula for the success of our territory which boasts 1,300 companies, employing three thousand people. Our companies are SMEs with 3.2 employees each, but they produce almost 2 billion euros in exports. Determination and strength of will, believing that there is calm after the storm, is one of the drivers. Let's not forget that, here at Vicenzaoro, there is also the T.Gold section. In terms of machinery, we are great innovators and research in Veneto starts from the companies.

It's true that 80% of our companies employ less than 15 people. Certainly not a Fordist model, but one of small and medium-sized enterprises. However, it is also true that the our entrepreneurs are the first to do research.»

Adolfo Urso, Minister of Enterprise and Made in Italy: «Vicenzaoro is the largest gold and jewellery show in Europe. Here, it isn't just "beautiful and well done" that is celebrated: here, the very best in the world of an extremely high value supply chain is presented, one which has known how to evolve and update, skilfully combining Italy's centuries' old tradition with technological innovation under the banner of sustainability. A heritage that deserves to be protected and promoted even by extending the IGP mark to artisan and industrial products, as the European Union's Security Council recently decided: a huge success for our country and its manufacturing activities, of which the jewellery supply chain is certainly a noble expression. The action of this Government will always be oriented towards defending the arts and professions. This also involves particular attention to training, the key to bridging the gap in the skills that the labour market is having difficulties in filling.»

Francesco Rucco, Mayor of Vicenza: «The Vicenza factor proves to be essential for an event that promises to be a great success, confirming its role as the world's main Italian reference point for the jewellery industry. A city that, thanks to its ingenuity, industriousness, infrastructure and hospitality, is able to attract more than 1,300 brands from 36 different countries demonstrating, through IEG, an extraordinary ability to open doors by offering the winning combination of "craftsmanship and technology." A warm welcome to the new "Time" community dedicated to contemporary watchmaking and its supply chain, and congratulations to the top management of IEG and those who work for this event, which is increasingly more the pride and joy of our city.»

Maria Cristina Franco, Vice President of the Province of Vicenza: «Vicenza City of Gold, always and, we hope, for many years to come. And in order for this to be possible, we entrust in young people, on those who tomorrow will be employed in the gold-jewellery sector and will have the burden of maintaining the quality standards that make us stand out on the global market today. Federorafi's intuition to open the doors of Vicenzaoro to high school students goes in this direction and is a sign of intelligence and foresight, which is why I immediately offered my and the Province's collaboration. For the first time, students will be able to go to the show, not as mere visitors, but with exceptional guides, entrepreneurs, managers and industry experts.»

Claudia Piaserico, President of Federorafi: «The sector needs young people who are prepared and fascinated by the professional opportunities offered by the gold sector. To make up for the lack of human capital, we need to work on culture, and for this reason, we have activated communication projects, which take advantage of social channels suitable for reaching the new generations and with considerable international scope, also thanks to the

support of ITA, and of reputation, to transmit the value of a sector, the heritage of Made in Italy, to families as well.»

Roberto Luongo, General Director of ITA – Italian Trade Agency: «From the point of view of the Italian gold and jewellery sector, it is a very positive season, which, with the figures for the end of 2022, will probably mark a record. A record that will be reached thanks to Italian companies that work tirelessly on so many foreign markets, and on which we at ITA – Italian Trade Agency for the promotion abroad and internationalization of Italian companies, are working with the cooperation of our offices. We play a leading role in the promotion of our events abroad, also in collaboration with Italian Exhibition Group, but the cornerstone of our promotional action, which we have supported with very significant funding, is related to the gold district of Vicenza. Today at Vicenzaoro, we have brought 400 buyers from 64 countries, also through the communication campaign carried out with IEG.»

Stefano Micelli, Professor of Economics and Business Management at Ca' Foscari University of Venice: «Artisan know-how has been an essential element of the value proposition of Italian jewellery. Italian companies, leading brands as well as small businesses, have been able to rely on this distinctive factor that has made Italian production unique in terms of originality and quality. In the recent past, the role of leading firms in the sector has seen its importance grow hand in hand with the market internationalization process. The growing importance of large brands confirms the importance of small businesses that help animate a supply chain rich in skills and entrepreneurial spirit»

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