



MARCH 17 - 21, 2022 Vicenza | Italy

Simultaneously with **T.GOLD**

Co-located with **VO'Clock Privé** 18 - 20 MARCH 2022

In collaboration with



VICENZAORO.COM

Organised by
ITALIAN EXHIBITION GROUP
Promoting the Future

PRESS

Final press release

IEG: VICENZAORO 22, ATTENDANCE UP 24% COMPARED TO SEPTEMBER 21, 53% FROM ABROAD

A good scenario for the gold and jewellery sector as well as contemporary watchmaking, on display at the first edition of VO'Clock Privé

With T.Gold, the international event confirms its status as an essential business and meeting place for the industry's entire supply chain

www.vicenzaoro.com

Vicenza (Italy), 21st March 2022 – **Vicenzaoro - The Jewellery Boutique Show**, the international trade fair organised by **IEG - Italian Exhibition Group** and the first European event for the gold and jewellery sector, closed today after much satisfaction on the part of the operators. **Attendances** - an example of coexistence and harmony among different populations - were “welcomed” by “**Give**”, an installation by **Lorenzo Quinn**, a message of peace positioned at the entrance to the show. And the number registered a **24% increase** compared to Vicenzaoro September 2021, an edition of the same duration and also held in the unprecedented post-pandemic context characterised by new business paradigms compared to past shows. The decision to postpone the January appointment to March made it easier to hold meetings in complete tranquillity with a positive and widespread sentiment.

Five days of business, shows, training, round tables and in-depth analysis in conjunction with **T.Gold**, the international exhibition for machinery and advanced technologies applied to gold and jewellery design and production processes, confirm Vicenzaoro as the international hub of reference for the precious metals and jewellery industry. A unique, physical, “all at once” business platform, with digital extensions. A training centre for sustainability, innovation, trends and watchmaking for the entire supply chain: top-of-the-range, jewellery, components and semi-finished products, diamonds, precious and coloured stones, processing technologies, visual merchandising and packaging.

Despite the difficult moment, Vicenzaoro gathered together a healthy and solid entrepreneurial fabric with concrete prospects for the over **1,000 exhibiting brands (more than 140 at T.Gold), 300 hosted buyers, students, designers, schools, institutions and media from all over the world**. A unique community, with contemporary watches at **Vo'Clock Privé**, edition number “one” of the new lounge format that was also open to enthusiasts during the weekend.

International participation saw operators from **127 countries**. The influx of buyers and visitors from abroad, **in particular from Spain (6.5% of the total), Germany (6.4%), the United States (6.3%), Greece (5.3%) and France (5.2%),** amounted to **53%**.

A general optimism was felt among the halls, also thanks to IEG's ability to generate new formats over the years, contributing to the sector's results presented during the event: 2021 saw a turnover of **8.8 billion euros** and **exports of Made in Italy products up by 15.7% compared to 2019** (+54% compared to 2020), with double-digit growth compared to 2019 towards the USA and United Arab Emirates (non-EU exports were worth 75%). *

Vicenzaoro enjoyed a cohesive presence of institutions and associations: **the Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency, Confindustria Federorafi, Confartigianato Orafi, Confcommercio Federpreziosi, CNA Orafi, Confimi Industria Categoria Orafa ed Argentiera, Assocoral, AFEMO** - Italian Association of Jewellery Machinery Manufacturers and Exporters, and at an international level, **CIBJO - the World Jewellery Confederation**, which held its General Assembly during the show, and **FHH - Fondation de la Haute Horlogerie**.

* Data from Confindustria Moda's Research Centre on behalf of Federorafi

Statements by several exhibiting brands at Vicenzaoro 2022 can be found in attachment.

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, Brazil and India, **for example** – now sees the company positioned among the top European operators in the sector.

PRESS CONTACT IEG

Elisabetta Vitali, head of corporate communication; **Marco Forcellini**, press office manager; **Michela Moneta**, press office coordinator; **Luca Paganin**, press office specialist

MEDIA AGENCY VICENZAORO Barabino & Partners T+49.30.66.40.40.60

Laura Bruzzone l.bruzzone@barabino.de; Lorenzo Magri l.magri@barabino.de

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