

Press release no. 7

## VICENZAORO SEPTEMBER: FOCUS ON TRAINING AND CULTURE FOR THE JEWELLERY PROFESSIONALS OF TODAY AND TOMORROW

- Italian Exhibition Group's international gold and jewellery show, in Vicenza from 9<sup>th</sup> to 13<sup>th</sup> September, supports associations, institutions and companies in the challenge to train new professionals for the sector
- Students and young ambassadors among the stands to bring the new generations closer to the jewellery professions
- Technical and specialised skills at the exhibition for gold and jewellery operators thanks to the Italian Gemmological Institute's Gem Talks and the Retail Talks organised by Confcommercio Federpreziosi

<https://www.vicenzaoro.com/en/vicenzaoro>

Vicenza, 2<sup>nd</sup> September 2022 – [Vicenzaoro September](https://www.vicenzaoro.com/en/vicenzaoro) - The Jewellery Boutique Show (VOS) confirms its commitment to promoting the **culture of jewellery**. **Training and improving skills among today's and tomorrow's gold and jewellery professionals** are a priority for Italian Exhibition Group, which is organising the event scheduled to take place from 9<sup>th</sup> to 13<sup>th</sup> September at **Vicenza Expo Centre**, together with **VO Vintage** (9<sup>th</sup> – 11<sup>th</sup> September).

The event will be a showcase for professional development projects aimed at young talents as well as traders and retailers already working in the sector in order to help **bring the new generations closer** to the world of jewellery, enhance **job opportunities and professional development** in the sector and renew and **expand technical skills** within the industry.

### STUDENTS ON THE HUNT FOR TRENDS

**Inspiration Boards** is the name of the project that involves young students on IED Turin's **Jewellery Design** course. Stimulated by lecturer **Laura Inghirami (@DonnaJewel)**, they will be attending the show on Sunday 22<sup>nd</sup> September to immerse themselves in the world of jewellery and, with a critical and curious spirit, intercept the trendiest creations among the showcases. They will nurture each other both offline and online since their shots will be posted on a specific Instagram profile @vo.inspirations and the Vicenzaoro website.

### THE PAST, PRESENT AND FUTURE OF RETAIL JEWELLERY

New technical insights organised by **Confcommercio Federpreziosi** that focus on the needs of retailers: this describes **Retail Talks**, a format in which the Digital Talks of previous editions of Vicenzaoro evolve. Two educational events are scheduled, moderated by **Steven Tranquilli**, Director of Federpreziosi Confcommercio Imprese per l'Italia, with **Vincenzo Aucella**, Coordinator of the Federpreziosi Confcommercio's Young Group. Speakers at the talk entitled "*As if there were no tomorrow: conversation between generations. No shock business continuity*" will include **Emanuele Sacerdote**, entrepreneur, writer and lecturer, and representatives of three comparative generations of salespeople: **Giuseppina Impero Cisternino**, **Fabrizio Cisternino** and **Simone Tundo**, owners of the Cisternino jewellery store in Brindisi. Instead, communication strategies will be the focus of "*Yesterday and tomorrow. Humanity and service beat price: how to communicate that today*", with **Davide Dal Maso**, social media marketing coach.

## THE VALUE OF A CARVED GEMSTONE

Cameos, seals, carvings, statues and small objects: gemstones and semi-precious stones can become the material with which true works of art can be made. The art of stone carving will be the theme of the **Gem Talk** organised by **I.G.I. (Italian Gemmological Institute)** entitled “*Glyptics: when the beauty of the gem is enhanced by sculpture*” scheduled for Monday 12<sup>th</sup> September. **Azzurra Cesari** from Assogemme MRGI will be moderating the debate between IGI Director **Loredana Proserpi** and **Laura Maria Sara Tomaselli**, Historian and Conservator of Antique Goldsmiths as well as lecturer at the Malangoni Institute on several courses including the Master in Fine Jewellery Design.

**IEG's partnerships with institutions and trade associations, which unanimously highlight the difficulty of employing new recruits in goldsmith workshops and jewellery companies**, is therefore not only strengthened through Vicenzaoro's active support for training projects aimed at the sector, but also by hosting events such as the annual assembly of the TAM network (last March at Vicenzaoro), the activities of the Fondazione Mani Intelligenti, or by furthering initiatives such as the **Vicenza Jewellery Museum**, jointly managed with the municipal council and an active promoter of the cultural offer of both the area and the sector, which this year, among other things, is inaugurating an educational programme aimed at primary and secondary schools.

## 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.

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