

Press release no. 8

START-UP & CARATS: AT VICENZAORO SEPTEMBER, INNOVATION FOR JEWELLERY

- Fourth edition of ITA and Italian Exhibition Group's joint project, from 9th the 13th September at Vicenza Expo Centre
- Eight start-up brands and SMEs selected to support the industry's development in the name of innovation, cross-fertilisation and creativity
- Technology and digital to innovate product, production process and services

Vicenza, 6th September 2022 – Innovation at the service of jewellery with the fourth edition of “Startup & Carats”, the project organised jointly by ITA (Italian Trade Agency) and [Italian Exhibition Group](#) that brings the solutions of the most innovative start-ups and SMEs to [Vicenzaoro September \(VOS\)](#). From 9th to 13th September, the IEG event, which will be held at the same time as VO Vintage (9th – 11th September), will be presenting **eight start-up brands and SMEs** at Vicenza Expo Centre (Hall 6) to **inspire and stimulate creative cross-fertilisation** in the jewellery sector.

Jewellery prototyping and production, gemstone diagnostics, trade show stand attendance data analysis, web-based point-of-sale management, market entry and fundraising are the areas covered by the young companies selected within the project to support the industry's development with **product innovation, process innovation and innovative digital services**.

Technology and digital are an integral part of the jewellery supply chain and the jewel itself, which is becoming more and more personal and customised by storing images and memories to be viewed on the smartphone (**REM Jewel**). A diamond scanner distinguishes between natural, fake and lab grown diamonds with a single diagnostic sweep thanks to Artificial Intelligence (**Diatech Pro**). Business intelligence is fed with optimised data on the flow of visitors to an exhibition stand, in compliance with privacy regulations (**G-move**). To start a business, the necessary tools is made available to the jeweller to create his own branded line with the characteristics he wants in pure tailormade spirit (**Gioielleria Italiana, Officina Orafa**). There are aggregators and accelerators for start-ups with business advisor paths (**Retail Hub**) and services specifically for the jewellery sector to obtain public funding (**Fortitudo Diamonds**). Lastly, retail aims to tailor the sales and buying experience with XOX suites, CRM and ERP applications (**Art & Soft**).

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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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