



Final press release

IEG, VICENZAORO SEPTEMBER: 20% MORE FOREIGN VISITS THAN IN 2019, GLOBAL BUSINESS IS BACK IN VICENZA, STRONGER THAN EVER

- **Foreign countries drive VOS beyond pre-pandemic levels and account for 51% of total visits from 124 countries with Spain, USA, France and Germany in the lead**
- **Overall number of visits +10% compared to 2019**
- **Over a thousand brands at the show while domestic exports in the first five months of the year stood at +36.5%**
- **VO Vintage on the increase for the fine watch and jewellery sectors and talks with key figures to spread the culture of vintage**

vicenzaoro.com

Vicenza (Italy), 13th September 2022 – **Vicenzaoro September** closes its 2022 edition by recovering and surpassing pre-pandemic results. The overall **number of visits was up 10%** compared to 2019 with an **explosion of foreign attendances showing an increase of 20%**. **Over half of the total attendance was international (51%), from 124 countries worldwide.**

To date, **total media contacts** have reached **92 million gross**, of which **29 million are from the foreign press**. Over **20 million viewings** (impressions) on Vicenzaoro's **social channels** during the event, while professional operator viewings of exhibitor profiles on **The Jewellery Golden Cloud B2B platform exceeded 125 thousand**.

Global business has returned to Vicenza. **Italian Exhibition Group's** international gold and jewellery show confirms its role as a hub for business, training, information and networking with figures that prove it to be an increasingly important point of reference for the sector's international community, both in terms of new products and its ability to anticipate market trends with its four communities: Icon, Creation, Look and the Design Room.

To be more precise, foreign attendance saw Europe as the most represented with **Spain (7.3%), France (5.5%) and Germany (5.1%)** in the lead. Among non-European countries, the **United States (5.7% of the total)** took first place. Good attendance also from **Turkey (3.3%)** and the Middle East, especially **Israel (2.5%)** and the **UAE (2.3%)**. Also returning were **India (1.9%)** and Latin America with, **Mexico, Colombia (both at 1%)** and **Brazil (0.7%)**.

Numbers that allow market players to breathe an air of optimism with over one thousand brands exhibiting at Vicenza and that confirm the vibrancy of **Italian exports**, up by **+36.5%** between January and May 2022. According to the snapshot presented at Vicenzaoro by Federorafafi, data processing by Confindustria Moda's Study Centre based on ISTAT data shows the United States in first position with **+24.9%** of exports compared to the same period of 2021 (+115 million euros, in absolute value), followed by Switzerland at **+31.4%** and the Arab Emirates at **+23.3%**.

Vicenzaoro September also confirmed its role as an international reference point due to the entire institutional and associative world being in attendance, from **Confindustria Federorafafi, Confartigianato Orafi,**

Confcommercio Federpreziosi, CNA Orafi, Confimi Industria Gold and Silver Category to Assogemme, Assocoral and AFEMO - Association of Jewellery Machinery Manufacturers and Exporters, CIBJO - World Jewellery Confederation, MAECI and ITA, and key figures from the global industry, such as Cyrille Vigneron, President and CEO of Cartier, and Guido Grassi Damiani, President of the Damiani group.

A full-blown success also for **VO Vintage**, the spin-off dedicated to fine vintage watches and jewellery, which saw an increase in the B2C attendance of Italian and international enthusiasts and collectors. A market and lounge in which knowledge was gained on the value that watches and jewellery represent as forms of investment, thanks to panels featuring key figures such as Ugo Pancani from FHH - Fondation de la Haute Horlogerie.

Next appointment for the community is at **Vicenzaoro January** from **20th to 24th January 2023**.

WHAT THE EXHIBITORS SAY

Giacomo Pieroni, Sales Manager and Co-founder of Rue des Mille: «It was an extremely positive edition marked by excellent attendance and general optimism. In addition to the Italian market, we also met buyers from the United States, Israel, Estonia, Montenegro, Greece and Spain. In general, despite the pandemic, the sector has held up very well and has rediscovered its strength, as has Vicenzaoro, a show that we have strongly believed in since 2013, the year we founded our brand. It is the right course.»

Massimo Gismondi, CEO of GISMONTI 1754: «The foreign attendance, both from overseas and Europe, was very good for us in terms of potential and new dealers, with quality visits in line with our positioning and what we are looking for. We also experienced interest and propensity for the future, all positive signs.»

Luca Stefanini, CEO of Roberto Demeglio: «After the pandemic, we recorded a complete turnaround at the show, which saw a significant increase in interest on the part of the international public. On a commercial level, the show went very well with customers attending mainly from Europe but also from Australia and America.»

Enzo Lazzerini, General Manager of Novecentonovantanove Firenze: «As at last March's edition, we were pleased to see a positive trend during these days of the show. To be more exact, we noticed an increase in international visitors from many European countries and beyond: a sign of restart and re-opening for the foreign market as well.»

Nico Clary, Head of wholesale for Fabergé: «Vicenzaoro September 2022 was a very successful event for Fabergé in terms of business, visitors and press, despite a complicated socio-economic and political period. We are extremely satisfied because we met many of our partners and developed new contacts and relations from all over the world in an edition that provided the stage for us to exhibit our object d'art dedicated to Game of Thrones, a unique piece presented for the first time in Europe at Vicenzaoro.»

Stefano Migliorini, owner of Migliorini Gioielli: «This edition of Vicenzaoro September not only confirmed the positive trend that the sector has been experiencing over the last two years, it also witnessed a growing pace. What impressed us over these five days was the quality and high profile of the buyers from every geographical area. In addition to Europe, we consolidated and activated relationships with visitors from the USA, Japan, Israel and the entire Middle East, all driven by enormous enthusiasm and motivated in their search for new ideas, a fundamental element for a company like ours to test the product on strategic markets.»

Federico Zonta, CEO of D'orica: «This edition of Vicenzaoro confirmed the already positive trend of the current year. It provided an opportunity to meet customers that we hadn't seen for a long time because of the pandemic and who have shown marked confidence in the D'orica product. We also received requests from buyers from different countries, who expressed their appreciation for the authenticity of our product and our company philosophy, giving us the chance to open up to interesting new markets.»

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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