press release

VICENZAORO SEPTEMBER 2026, THE NEW HALL AND INTERNATIONAL STRATEGY LEAD TO GROWTH

- **IEG's development plan to redesign Vicenza Expo Centre and trade show layout has hit the mark**
- **136 countries represented with the same growth rate of +9% for both European and non-European countries**
- **Matteo Farsura (IEG): «A result that rewards the work with MAECI and the Italian Trade Agency»**
- **The entire supply chain under one roof boosts business, networking and training**

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Vicenza, 8th September 2026 – **Vicenzaoro September 2026** sees yet further growth. The **Italian Exhibition Group** trade show, restyled by the new Hall 2, closes today with a **4% increase** in total attendance numbers compared with the September 2025 edition and a **9%** rise in international attendance compared with last year. Confirming the event's growing international standing, the **largest numbers** of international visitors came from the United Kingdom, Germany, China, India and Romania. These were followed by: Switzerland, Spain, Denmark, Colombia and Belgium. The countries showing the **greatest increase** were South Korea, Singapore, Kuwait, South Africa, Finland, Norway, Denmark, Indonesia, Cyprus and Saudi Arabia.
The number of countries attending the show also continues to grow: 136 foreign countries with a **4%** increase compared with last September; **Europe** up by **9%**, the same percentage increase as for **non-European countries**, **which rose to 91**. There was also a slight **2%** increase in attendance from the **United States**.

VICENZAORO, AN INTERNATIONAL MARKET REFERENCE POINT WITH MAECI AND THE ITALIAN TRADE AGENCY

In the year of its tenth anniversary, IEG is keeping the promise it made to the jewellery business community and local area with the new infrastructure at Vicenza Expo Centre heralding a further chapter in its history. «This growth confirms the work carried out during the transitional editions when construction of the new Hall 2 was underway. **Since September '24**, attendance figures from abroad have risen steadily, and now, boosted by T.Gold, they are **up by 12%** despite an increasingly complex and uncertain international context. Vicenzaoro is driving the most dynamic markets thanks to its collaboration with the Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency. A selection process that not only focuses on quantity, but also on a thorough understanding of the exhibiting companies and their target markets,» commented **Matteo Farsura**, head of IEG's Jewellery & Fashion division. The buyer incoming programme organised with MAECI and the Italian Trade Agency for this edition brought **700 hosted international buyers** to Vicenza, alongside a further **210 Italian** buyers, making a record total of **910 trade visitors**. A significant boost achieved through the establishment of **around 70 Italian Trade Agency offices worldwide** under the leadership of **President Matteo Zoppas**.

WITH 1,300 EXHIBITORS, STRATEGIC BUSINESS FOR THE SUPPLY CHAIN

With a layout tailored to contemporary business needs due to the opening of the new Hall 2, and through its Boutique Show format, Vicenzaoro amasses the entire supply chain under one roof: from **T.Gold's** technologies to the finished product with **1,300 exhibiting brands**, thereby strengthening its role as an **international business platform**. Faced with uncertain times, Vicenzaoro responds with an offer that is able to attract the market, showcase innovation and anticipate the trends set to shape the sector in the coming years.

THE CIBJO CONGRESS WITH THE INDUSTRY'S KEY TOPICS
CIBJO, the World Jewellery Confederation led by **president Gaetano Cavalieri** and a global reference point for defining the sector's standards, nomenclature and best practices, decided to hold its centenary congress in Vicenza. With **over 600 delegates**, all key figures in the industry, including international luxury groups, mining operators and leading global retailers, the event reaffirmed Vicenzaoro's central role as **a leading international platform** where institutions and the supply chain can share perspectives and tools for tackling change. At each edition, the programme of events, devised in collaboration with stakeholders and the sector's leading experts, has helped to equip industry professionals with the tools to interpret trends in markets, innovation, consumer behaviour and distribution models.

NETWORKING: THE VALUE OF RELATIONSHIPS AT VICENZAORO
The ability to forge relationships is one of Vicenzaoro's defining features. It is a platform where professional interactions go beyond purely commercial exchanges to create opportunities for dialogue between companies, buyers, institutions, associations and the sector's leading international players.

Lastly, the success of **VO Vintage**, now at its 9th edition, with 53 selected exhibitors specialising in vintage and modern jewellery and watches, has cemented its status as a leading event that extends the Vicenzaoro experience to the general public with a high-quality selection of items and a programme of events designed to increase the culture of watchmaking through expert speakers.

NATIONAL AND INTERNATIONAL PARTNERS
VO's strategic partners are the Ministry of Foreign Affairs and International Cooperation (MAECI) and the Italian Trade Agency for attracting buyers from key markets. International partners include CIBJO – World Jewellery Confederation, GJEPC India – Gem and Jewellery Export Promotion Council, HKJJA – Hong Kong Jewellery & Jade Manufacturers Association, Francéclat. National partners: Confindustria Federorafi, Confcommercio Federpreziosi, Confartigianato Orafi, CNA Orafi, Club degli Orafi Italia, Confimi Industria Gold and Silver Category, Assogemme, Assocoral, AFEMO – Association of Jewellery Machinery Manufacturers and Exporters. Institutional representatives: the Region of Sicily and the Region of Campania.

IEG's **Jewellery Agenda** continues with the **JGTD – Jewellery, Gems and Technology in Dubai** from 27th to 29th October. In Italy, the jewellery industry will gather in the production districts for the **Valenza Gem Forum** on 22nd October, and at the **Italian Jewellery Summit** in Arezzo on 3rd December. **Vicenzaoro** and **T.Gold** will be back from 15th to 19th January 2027. **VO Vintage** will take place from 15th to 18th January.

PRESS CONTACT IEG / VICENZAORO SEPTEMBER 2026:
head of media relation & corporate communication: Elisabetta Vitali; **press office manager**: Marco Forcellini, Pier Francesco Bellini; **press office coordinator**: Luca Paganin; **press office specialist**: Mirko Malgieri; **press office assistant**: Julia Andreatta media@iegexpo.it

MEDIA AGENCY VICENZAORO SEPTEMBER 2026: Adnkronos Comunicazione
Enrico Bellinelli: 334 5717790, enrico.bellinelli.professional@adnkronos.com
Enrica Marrese: 320 8074750, enrica.marrese@adnkronos.com

ITALIAN EXHIBITION GROUP
Providing the future

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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, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example – now sees the company positioned among the top European operators in the sector.