

Final press release

**IEG ITALIAN EXHIBITION GROUP - VICENZAORO SEPTEMBER 2019:
A BOOM IN FOREIGN VISITORS WITH A 10% INCREASE**

This extremely important figure follows up on the already positive trend of January 2019 and September 2018.

The IEG expo is of key importance for the sector's business on the international scenario.

Vicenza, 11th September 2019 – An edition with great world-level figures, **VOS Vicenzaoro September 2019** – the Jewellery Boutique Show, the international expo of jewellery and gold organized by IEG - Italian Exhibition Group S.p.A. – ended today at Vicenza expo centre with approximately 1,300 brands participating.

In fact, **there was a 10% increase at VOS in foreign trade members, who arrived from 117 nations worldwide - in line with the already exceptionally positive trend of the last two editions** - highlighting IEG's ability to adopt a "system" approach to the promotion and growth of a sector increasingly orientated towards export.

Overall the rise in foreign trade members was led by the Middle East (+23%), North America (+22%), Russia and Ukraine (+19%) and Asia (+18%) with a particular increase by Japan (+43%). Europe, which is still the most numerous source of trade visitors for Vicenzaoro (accounting for 59%), remained steady with signs of a particularly positive nature from Portugal (+51%), Romania (+28%) and Austria (+9%). During the 5 expo days, **over 500 buyers were hosted in Vicenza from all over the world**, thanks to the support of the Ministry for Economic Development via the ITA Agency.

All the Italian productive districts met at Vicenzaoro and, at the opening, an important agreement was signed with **Assocoral**, the association of manufacturers of Coral and Cameos, to highlight the Campania district.

At the opening of VOS 19, an agreement was also signed with **AFEMO** - Association of gold machinery manufacturers – for the promotion of a highly acclaimed sector: **T-Evolution**, the exhibition's technological and innovative core, thus had an even higher profile at the expo centre, complemented by a busy program of workshops and seminars.

An integral part of the expo consisted precisely in talk shows and appointments with key international players on **sustainability, innovation and technical and digital training**.

Therefore, a showcase covering the entire product chain, a business format with concrete results, thanks also to the international attendance, an excellent variety of business and cultural events and an exceptionally high media profile are in short the key reasons for the success of VOS19. As well as these, there was also **VIOFF**, Vicenzaoro's program of Out-of-show events. "Golden Arts" with original installations – thanks to Dalì Universe – from the genius of Dalì. An exceptional event throughout the old town centre, a collaboration between of Vicenza Municipality and IEG, which also featured dance, music, theatre and literary events which ensured that the sector's thousands of international trade members' visit was unique and unrepeatable.

At VOS19, the issue of **sustainability** was to the fore: in the year in which the **ten-year association with CIBJO, the World Jewellery Confederation** was celebrated, traceability, ethical trading and protection of the environment in the jewellery product chain were at the heart of **VISIO.NEXT**, with the opening talk show entitled “Spreading Sustainability”. Moderated by the editor of Sole 24 Ore, **Fabio Tamburini**, speakers included **Matteo Ward**, CEO and CMO, WRÅD, **Simonetta Di Tommaso**, official with the Ministry for Economic Development, **Will Kahn**, Jewellery Market Director of Moda Operandi and Contributing Editor with Town and Country Magazine, and **Cristina Squarzialupi**, Vice President, UnoAerre Industries.

VOS is also eagerly awaited for the **previews of new trends**: at the presentation of the **TrendBook 2021+ of Trendvision Jewellery+ Forecasting**, the IEG international luxury observatory, moderated by **Lynn Yaeger**, the famous fashion editor of Vogue USA, the following interacted with **Paola De Luca: Lauren Kulchinsky Levison** - vice president, Chief Style Officer, curator of Mayfair Rocks and the youngest member of National Jeweller’s Hall of Fame; **Katerina Perez** – influencer, successful journalist and an expert of the sector; **Alba Cappellieri** – director of the Vicenza Jewellery Museum and professor at Milan Polytechnic.

There was also an important focus on **technology** with the **CIBJO** seminar linked with solutions for responsible procurement and the talk show of the **Club degli Orafi** dedicated to digital tools, new technology and virtual reality, which are revolutionizing the jewellery sector.

A constant element at the expo is **training**: there was a very large attendance at the **Digital Talks**, in collaboration with Confcommercio Federpreziosi, and the **Gem Talks** held by the Italian Gemmological Institute with the patronage of CIBJO, Borsa Diamanti d'Italia, Confcommercio Federpreziosi and Associazione Gemmologica Italiana.

The **next appointments with IEG’s Jewellery Agenda** are: **GOLD/Italy** (Arezzo, 26-28 October 2019), **VOD Dubai International Jewellery Show** (Dubai, 13-16 November 2019) and **Vicenzaoro January** (Vicenza, 17-22 January 2020).

FOCUS ON ITALIAN EXHIBITION GROUP SPA.

Italian Exhibition Group (IEG), listed on the Mercato Telematico Azionario organized and managed by Borsa Italiana S.p.A. (Italy’s stock exchange), is the Italian leader in the organization of trade expos and one of the main players in Europe in the expo and conference sector, with its venues in Rimini and Vicenza. The IEG Group stands out for the organization of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality & Lifestyle; Wellness, Sports & Leisure; Green & Technology. In recent years, IEG has launched an important process of foreign expansion, also by means of joint ventures inked with local players (e.g. in the United States, Arab Emirates and China). IEG ended the 2018 financial year with a total consolidated turnover of 159.7 million euros, an EBITDA of 30.8 million and a net consolidated profit of 10.8 million euros. In 2018, IEG held an overall total of 53 exhibitions organized or hosted and 181 conferences events in its Rimini and Vicenza expo and conference venues.
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LINK for press material and photos: ftp://ftp.iegexpo.it/Press_Jewellery&Fashion/Press_VICENZAORO_September19/
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