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PRESS

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IT'S "TIME" FOR WATCHES AND THEIR SUPPLY CHAIN: VICENZAORO JANUARY 2023 LAUNCHES A NEW B2B AREA

- The new community for contemporary watchmaking and its supply chain will further enrich the B2B format of Italian Exhibition Group's show from 20th to 24th January 2023 in Vicenza.
- For leading international and Italian buyers and distribution operators, a selection of brands such as Edox, U-Boat, GaGà Milano, Locman and high potential independent and micro-brands.
- Components, accessories, tools and after-sales services complete the exhibition offer with companies such as Oisa 1937 and Bergeon.
- Also, from 20th to 23rd January, the fourth edition of VO Vintage, open to the public.

www.vicenzaoro.com

Vicenza (Italy), 9th November 2022 – At [VOJ - Vicenzaoro January](http://www.vicenzaoro.com) 2023, it's time for watches. The new **TIME** community, dedicated to contemporary watchmaking with multi-channel distribution, will be making its debut from 20th to 24th January. The **B2B** area will integrate the product offer of the **Italian Exhibition Group** show with a selection of brands and micro-brands. **Accessories, components, tools and after-sales services** will complete the exhibition offer extended to the **entire watchmaking supply chain**, in line with the Vicenzaoro format which opens the annual calendar of international events for the gold and jewellery sector.

The only **Jewellery Boutique Show** among the sector's trade show events will also be a showcase for innovation with **T.GOLD**, the international show for jewellery machinery and innovative technologies, held on the same days, as well as an ambassador for watch and jewellery culture with **VO Vintage** (open to the public from 20th to 23rd January).

THE NEW "TIME" B2B COMMUNITY

In **Hall 1**, the heart of Vicenza Expo Centre, **TIME** will host **around forty independent and established brands** together with proposals offering a high content of **creative research and innovation**.

Brands such as **Edox, U-Boat, GaGà Milano** and **Locman** will be flanked by new entries resulting from collaboration with two well-known players of the industry: a collective of **Swiss brands** put together by **Swiss Creative Lab** and a selection of **high potential Italian micro-brands and start-ups** organized by **Watches of Italy**.

Components, accessories, instruments and after-sales tools, with exhibitors such as **Oisa 1937** and **Bergeon**, will complete the new community that aims to offer a complete representation of the **entire watchmaking supply chain**, in accordance with VOJ's consolidated format for jewellery: a one-stop-shop with the best expression of products and solutions at every level of the gold and jewellery value chain.

Italian manufacturing excellences of **Locman, U-Boat, GaGà Milano** and the **Oisa 1937** movement manufacture lead the way to increase awareness on **Made in Italy watchmaking**.

A NEW FORMAT FOR BUSINESS MATCHING

TIME will offer watchmaking brands the opportunity to intercept, besides their Italian counterparts, **main buyers from international distribution**, who find all the latest new entries and market trends at Vicenzaoro. At the last edition of the show in September, the overall number of visits was up 10%

compared to 2019; +20% arrivals from abroad, which accounted for more than half of the total attendance (51%), with buyers coming from **124 countries around the world**.

VICENZAORO, ITALY'S NEW WATCHMAKING DESTINATION

The launch of the TIME community with its B2B format, increases Vicenzaoro's offer for the different needs of the timepiece world. The first and most eagerly awaited event on the international jewellery industry calendar is an opportunity for the market to discover all the trends and new ideas from the entire supply chain, organised into exhibitors' communities (homogeneous products areas): ICON for top jewellery brands, LOOK for fashion-conscious fine jewellery, CREATION for jewellery making, ESSENCE for stones and gems, EXPRESSION for packaging and visual merchandising. And now also TIME for watchmaking, a further business opportunity in IEG's watchmaking calendar that already includes **B2C projects** such as **VO Vintage** and **VO'Clock Privé**, scheduled to accompany the January and September editions of Vicenzaoro respectively.

VO VINTAGE FOR COLLECTORS AND ENTHUSIASTS

In conjunction with Vicenzaoro, from **Friday 20th to Monday 23rd January**, the appointment with **fine vintage** watches and jewellery will also be back at the **fourth edition of VO Vintage, now extended to four days**. This IEG marketplace, **open to the public** and accessible to all those attending the jewellery show, will be staged in an exclusive and reserved area in the foyer on the first floor of Vicenza Expo Centre (Hall 8.1). Increasingly popular among the community of watch lovers, collectors and enthusiasts for purchasing unique and valuable pieces, it acts as a meeting place for sector players, from the best retailers to master watchmakers, from experts in watchmaking technique and history to wristwatch trendsetters, who will contribute to the authoritative programme of talks, meet-ups and courses on vintage and contemporary watches.

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, Germany, Singapore, Brazil, 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