



press release no. 2

IEG: THE NEW “HALL 2” WILL ENHANCE VICENZAORO’S INTERNATIONAL MANUFACTURING CORE

- **A 23,000 m², two-storey facility, the crossroads of the entire Expo Centre**
- **IEG President Ermeti: «A promise kept, an opportunity for the whole region»**
- **Venue Director Vescovo: «Decisions made for new events across different product sectors»**
- **Photovoltaic capacity now at 2 megawatts, energy self-sufficiency without events**

Vicenza, 4-8 September 2026 – Italian Exhibition Group’s (IEG) new “Hall 2” at Vicenza Expo Centre will reveal its facilities on the opening day of Vicenzaoro September. In line with the schedule announced at the beginning of the project, IEG has not only created a venue in which to gather the entire jewellery community, but also one that will enhance the international manufacturing core of Vicenzaoro’s offer.

An infrastructure that will enable attendees to move more efficiently among Vicenzaoro’s various exhibition areas with a more streamlined route thanks to a building that will act as the crossroads of the entire venue. But that’s not all. The building, designed by Hamburg-based Studio GMP architect **Vokwin Marg**, will raise the quality standards and appeal of the entire Expo Centre with positive repercussions for IEG’s portfolio of events in Vicenza, the VICC’s conference activities, and the local area.

ERMETI: A NEW HOME FOR THE GOLD AND JEWELLERY COMMUNITY

Hence, as of this edition of Vicenzaoro, show-goers will be able to explore the new 23,000-square-metre, two-storey hall at Vicenza Expo Centre. «With the new Hall 2, Vicenzaoro strengthens its role as a leading international platform for the jewellery industry,» says IEG President, **Maurizio Ermeti**, «by offering an even more modern home to the communities that represent the very best in jewellery manufacturing, semi-finished products and technologies from all over the world that choose Vicenza as a venue for networking and business. What we have achieved in the heart of one of the top districts for Italian-made gold and jewellery is also a development opportunity for the local area, businesses and future generations. A promise that has become reality.»

EASY CONNECTIVITY AND ENERGY SUSTAINABILITY

The new Hall 2 has been designed as the new heart of Vicenza Expo Centre. Directly connected to Halls 1, 3, 4 and 6, it improves internal circulation and makes it easier to move between the various exhibition areas. The building features two main levels, reached by escalators and lifts, and also has a mezzanine floor for services. Here, a **restaurant and three bars** join the other 11 already at exhibitor’s and visitor’s disposal within the Expo Centre. For Vicenzaoro, Hall 2’s additional space will house the jewellery goods community, previously exhibited in Hall 4. Thanks to the new Hall 2, **T.Gold**, the jewellery industry technologies show, will be relocated in Hall 4 inside the Expo Centre, finding a home for the first time **under the same roof** as Vicenzaoro. In previous editions, up until last January, it was, in fact, housed in Hall 9 outside the Expo grounds. Its new location will earn it more exhibition space than before. Consequently, the new layout will further strengthen Vicenzaoro, which, by bringing together the entire jewellery supply chain in a single location, will fulfil its strategy for growth and international leadership. Lastly, with the panels installed on the roof, IEG has doubled its photovoltaic capacity by adding a further megawatt. When no

events are taking place, the IEG Expo Centre will be able to reach full energy self-sufficiency.

VESCOVO: BUILDING CHALLENGES OVERCOME AND DECISIONS MADE FOR NEW TRADE SHOWS

«The main challenge we overcame was meeting the deadlines. We had to work under particular and complex conditions due to the construction site's location in the heart of the Expo Centre. All without disrupting any of the events and handling the transitional period to the exhibitors' total satisfaction. Having ensured the continuity of four editions of Vicenzaoro with an investment of 60 million and a construction site that had zero impact on attendees is an enormous success for us. With this transformation operation of the entire exhibition and conference centre, not only will Vicenzaoro offer a better visitor experience and improved circulation between halls, but decisions, such as the nine-metre height of the new Hall 2's two floors, will also allow for optimal use for further events across different product sectors», adds **Mario Vescovo**, director of IEG's Vicenza venue.

FROM THE "SNAIL SHELL" OF 1971 TO VOLKVIN MARG'S NEW HALL

The story behind the new Hall 2 at Vicenza Expo Centre is strictly linked to the ability to interpret market needs and respond with an appropriate, functional and contemporary infrastructure. The key stages: the construction site was assigned on 12th February 2024 and preliminary work began on the site in February and March with smaller Hall 5 being dismantled. In April of the same year, demolition began on the "Chiocciola", the old snail shell-shaped Hall 2 inaugurated in 1971. In May, all the old "above-ground" structures were demolished. The foundations for the new building were laid in September. The landmark date was **12th December 2024**, when **the foundation stone** was laid in the presence of IEG's management, local authorities and administrators from Vicenza, and architect Marg. Phase 2 began in January 2025 with pile driving and the first above-ground construction work. By June of last year, six months after the laying of the foundation stone, the perimeter walls were visible, in some places reaching 18 metres in height out of the planned 21. Lastly, by June this year, the new building was substantially complete with the services almost fully installed.



FOCUS ON

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.

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