

Press release no. 1

## **ITALIAN EXHIBITION GROUP, VICENZAORO WILL BE BACK IN PHYSICAL PRESENCE FROM 10<sup>TH</sup> SEPTEMBER 2021**

**Vicenza is preparing to host Europe's first international gold-jewellery event of the year. At the same time, T-Gold, VOVintage and new areas devoted to watches**

[www.vicenzaoro.com](http://www.vicenzaoro.com)

*Vicenza (Italy), 25<sup>th</sup> May 2021* – **'THE STATE OF ART'**, this is the claim of **VOS - Vicenzaoro September The Jewellery Boutique Show**, the first unmissable chance to take a live, up-to-date photo of the gold-jewellery sector, together with all the business community and the best of the industry.

Indeed, from 10<sup>th</sup> to 14<sup>th</sup> September, in the splendid setting of the city of Vicenza, **Vicenzaoro**, the international jewellery show, organized by **IEG – Italian Exhibition Group** and Europe's first event of the sector, will be back, in physical presence.

VOS will be accompanied by innovations in the technological field with the return of **T.Gold**, the international show for machinery and advanced technologies applied to jewellery design and processing: traditionally scheduled in January, this year, the show has moved to September and will be integrated into the same exhibition halls.

**VOVintage** (11-13 September), the marketplace for watches and high-quality vintage jewellery, open to a public of enthusiasts and collectors, will be staged practically at the same time together with new areas specifically for contemporary watch buyers.

After almost a year in which physical events were forced to stop, all the halls at Vicenza Expo Centre will come to life with an edition able to provide engaging experiences for international operators along the entire supply chain who have a strong need to re-establish physical contacts in order to do business.

The September edition of Vicenzaoro, which boasts the support of the **Ministry of Foreign Affairs and International Cooperation** and the **ITA (Italian Trade Agency)**, will see buyers from all over the world in physical attendance due to mutual trust in the positive progress of the ongoing vaccination campaign, particularly in Europe and strategic Middle Eastern countries.

**The entire supply chain on display:** the international VOS showcase will promote the very best products made by artisan skills together with the highest know-how and technological and industrial state of the art. Prestigious jewellery brands and the most fascinating manufacturing expressions will be back to light up Vicenza Expo Centre and will also enjoy an even greater chance of visibility through **"The Jewellery Golden Cloud"**, IEG's interactive business matching digital platform.

VOS will also take a close look at style and design trends and will focus on moments to analyse and study the industry's state of the art with interventions from IEG's partners and the sector's



10-14 September 2021 Vicenza|Italy

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most expert stakeholders and players. Some of these events will be live-streamed to every corner of the world.

Safety first in every moment and in every aspect of Vicenzoro by applying **#SAFE BUSINESS by IEG**, the plan that IEG launched in 2020 to ensure a safe and agile trade show experience: IEG is the first trade show and congress organizer in Italy to have obtained, for all its premises, **GBAC STAR™** accreditation, the global certification program that certifies international standards of cleanliness, disinfection and infectious disease prevention for facilities and staff promoted by the Global Biorisk Advisory Council (GBAC).

#### ABOUT ITALIAN EXHIBITION GROUP

Italian Exhibition Group (IEG), listed on the MTA (screen-based stock exchange) organised and managed by Borsa Italiana S.p.A., has built up over the years, through its Rimini and Vicenza venues, a position of domestic leadership in the organisation of trade fairs and conferences, and has developed its foreign activities - also through joint ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, India - which have positioned it among the leading European operators in the sector.

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