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**ITALIAN
EXHIBITION
GROUP**

PRESS

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STARTUP & CARATS: JEWELLERY INNOVATION AT VICENZAORO JANUARY

- Fifth edition of the Italian Trade Agency and Italian Exhibition Group project, from 20th to 24th January at **Vicenza Expo Centre**
- Seven start-ups to support the industry's development under the banner of innovation, cross-contamination and creativity
- Technology and digital for product, production process and service innovation

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Vicenza (Italy), 20-24th January 2023 – Innovation at the service of jewellery with the fifth edition of “**Startup & Carats**”, the project organised by **Italian Trade Agency** together with **Italian Exhibition Group** that brings solutions from the most innovative start-ups and SMEs to **Vicenzaoro January (VOJ)**. From 20th to 24th January, IEG's event, held concurrently with **T.Gold**, the international exhibition specifically for jewellery machinery and the most innovative technologies applied to gold and jewellery processing, and **VO VINTAGE** (20th - 23rd January), the event of reference for fine vintage watches and jewellery, will be presenting seven start-ups and SMEs at **Vicenza Expo Centre (Hall 2.2)** to inspire and stimulate creative cross-contamination in the gold and jewellery sector.

Prototyping and jewellery production, gemstone diagnostics, tradeshow stand attendance data analysis, point-of-sale management in a web environment, entering the market and fundraising are the aspects that the young companies involved in the project will be covering to support the development of the industry with **product** and **process** innovation as well as innovative digital **services**.

Technology and digital integrate with the jewellery supply chain and jewellery itself, which is becoming increasingly customised, by storing images and memories to be viewed on a smartphone (**REM Jewel**). A diamond scanner that immediately distinguishes between natural, fake and lab grown diamonds thanks to Artificial Intelligence (**Diatech Pro**). Software for personalising jewellery in total tailor-made spirit and a digital measurer for rings and bracelets (**Change2**). Business intelligence fed by optimised data on visitor flows to exhibition stands, in compliance with privacy regulations (**G-move**). To start a business and create his own branded line with the features he wants, the jeweller needs a series of tools (**Officina Orafa**) and jewellery sector services to obtain public contributions (**Fortitudo Diamonds**). Lastly, retail aims to tailor sales and the buying experience with XOX suites, CRM and ERP applications (**Art & Soft**).

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