Press release no. 5

IEG – Vicenzaoro January 2020: *off-show* events and new entries

Vicenza (Italy), 17th to 22nd January 2020 – Running alongside Vicenzaoro January 2020, from 17th to 19th January, the city of Vicenza will be dressed for the occasion as the official off-show event, **VIOFF**, once more takes to the streets.

VOJ – besides being the first event of the year for the gold and jewellery sector and the industry's international hub of reference - has also introduced VIOFF, an exclusive format that extends the trade show experience well beyond the halls and embraces wonderful Vicenza. The Fuori Fiera off-show event aims to bring this marvellous trade show closer to the city, region and entire Veneto area, which expresses its own Genius Loci in art, architecture, culture, wine and food.

Generated from the collaboration between Vicenza Council and IEG (Italian Exhibition Group) and now at its fourth consecutive year, VIOFF will once again bring the historical centre of this provincial capital to life at the coming edition of Vicenzaoro January with three days of shows, concerts and unmissable exhibitions open to the public at large.

The January edition will celebrate talent from every angle, as the title **GOLDEN FACTOR**, implies: a show with innate capabilities cultivated with commitment and dedication, formalized in the personal, relational and professional sphere. A blend of art, culture, gastronomy, entertainment and much more that has to be contained, nurtured and shared. From the wine and food proposals on the Golden theme in the city centre restaurants and bars, to debates between students and companies on topics of talent and innovation. From theatrical performances to craftsmanship and design exhibitions to a breath-taking firework display at the Basilica Palladiana scheduled for the evening of Saturday, 18th January.

To be more precise, among other events, the morning of **Friday 17th January** will see an appointment with **Talent Talk**: an event involving educational institutes, higher education schools, companies of national importance and students from high schools in Vicenza and the province on themes regarding talent and innovation.
From Friday 17th until Sunday 19th January, at the Vicenza University Campus, three days of fashion and culture will be held with **Miss VIOFF** to spotlight the territories wealth in terms of world-famous clothing, leather and jewellery companies.
The evening of **Saturday 18th January**, in Piazza dei Signori, will be the turn of the **Palladio Tribute** with a celebration of Vicenza's utmost talent, Andrea Palladio and the Basilica Palladiana, in a light and music show that will see the city in the leading role accompanied by a Gospel concert.
Sunday 19th January, on the other hand, will feature guided tours entitled **Strolling with Dalí** to discover the surrealist genius.
On Sunday afternoon, in the Stucchi Room at Palazzo Trissino, the VIOFF Prize, a recognition which began at the September 2019 edition, will be awarded. The aim is to show appreciation to those illustrious Vicenza citizens who, with a strong bond to the territory, have stood out within the socio-economic framework and on the global market with their products, works and activities.

As at every edition, all the City Institutions, Museums, Theatres, Foundations, Cultural and Professional Associations, Historical Centre Stores, Category Associations and private companies will be involved.
VIOFF will offer Vicenzaoro January guests from all over the world a striking opportunity to experience and enjoy the beauties of the city of Vicenza with gala evenings, concerts and exclusive events. https://www.vicenzaoro.com/it/vioff

JEWELLERY MUSEUM: The Museo del Gioiello jewellery museum, a permanent, 410-square-metre space located inside the Basilica Palladiana, is the first in Italy and one of only a few in the world exclusively dedicated to the jewellery world. It was devised by Italian Exhibition Group Spa and created in partnership with Vicenza Council. The Museum offers an original aesthetic and informative experience of jewellery, enhancing an extremely ancient object that is profoundly rooted in human culture.
Until 26th January, visitors will be able to admire the "Precious Art: the jewellery sculptures of Salvador Dalí" exhibition: an unprecedented and sophisticated dialogue between Vicenza and Catalan genius through an elegant display of valuable sculptures specifically selected for the occasion.
Moreover, the new permanent collection, which includes 310 unique and exclusive items, priceless masterpieces, many of which belong to private collections and are generally not accessible to the public or sector insiders, will be on display until the end of 2020. An original and unprecedented account of the history of jewellery through a "blend of contemporaneity, suggestions from the past and projections into the future" and 9 internationally famous curators to interpret the extraordinary museum located inside the magnificent Basilica Palladiana.

#primavicenzaoro

FOCUS ON ITALIAN EXHIBITION GROUP SPA

Italian Exhibition Group (IEG), listed on the Milan Stock Exchange 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 and 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. www.iegexpo.it

PRESS CONTACT ITALIAN EXHIBITION GROUP
Michela Moneta | Press Office Coordinator

VICENZAORO International PR Agency: Barabino & Partners
Laura Bruzzone +49 30 66404060| +49 173 6181650 – l.bruzzone@barabino.de
Lara Hesse +49 30 66404060| +49 177 4146630 – l.hesse@barabino.de

MEDIA AGENCY IEG Vicenza Branch: MYPRLab T. +39 0444.512550
Filippo Nani +39 335.101.93.90 filippo.nani@myprlab.it
Lisa Scudeler +39.338.691.03.47 lisa.scudeler@myprlab.it

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.