Press release no. 9

Vicenzaoro is the Jewellery Boutique Show

From 17th to 22nd January, at Vicenza Expo Centre, the elegant and functional exhibition format will distinguish the most highly awaited and exclusive event on the international jewellery scene

Vicenza (Italy), 17th to 22nd January 2020 – **Vicenzaoro – the Jewellery Boutique Show** is not just the sector's first, most highly awaited and complete international event, it is also particularly appreciated by companies and traders for the geniality and accessibility of its exhibition layout.

Subdivided into communities of homogeneous companies, recognizable for their market positioning and values *(ICON, LOOK, CREATION, EXPRESSION, ESSENCE, EVOLUTION)* and representing the entire supply chain, Vicenzaoro's exhibition format makes buyers' and companies' work during the show easier.

6 districts express the Vicenzaoro offer:

- **ICON**. This district is the exhibition's spearhead, the area specifically for Luxury Brands that have been able to add product identity to the exclusiveness of their designs and exquisiteness of the materials, thus becoming international reference points in the gold and jewellery sector.

- **LOOK.** This is the perfect setting for brands that want to transmit their own identity through product recognizability and the suggestions that the product itself is able to generate. They target malls, department stores and contemporary and cosmopolitan concept stores.

- **CREATION.** The community dedicated to companies that specialize in processing precious metals and elements that express the quality of unbranded jewellery production. Their target is traditional stores, chain stores and wholesalers.

- **EXPRESSION.** This community develops the offer of companies, studios and experts that deal in luxury packaging specifically for the jewellery sector. Here, retailers and manufacturers can meet experts able to offer personalized products and solutions.

- **ESSENCE**. This area groups companies specialized in the art of processing gems and diamonds and engaged in the ethical trade of precious and semi-precious stones, together with organizations that process non-precious components, innovative materials and complementary styles for the jewellery world, all at the service of creativity and products with a constantly-trained eye on fashion.

- **EVOLUTION – T.GOLD.** The technological soul of the show, this community hosts companies specialized in the design, production and sale of machinery and tools for the gold and jewellery sector. It is where artisans and jewellery companies can meet the suppliers of advanced technologies.

#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

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