Press release no. 2

ITALIAN EXHIBITION GROUP LAUNCHES "VO VINTAGE", VICENZAORO'S EXCLUSIVE VINTAGE WATCH AND JEWELLERY EVENT

A high-range showcase with unique items and rarities and top experts on international collecting from 18th to 20th January at Vicenza Expo Centre during Vicenzaoro January 2020.

Vicenza (Italy), 18th to 20th January 2020 **-** An **exclusive event on the Italian and international trade show scene**, with **legendary creations and extremely rare examples of watch and jewellery history** together with the sector's **most authoritative players**. **Italian Exhibition Group (IEG)** is launching **VO VINTAGE** entirely dedicated to the collector's segment with **some of the most sought-after, unique and rare pieces from the world of vintage timepieces and jewellery**.

During **Vicenzaoro January 2020,** at the Vicenza Exhibition Centre, **VO VINTAGE – from Saturday 18th to Monday 20th January – will be running alongside the original trade show format with a programme further enlivened by the most esteemed and well-known experts on the international scene.** The public of **traders and enthusiasts** will be able to personally meet three key players in the history of the vintage watch world: **Giulio Papi, Sandro Fratini and Stefano Mazzariol.**

Giulio Papi is by far one of the greatest living master watchmakers and head of the high-range division of the famous manufacturer, Audemars Piguet. Over the years he has created watches that have left their mark on the history of contemporary watch-making. As the *guest star* at the opening day of VO VINTAGE, he will be giving an exclusive interview on the theme of the true significance of high-range watch-making over time (**Saturday 18/01 at 3 pm, Hall 8.1, Canova Room**). Saturday 18th January will also feature the **opening talk show** entitled "Amid passion and investment. The sense of the modern watch market" (Hall 7.1 –Tiziano Room), which will officially open the VO VINTAGE event at 11 am.

Sunday, 19th January will be the turn of a keynote address by **Stefano Mazzariol**, one of the world's top experts on Rolex Daytona. Antique dealer, trader, appraiser and vintage watch consultant with more than thirty years' experience, he is the author of two authentic "bibles" for enthusiasts: "Rolex Daytona from birth to legend" and "Ultimate Rolex Daytona".
Starting at 11 am (Hall 8.1, Canova Room), he will be providing the audience of collectors and enthusiasts with an outline of the philosophy behind the idea of collecting high-range mechanical watches and explaining how, over the decades, collectors have changed their approach.

Also on Sunday, at 3 pm, **Vincent Calabrese, the independent master watchmaker**, member of AHCI – Académie Horlogère des Créateurs Indépendants, will be illustrating the real difference between the two rotating escapement systems, the Karrusel and Tourbillon, while also pointing out the advantages and defects.

The VO VINTAGE event will be brought to a close with the guru par excellence of the vintage watch world, **Sandro Fratini**, who, with his legendary collection of two thousand watches worth an estimated 1 billion Euros, has been the world's greatest collector for years. On **Monday, 20th January** at 11 am (Hall 8.1, Canova Hall), Fratini will speak of his own experience with anecdotes and interesting facts during an interview entitled "In search of the Holy Grail of collecting".

The full program, currently being updated, is available on www.vicenzaoro.com/en/vicenzaoro-vintage.

The planning of **VICENZAORO VINTAGE** contains all the **expertise of IEG which, with its Jewellery Agenda, oversees Italy's top events in the gold and jewellery sector** starting from the two editions of Vicenzaoro, a European reference point with thousands of traders from 120 different countries and a constantly growing number of international attendances.

VO VINTAGE, **a show that, right from its very debut, plans to represent every watch industry "soul"**, will also be attended by **the contemporary sector's leading institutions**, such as **Assorologi**, which has been fighting on the intellectual property front for years against forgery and "fake" trade, the prestigious **AHCI - Académie Horlogère des Créateurs Indépendants**, the association which groups together the world's greatest independent master watch-makers, and **Orologi & Passioni**, Italy's most important enthusiasts' forum.

To ensure exhibitor and visitor **privacy and security**, **VO VINTAGE** will be staged in the **foyer** on the first floor of Vicenza Expo Centre in an **exclusive and reserved context** within VICENZAORO January 2020.

With **VO VINTAGE**, IEG focuses on a **growing segment** to extend **its customers' business opportunities by integrating vintage watches and jewellery with** the jewellery **manufacturing chain** represented by the Vicenzaoro communities: **a trade and content show unlike any other.**

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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