



press release no. 4

VICENZAORO, THE JEWELLERY KNOWLEDGE HUB: MARKET, INNOVATION, TRENDS, PRODUCT CULTURE AND SUSTAINABILITY IN THE EDUCATIONAL PROGRAMME

- From the Jewellery Trendbook 2028+ by TRENDVISION Jewellery + Forecasting to Confindustria Federorafi's economic outlooks, and focuses on AI, retail and Made in Italy, the programme brings institutions, associations, businesses and international experts to Vicenza from 4th to 8th September
- Federpreziosi Confcommercio's Retail Talks and IGI's Gem Talks will be back
- For the first time in September, in conjunction with T.Gold's move into Hall 4, the Jewellery Technology Forum by Legor on additive manufacturing and production technologies, now totally within the Expo grounds
- Celebrating the World Jewellery Confederation's centenary at Vicenzaoro, the CIBJO Congress will feature 400 delegates and 4 days of panel discussions

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Vicenza (Italy), 28th July 2026 – From 4th to 8th September, Vicenzaoro will reaffirm its role as a **hub for business, training and networking for the entire jewellery supply chain**. Italian Exhibition Group's international trade show, which unites the entire gold, jewellery and watch supply chain at one single B2B gathering, **T.Gold**, the main showcase for jewellery production technology innovation, and the **CIBJO Congress centenary** - as well as **VO Vintage** for vintage watch and jewellery enthusiasts - will be accompanied by a comprehensive **Educational Programme** developed in collaboration with **institutions, trade associations, companies and international experts**. From trend forecasting to new consumption models, artificial intelligence, advanced manufacturing, gemmology and sustainability: **five days of meetings will analyse the changes that are redefining the sector in terms of both production and distribution**.

As **Matteo Farsura**, IEG's Global Exhibition Manager for Jewellery & Fashion, points out: "The value of Vicenzaoro lies in its ability to connect business, content and the sector's strategic vision. A veritable knowledge hub that, thanks to the contribution of our industry's most authoritative players, offers the knowledge, analyses and insights needed to support companies' competitive growth in international markets. And, as of September, the offer will be even more complete thanks to T.Gold now being integrated within the Expo Centre and fully aligned with the Vicenzaoro calendar."

The **1,300 exhibiting brands** from **38 countries** at the trade show will be accompanied by a schedule of events to address the key challenges facing contemporary jewellery. Players from across the supply chain will be meeting to discuss innovation, trends, product culture and sustainability.

TRENDS, FORECASTING AND VISION FOR THE FUTURE

Opening the "trend show" programme on **Saturday, 5th September**, will be *The Making of The Jewellery Trendbook 2028+* event, which will accompany the world premiere launch of the publication that, for over 20 years, has foreseen luxury trends for the coming 18 months. For the first time, the session will give an in-depth look at the research and forecasting process that TRENDVISION Jewellery + Forecasting, Vicenzaoro's independent jewellery trend observatory, adopts. Through a multidisciplinary approach, Creative Director and Co-Founder **Paola De Luca** will illustrate how, by analysing the geopolitical, economic, social, cultural and technological shifts that will drive the evolution of luxury and consumer behaviour in the years ahead, the scenarios destined to affect the future of jewellery take shape.

ECONOMIC OUTLOOKS, DIGITAL TECHNOLOGY AND NEW COMPETITIVE STRATEGIES

Confindustria Federorafi will be hosting two events on business competitiveness. On Saturday afternoon, in collaboration with **Intesa Sanpaolo**, the event entitled *The jewellery industry facing the challenges of 2026:*

economic outlook, raw materials and the geography of the jewellery districts will present a qualitative and quantitative analysis of the economic scenario, from the raw material situation to the geography of Italy's main jewellery districts, through a roundtable discussion featuring some of Made in Italy's leading companies. On Sunday morning, the *Being There, Digitally. Jewellery between algorithms and people. Digital marketing trends for jewellery: data, channels and practical tips* event will provide an in-depth look at new **digital marketing trends applied to the needs of the gold and jewellery industry**.

PRODUCT CULTURE, GEMMOLOGY AND THE VALUE OF MADE IN ITALY

Knowledge of the product is one of Vicenzaoro's cornerstones. The gemmological culture and jewellery heritage itinerary spans everything from Akoya pearls to Padparadscha sapphires and Mediterranean coral, as well as the correct terminology for identifying gems and precious stones.

Events begin on Saturday afternoon when **Assogemme** will meet **Enzo Liverino** for the talk *Hands, Sea, Memory: Coral as a model of Italian sustainability*. On Sunday morning, the cultural, economic and strategic value of the **Akoya pearl** will be the focus of an event entitled *The Future of the Akoya Pearl: A bridge between Japan and the global jewellery industry*, organised by Preziosa Magazine with the participation of top executives from the **Japan Pearl Exporters' Association** and prominent figures from the global jewellery industry. The book *The Future of the Akoya Pearl*, which offers an insight into the historical excellence and future prospects of Japan's most iconic pearl, will also be presented during the event.

Monday will be the turn of the **Gem Talks** by **IGI - Italian Gemmological Institute** for an in-depth look at the allure of a unique gem, such as the **Padparadscha**, one of the rarest varieties of corundum, and the history of gemmology, explored through the exhibition at **Vicenza's Jewellery Museum**.

THE EVOLUTION OF RETAIL BETWEEN SUSTAINABILITY, RESPONSIBILITY AND EXCELLENCE

Sustainability and responsibility are of prime importance and will be addressed from various perspectives. Organised by **Federpreziosi Confcommercio**, two **Retail Talk** sessions will explore the relationship between *Tourism and the goldsmith industry: how Italian jewellery stores contribute to promoting made in* (Sunday afternoon), and the importance of transparent customer communication regarding gemstones in a session entitled *The Words that change the Value. When gemmology meets law, the market and the consumer* (Monday afternoon).

The spotlight will also shine on the best of Italian jewellery retail with the first **Preziosa Retail Award**, created by *Preziosa Magazine* to honour the retail businesses that received the most votes from both a technical jury and the public (Sunday).

JEWELLERY TECHNOLOGY FORUM: FUTURE DESIGN AND PRODUCTION BETWEEN ADDITIVE MANUFACTURING AND SUSTAINABILITY

On Monday, 7th September, the focus will shift to production technologies in **T.Gold's** new *Smart Hub* (Hall 4), held in September for the first time inside IEG's renovated Expo Centre, with the **Jewellery Technology Forum** organised by **Legor Group**. Entitled *Design. Print. Transform.*, the 2026 edition will examine the innovations that are redefining jewellery manufacturing. Key themes will include economic outlooks and precious metal trends, sustainability communication and artificial intelligence applied to design. Significant attention will be paid to additive manufacturing and the most advanced 3D printing technologies with case studies and applications developed specifically for producing jewellery.

VICENZAORO WILL HOST THE CIBJO CENTENARY CONGRESS

Confirming its status as a key reference point for the international jewellery community, Vicenzaoro will be hosting the **CIBJO - World Jewellery Confederation Congress**, which, in its centenary year, will be bringing over **400 delegates** to Vicenza representing leading trade associations and the sector's top companies. Key topics on the agenda will include international standardisation, sustainability, corporate responsibility and regulatory developments. Further key moments will feature updates to the **Blue Books**, the global reference texts on international standards for diamonds, coloured gemstones, pearls, gemmological laboratories, precious metals, coral and responsible sourcing. The congress will also host session on the activities of the **World Jewellery Confederation Education Foundation (WJCEF)** and CIBJO's collaboration with the United Nations to achieve the **Sustainable Development Goals (SDGs)**.

NETWORKING OPPORTUNITIES FOR THE INTERNATIONAL JEWELLERY COMMUNITY

Besides the business conducted within the exhibition halls, Vicenzaoro will also assert its role as a platform for networking and knowledge-sharing, where participants will be able to expand their connections within the international jewellery community. From the daily **Vicenzaoro aperitif** at close of business from Friday to Monday from 5.30 to 8 pm in the entrance plaza, to the **Welcome Cocktail in Piazza dei Signori**, between the UNESCO-listed Basilica Palladiana and the historic buildings of Vicenza's city centre, and various other events organised by associations, companies and media partners, Vicenzaoro will create valuable opportunities for fostering connections with buyers, industry players and stakeholders from around the globe.

To round off the experience, the initiatives of **VIOFF – Vicenzaoro's Off Show event**, created through collaboration between the Municipality of Vicenza and Italian Exhibition Group, will forge a bridge between the global scope of Vicenzaoro and the identity of the City of Gold, where manufacturing tradition, innovation and contemporary creativity converge. Under the theme of **"Golden Road"**, the 2026 edition will, as always, bring the city centre to life with artistic, educational, wine, food and entertainment activities.

For further information about scheduled events:

Vicenzaoro – www.vicenzaoro.com/en/events

CIBJO Congress - cibjo.org/congress-2026/

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