

The September edition of VICENZAORO closes with a more than positive 23,000 attendance count (+20%) and buyers on the increase

2017.10.09

Source: www.vicenzaoro.com

VICENZAORO September 2017, organized by Italian Exhibition Group (IEG), closed on a highly successful note, confirming its role as an ambassador event for the best in global jewellery with Well Done in Italy as its own distinctive core characteristic. A huge turnout and a multitude of content on offer: the 5 days of the Show recorded an attendance of 14,385 buyers (+22.7% compared to the 2016 edition) from 115 different countries and an overall total of 23,176 people (+20%). With the support of ICE Agenzia, 500 selected guest buyers from leading markets attended as well as 800 Gold buyers, managed directly by IEG, who benefitted from exclusive services during the Show. Also participating were opinion leaders and trendsetters from the top markets of reference as well as authoritative speakers at targeted congresses and more than 100 journalists from the national and international press.

Approximately 70 Events, double the number compared to 2016, were organized, an increase that also regarded the digital channel: +30% of visitors on the new vicenzaoro.com platform and triple the number of web content viewers. Taking part at the exhibition, with its contemporary design, digital and navigable format, were 1,330 brands from 36 countries and the main Italian gold districts, all hosted in the Icon, Look, Creation, Expression and Essence districts within a globally unique project devised to favour business encounters between international supply and demand.

It was the best result since 2007 and fully represents IEG's innovative vision, a sign of VICENZAORO's winning strategy which focuses on enhancing the quality of the brands and jewellery on display, on creating a platform and business network for further developing the gold and jewellery sector abroad, on offering high added value content, digital included, in order to accompany the industry through significant transformations, and on sustainability and 4.0 industry.

“Green Jewellery”, the theme chosen for this edition of VICENZAORO, with focus on social responsibility and sourcing policies for all the materials used in the gold and jewellery industry worldwide, was also a winner. A current and strategic theme for company competitiveness in a scenario that is experiencing growing demand for transparent, certified, ethic and eco-sustainable products and supply chains, especially on the part of younger consumers. A top event was the opening conference during which the Undersecretary for the Ministry of economic Development, Ivan Scalfarotto, also participated by underlining how CSR is an indentifying characteristic of the new Made in Italy.