



**Press Release
(English Translation)**

**IEG: OROAREZZO closes under the banner of synergies between trade shows.
The single jewellery platform is essential for the Italian gold and jewellery industry**

The Show holds fast thanks to the organization's decisions to bring the dates forward, to invest, to introduce international buyers and focus on positioning

Arezzo, 10th April 2019 – **OROAREZZO**, the show managed by **Italian Exhibition Group** at **Arezzo Fiere e Congressi**, came to a close yesterday with significant stability, yet more symbolic in light of a difficult market.

“We have obtained positive results,” explained **Ugo Ravanelli**, CEO of Italian Exhibition Group, “thanks to the considerable effort made to achieve a single management for jewellery trade shows, which has strengthened the role of the platform IEG aimed for. A management that, at Arezzo, was clearly demonstrated in all its efficiency and which was substantially based on four mainstays: bringing the dates forward according to market strategies, investing, focusing on positioning and developing buyer incoming from abroad.”

Thanks to this work, **from 6th to 9th April**, OROAREZZO grouped together and promoted **the very best of Made in Italy gold and jewellery** on an international scale. The expected figures were confirmed: over 450 guest buyers, traders from emerging and traditional markets, in attendance from 60 different countries due to the support of MISE (Italian Ministry of Economic Development) and ICE (Italian Trade Agency) as well as 500 exhibiting companies representing the best of Made in Italy jewellery production.

The Show's positioning, increasingly more transparent and defined both in terms of offer, which focuses on Italian manufacture, and on demand, which embraces countries from all over the world, received much appreciation.

The inflow from leading markets was good: first of all from the Middle East (with the United Arab Emirates, Saudi Arabia and Lebanon) but also from the USA, while Hong Kong, Germany and Spain remained stable.

Business activities during the Show reflected the sector's export trends highlighting, in fact, the United Arab Emirates in first place in the ranking of main outlet countries, especially for Arezzo jewellery production, with an increase in exports to Hong Kong (+4.2%) and US demand remaining stable.

Due to IEG's efforts, the event provided the chance to weigh up the Italian jewellery industry's situation in the presence of all the sector's interlocutors; from MISE – whose participation was further enhanced by the attendance of **Prof. Michele Geraci, Undersecretary of State for Economic Development**, – to company representatives.

Confindustria Federorafi, CONFARTIGIANATO, CNA and CONFIMI INDUSTRIA, representing the entire Italian gold and jewellery manufacturing industry, formally asked the Government for more public investment in order to strengthen the leadership of Italian trade shows.

Also much appreciated was the change of date for this 40th edition of the show, brought forward to better balance out the jewellery show calendar and to avoid overlapping with religious festivities (Easter, Passover, Ramadan).

This decision made it easier for exhibitors and buyers from target markets to attend. Buyer services were also extended so that the buyers could organize their business activities more efficiently. They also particularly appreciated the chance to enjoy the city tour programme.

Integrating the business service offer with the participation and promotion of the territory confirmed the distinctive trade show model that IEG is intent on encouraging. The value of the trade show event, not only for the jewellery sector but for the entire local hosting system, was highlighted in relations with the city, in the organization of concurrent events and by local businesses remaining open during the show weekend.

The single platform's coming gold and jewellery events managed by Italian Exhibition Group will be in Vicenza, with **VicenzaOro September** from 7th to 11th September and once more in Arezzo from 26th to 28th October with **GOLD ITALY**.

DIRECT LINK TO OROAREZZO 2019 Press Kit

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Italian Exhibition Group (IEG) is the Italian leader in the organization of 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 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 hosted an overall total of 53 exhibitions organized or hosted and 181 conferences and events in its expo and conference facilities in Rimini and Vicenza. <https://www.iegexpo.it/en/>

AREZZO FIERE E CONGRESSI

Arezzo Fiere e Congressi Srl, whose stakeholders are the Tuscany Region, the Chamber of Commerce of Arezzo, the Municipality and Province of Arezzo as well as Credit Institutions and Private Companies, is a Company with a share capital of over 38 million Euros. Together with IEG, Arezzo Fiere organizes the 40th edition of Oroarezzo, the International Fair dedicated to Italian Goldsmithing - part of the IEG Jewellery Agenda - which gathers together exhibitors from the major Italian goldsmith and silversmith production districts. The congress facility, strategically located in the centre of Italy, has a Congress Auditorium with 950 seats and was designed by the GMP Studio in Hamburg. Arezzo Fiere has also an unparalleled track-record in the organization of cultural initiatives and workshops in many prestigious locations, such as Museums and Institutional Locations, in the United States, Canada, Chile, Argentina, China, Hong Kong, United Kingdom, Spain, Belgium, Japan. <http://www.arezzofiere.it/>

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