



**OROAREZZO**  
INTERNATIONAL JEWELRY EXHIBITION

f i www.oroarezzo.it

organised by  
**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future



**PRESS**

press release

## **IEG: PREMIERE DIGITAL EDITION is “Re\_Start”, OROAREZZO GOLDSMITHS RE-START FROM THEIR MOST ICONIC CREATIONS**

**The theme of Italian Exhibition Group’s trade show contest, which, for 30 years, has awarded manufacturing excellence in the Italian districts, has been announced. Among the new entries in the all-digital 2020 format are Premiere Live Stage and on-line voting alongside a panel of experts.**

**Beppe Angiolini: “We are celebrating the sense of jewellery, the sense of life”.**

*Arezzo, 12<sup>th</sup> June 2020* – The very best of jewellery manufacturing from the Italian districts re-starts from creativity and Made in Italy quality, appreciated the world over. In fact, the **thirtieth edition** of the **PREMIERE contest**, which **Oroarezzo** and **Italian Exhibition Group (IEG)** have, for the first time, organized to take place entirely on-line, will celebrate jewellery as a symbol of recovery.

Presented live on Instagram by **Beppe Angiolini**, Art Director of IEG’s trade show and Honorary President of the Chamber of Fashion Buyers, together with **Marco Carniello**, Group Brand Director Jewellery & Fashion at IEG, **the theme of PREMIERE DIGITAL EDITION** will be dedicated to **“Re\_Start”** and invites top manufacturing companies throughout the peninsula to enhance their **most iconic creations and relaunch the item that embodies the founding values, creative signature and unique and distinctive style** of Italian jewellery manufacturing. “The sense of jewellery. The sense of life” which Beppe Angiolini, explains as follows: “Jewellery is the punctuation in the book of our present, past and future life. The first gold pendant of when we are born, the brooch on the collar of my mother’s silk blouse, an engagement ring, a graduation gift, all the anniversaries and much more. Jewellery speaks of feelings, chapters in an existence. A summary of life and an enormous joy, the great responsibility of those who put in creativity, invention, technology, skill, style, culture to create it and of those who, aware of it or not, buy all of that. Not just a decorative accessory but the personal and collective book of the cycle of life.”

The spotlights will therefore be on Made in Italy companies and their creations, thanks also to **“Premiere Live Stage”, this edition’s new live web transmissions** presented by Oroarezzo’s Brand Manager, **Matteo Farsura**, which, on the virtual stage of the webinar platform set up by IEG, will keep the Oroarezzo community company with their top-ranking stories until the **final prize-giving event scheduled for 20<sup>th</sup> July**. A **“social” strategy** purposefully designed by IEG to give jewellery companies visibility using the language of the Internet as well as to boost the industry’s digital skills.

The **iconic jewellery items that most represent the Re\_Start** entered into the competition by 16<sup>th</sup> June can be of any type or form. They will be assessed by a **panel of journalists, influencers, bloggers and show business personalities** and will also be competing for the first time for a **special “digital” award** assigned on the basis of follower voting. In any case, the **“art of manufacturing”**, with all the **qualities** that Italian jewellery production is able to express and export to the main international markets, much to the appreciation of consumers worldwide, will be taking the podium.

All the details on the special page [Premiere Digital Edition](#) on [www.oroarezzo.it](http://www.oroarezzo.it).



**OROAREZZO**  
INTERNATIONAL JEWELRY EXHIBITION

f i www.oroarezzo.it

organised by  
**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future



**PRESS**

## ABOUT OROAREZZO

OROAREZZO, held in the Arezzo Expo Centre, is the trade show specifically for Made in Italy jewellery that gathers together the very best manufacture from every Italian gold district that specializes in processing metals and precious elements to express the highest jewellery-making quality. Thanks to the participation of the sector's leading companies, OA is a strategic platform where wholesalers, chain stores and traditional jewellery outlets can plan their purchases and replenish stocks and where Italian retailers are also well-represented.

## FOCUS ON ITALIAN EXHIBITION GROUP SPA

Italian Exhibition Group (IEG), listed on the Screen-based Share Market (MTA) organised and managed by Borsa Italiana S.p.A., is a leader in Italy in the organisation of trade fairs and one of the main operators in the trade fair and conference sector at European level, with structures in Rimini and Vicenza, as well as further sites in Milan and Arezzo. The IEG Group is notable in the organisation of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness, Sport and Leisure; Green & Technology. In the last few years, IEG started a significant expansion process abroad, also through the conclusion of joint ventures with local operators (for example, in the United States, Arab Emirates and in China). IEG closed the 2019 financial year with consolidated total revenues of € 178.6 million, an EBITDA of € 41.9 million and a consolidated net profit of € 12.6 million. In 2019, IEG totalled 48 organised or hosted fairs and 190 conferences. <https://www.iegexpo.it/en/>

## PRESS CONTACT ITALIAN EXHIBITION GROUP

Michela Moneta | Press Office Coordinator

## VICENZAORO International PR Agency: Barabino & Partners

Laura Bruzzone +49 30 66404060 | +49 173 6181650 – [l.bruzzone@barabino.de](mailto:l.bruzzone@barabino.de)

Lara Hesse +49 30 66404060 | +49 177 4146630 – [l.hesse@barabino.de](mailto:l.hesse@barabino.de)

## MEDIA AGENCY IEG Vicenza Branch: MYPRLab T. +39 0444.512550

Filippo Nani +39 335.101.93.90 [filippo.nani@myprlab.it](mailto:filippo.nani@myprlab.it)

Lisa Scudeler +39.338.691.03.47 [lisa.scudeler@myprlab.it](mailto:lisa.scudeler@myprlab.it)

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewellery industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date.