

SHOW PROFILE

OROAREZZO 2018 – International Jewelry Exhibition 5TH-8TH MAY 2018 / 39th Edition

Italian Exhibition Group S.p.A. (IEG) is once again organizing **OROAREZZO**, the International Jewelry Show, this year at its 39th edition, to be held from **Saturday 5th to Tuesday 8th May 2018**.

In fact, since **March 2017**, **Italian Exhibition Group**, after an **agreement** signed with **Arezzo Fiere e Congressi Srl** to define a **single organization specifically for jewellery and gold industry trade fairs in Italy**, has also been organizing the **OROAREZZO** and **Gold/Italy** events in Arezzo.

THE IEG JEWELLERY AGENDA

The Agenda of events for 2018 organized by IEG foresees 5 international shows: **Vicenza (2)**, **Dubai (1)** and **Arezzo (2)**. The **VICENZAORO** brand, a **Show Hub leader in Italy** and on an international level as well as a reference point for the entire sector, is also **exported** to top and prestigious international shows in **Hong Kong, Las Vegas** and **Mumbai**.

The IEG Jewellery Agenda numbers:

- **96,000 professional traders** in five events from **130 different countries**
- **4,500+ exhibitors** from all the national production areas and over 35 other countries
- **3,800 hosted buyers** in collaboration with the Ministry of Economic Development – **MISE** and the Italian Trade Agency, **ICE**
- **over 170 events, talks and seminars.**

THE OROAREZZO FORMAT

www.oroarezzo.it

OPENING TIMES

Saturday 5th, Sunday 6th and Monday 7th May: 9.30 am – 6 pm
Tuesday 8th May: 9.30 am – 4 pm

OROAREZZO, the Show that promotes the very best of Made in Italy gold jewellery production on an international scale. A Show of reference where wholesalers, chain stores and top distribution brands can plan their annual purchases and re-stock for spring.

OROAREZZO, one of the main events on the international gold, silverware and jewellery industry calendar with 650 players representing some of the finest manufacturing from Italy's primary gold districts, boasts over thirty years of activity and offers its exhibitors consolidated

market and distribution know-how and experience as well as direct contact with all the leading global traders in the sector.

SHOW AREAS

Gold and jewellery, silverware, semi-processed goods and stones from Italy's top companies.

1) GOLD JEWELLERY

OROAREZZO presents the best and most qualified Italian gold jewellery production offer. On display, the best expression of gold jewellery art with extraordinary design and excellent innovative creativity.

2) OROAREZZO/TECH and TECH-3D

A 3,000 m² area specifically dedicated to 80 Italian companies selected in collaboration with AFEMO – Italian Association of Jewellery Machinery Manufacturers and Exporters. Italian producers offer a complete and sector-based overview of processing and production systems, 3D printing and precious and semi-precious metal verification.

3) CASH&CARRY

The showcase that offers companies the chance to sell ready goods. The dynamic and innovative area is specifically aimed at Italian and foreign distribution as well as retail. Italian and foreign traders can select and purchase gold and silver jewellery, costume jewellery and the latest market trends.

THEME:

The theme of this edition of OROAREZZO will be dedicated to Made in Italy gold jewellery.

THE OROAREZZO NUMBERS

- 4 days of Show
- Over 600 Players
- Visitors expected from over 60 different countries
- More than 450 hosted buyers in collaboration with the Ministry of Economic Development (MISE) and the Italian Trade Agency (ICE)
- Over 8,000 m² net of exhibition space
- 3 exhibition sectors: Gold Jewellery – Cash&Carry – Tech/Tech 3D
- 75% of the exhibitors are gold jewellery companies, 13% produce machinery and 12% are in the Cash and Carry section;

MAIN EVENTS

Opening event – OROAREZZO and the fascination of Made in Italy jewellery

The event will begin with institutional greetings followed by a talk to enhance OROAREZZO's role as the Made in Italy gold jewellery event as well as to promote Italian gold jewellery production with interventions from leading players, such as institutions, producers, trade shows and buyers, with particular focus on the American and Chinese markets.

Meeting Club

One-to-one meeting format at company stands between exhibitors adhering to the initiative and international buyers selected by the companies themselves.

Premiere

Premiere is the contest that awards the creativity and design of companies exhibiting at OROAREZZO. Italian jewellery trends take the stage at each edition. Fashion journalists and opinion leaders, bloggers and style experts comprise the jury, presided over by Beppe Angiolini, Art Director of OROAREZZO and Honorary President of the Italian Chamber of Fashion Buyers.

The theme is the **bracelet**, unquestionably the item of jewellery most appreciated by women and the jewel with which the companies' design offices will be putting themselves to the test in order to represent "love" through the preciousness and beauty of its shapes and materials. In fact, the title of this edition is "The power of Love".

The contest will therefore award new jewellery items, those that go beyond fashion and are able to blend the hardness and simplicity of iron with the nobility and elegance of gold to match the personality of the person wearing it.

Welcome event

Saturday, 5th May - Cocktail and DJ party in OROAREZZO's Green area and events in the city's historical centre to share convivial moments in which to unite business with pleasure.

A welcome cocktail will greet exhibitors and buyers on the opening day. An event in the name of beauty, held in one of the most magical and historical places in Arezzo: Palazzo della Fraternita dei Laici.

TCA event

Monday, 7th May - will be the turn of a study seminar entitled "Precious Metals in the History of Science and Technology", organized by the company TCA | Precious Metals Refining. Gold art and precious metal retrieval will be the central themes of the all-day seminar whose interventions will be held by university teachers, researchers and authoritative figures from industry and the artisan sector.

UBI BANCA event

Sunday, 6th May at 10 am - UBI Banca, will be organizing the congress entitled "The Jewellery Sector, new industrial frontiers and international order". The event promises to give participating entrepreneurs important professional contributions with high added value. After welcome greetings from Silvano Manella, Manager of the Macro Area of Lazio, Tuscany and Umbria for UBI Banca, Rossella Leidi, Vice General Manager, will take the stage to illustrate the support that the Banking Institute provides to the jewellery sector. The meeting will be followed by a round table entitled "International taxes and their impact on the jewellery industry" which will involve a large number of guests including experts in international trade and university teachers as well as top national figures from the category.

Buyers Incoming

An incoming programme of selected buyers, invited to attend by ITA/Italian Trade Agency ICE and IEG, from the main market outlets for Made in Italy and in target with OROAREZZO's offer. Markets of reference: United Arab Emirates, USA, North Africa, Canada, the Balkan States and Russian-speaking countries.