

Press announcement

OROAREZZO 2022, THE PHYSICAL RETURN OF IEG'S EVENT

The halls of Arezzo Fiere e Congressi will host the 41st edition of the IEG - Italian Exhibition Group event dedicated to #artofmanufacturing, which encompasses Made in Italy and international manufacturing excellence.

- Four halls dedicated to jewellery manufacturing, Tech and Cash&Carry with over 300 exhibiting brands
- Consolidated partnership with MFAIC and ITA for incoming buyers from reference markets, namely the USA, Middle East and South America, and with AFEMO for machinery and technology
- The return of the PREMIERE competition for the best Italian gold art manufacture, in-show training and networking events, initiatives in the city

Arezzo, 7th – 10th May 2022 - [Oroarezzo 2022](#), the event specifically for Italian and international gold and jewellery excellence, organised by [IEG – Italian Exhibition Group](#) is back in physical form from 7th to 10th May, in the halls of Arezzo Fiere e Congressi. Now at its 41st edition, Oroarezzo is the showcase for Made in Italy and international jewellery production, design excellence and manufacturing art, concepts summed up by the official claim #artofmanufacturing.

THE OROAREZZO FORMAT

Oroarezzo is a consolidated format within IEG's Jewellery Agenda, with an exhibition itinerary that develops over four halls dedicated to goldsmithing, jewellery, silverware, semi-finished products and stones. Jewellery manufacture represents almost 70% of the offer, 15% of which is international, Tech - thanks to collaboration with [AFEMO](#), the Italian Association of Jewellery Machinery Manufacturers and Exporters - with the most technological processing systems covers 18%, while Cash&Carry, an opportunity for companies to sell ready-made products, occupies 12%.

EXHIBITING COMPANIES

Over 300 exhibiting brands including the Arezzo-based companies Unoaerre, Giordini, Gold Art, Graziella Group, Richline and Lusso. Significant attendance also from the Vicenza district with Chrysos, Rancangelo, Alessi Domenico, Superoro, Ronco and Sharma Group World, as well as from the Naples district with Roberto Giannotti and from Milan with Milor.

THE PARTNERSHIP WITH MAECI

The new edition of Oroarezzo, held in the heart of the Arezzo gold district, which recorded a +23.5% growth compared to the pre-crisis level in 2019 (2022 Tuscan District monitor drafted by Intesa Sanpaolo's Studies and Research Department), consolidates the partnership with [MAECI](#) – the Ministry of Foreign Affairs and International Cooperation and [ITA](#) - Italian Trade Agency, which promotes the internationalisation of Italian companies abroad, with an incoming programme aimed at buyers from the main reference markets, such as the United States, the Middle East and South America.

THE PREMIERE COMPETITION

The historic PREMIERE competition – now at its 31st edition - is also back, live, to award prizes to the best Italian jewellery workmanship in terms of design, production skills and creativity. The bracelet is the object of desire 2022: the selected pieces, exhibited over the four days of the show, is assessed by a jury made up of

professionals and representatives from the worlds of jewellery and fashion, media and communication. The winner will be announced on Sunday 8th May.

THE JEWELLERY GOLDEN CLOUD

The **Jewellery Golden Cloud**, a digital platform set up by Italian Exhibition Group and enhanced by an artificial intelligence system that facilitates targeted matching during the trade show days through detailed profiling of connected users, is active for Oroarezzo 2022.

TRAINING AND NETWORKING EVENTS

Oroarezzo is also an opportunity for sector technical training and updating to support production process development due to content that focuses on two links in the gold supply chain: technology and jewellery. Moreover, thanks to synergy with the local territory, [the splendid city of Arezzo](#) welcomes professionals and guests with a series of initiatives in the historical centre to accompany the event's offbeat soul.

FOCUS ON ITALIAN EXHIBITION GROUP

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Brazil and India, for example – now sees the company positioned among the top European operators in the sector.

PRESS CONTACT IEG

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