

Press release no. 7

OROAREZZO 2022: INAUGURATED TODAY, THE RESTART EDITION, ORGANIZED BY IEG

- Until Tuesday 10th May, gold and jewellery players will once again be physically attending the halls of Arezzo Fiere e Congressi for the IEG event
- “Arezzo's sector is a global excellence” said Sen. Tiziana Nisini, Undersecretary of State at the Ministry of Labour and Social Policies, guest at the opening ceremony
- “This sector is a guiding element for the entire region” according to Eugenio Giani, President of the Region of Tuscany
- Sustainability and design will be the focus tomorrow at Federorafi's technical workshop and the award ceremony for the Première competition

Arezzo (Italy), 7th May 2022 – Today saw the opening of the 41st edition of [Oroarezzo 2022](#), the IEG - Italian Exhibition Group event that promotes Made in Italy and international jewellery. **Until Tuesday 10th May, the “Art of Manufacturing”, the best in goldsmithing, is back, in physical form, in the halls of Arezzo Fiere e Congressi.** The spotlight is also on production technologies and sustainability for the event that welcomes buyers from all over the world under the banner of a message of peace and solidarity among peoples, symbolised by the olive trees at the Expo Centre entrance.

OROAREZZO'S RESTART IS AN IMPORTANT SIGNAL FOR THE MARKET

In his inaugural speech, the President of Italian Exhibition Group, **Lorenzo Cagnoni**, pointed out: “Oroarezzo 2022 is the restart edition and heartfelt applause must be addressed to the companies and all the players who have made it possible. Rather than looking at the numbers, we will be examining the signals that this show will send out to the market. These are the elements that strengthen us in our conviction to make the Arezzo an increasingly more solid pole within our gold and jewellery events.”

THE IN-PERSON EVENT, THE FIRST STEP TOWARDS A RETURN TO NORMALITY

“Today is an important day for Arezzo and Arezzo Fiere,” said **Ferrer Vannetti**, President of Arezzo Fiere e Congressi. “The event we are celebrating is not only the most representative of this facility and of the main production sector in our area, it is also the first step towards a return to normality. Nonetheless, during the period in which holding events in physical form was not possible, Arezzo Fiere acted as a vaccination centre and a hub for important competitions. It focused on the building's energy efficiency and developed a strategy that will allow new events to be held, including the reopening of the facility to public sports and entertainment events.”

OROAREZZO IN AN ESSENTIAL AND HISTORICAL MOMENT FOR AREZZO JEWELLERY MANUFACTURING

“After three long years, Oroarezzo is back in physical form at an important historical moment for Arezzo's gold sector,” said Mayor of Arezzo, **Alessandro Ghinelli**. “The sector figures appear to be cautiously comforting, but concerns still remain about the consequences of the conflict in Ukraine. We hope that the show will confirm the positive signs of the gold sector, a world leader in creativity, quality and style, all characteristics of Made in Italy that make the difference on international markets. Arezzo has a deep bond with gold, its main driver of economic growth and a highly distinctive identifying character.”

A PRESTIGIOUS SHOWCASE FOR COMPANIES AND THE REGION

Silvia Chiassai Martini, President of the Province of Arezzo, expressed her “Enormous satisfaction at the resumption of such a prestigious event as Oroarezzo, an exclusive showcase dedicated to the world's leading jewellery companies and an extraordinary return in terms of image for the promotion of our territory's excellence. The Province of Arezzo is working on the future of our jewellery companies, the leading sector of

Arezzo's economy, through a close synergy between the world of education and the world of work in order to train new specialised workers, indispensable for companies to continue to develop a future of excellence based on our solid tradition.”

THE SHOW, CENTRAL FOR JEWELLERY IN THE WORLD

“Oroarezzo is now an important reference point on the international exhibition scene,” according to **Massimo Guasconi**, President of the Arezzo-Siena Chamber of Commerce. “For more than 40 years, it has confirmed the centrality of Arezzo and Italy for operators and buyers in the jewellery sector on a global scale. There are, in fact, 7,479 Italian companies operating in this sector (1,185 from Arezzo) with 28,445 direct employees and an export value in 2021 of more than 8 billion euros (2.6 billion of which can be attributed to the Arezzo gold district). Numbers that highlight the importance of a sector that is now part of the Made in Italy fashion system.”

AT OROAREZZO, THE VITALITY OF THE SECTOR

According to **Luca Parrini**, National President of Confartigianato Orafi e Argentieri and representing the sector’s trade associations: “At last, after the forced stop of recent years, Europe's leading gold district is welcoming international companies and operators within the sector to an important event like Oroarezzo. This is a demonstration of the great vitality of all the companies present, ready to make the most of these days of business and meeting with the market.”

WE MUST ENHANCE THE OROAREZZO BRAND TOGETHER

Beppe Angiolini, the event's artistic director, also emphasised the importance of the event for the entire economic fabric. “The Oroarezzo brand came into being in our shop windows and in our territory, so we must all enhance it together. I trust in the city's sense of belonging.”

ITA SUPPORTS THE SHOW WITH AN INCOMING OF 130 BUYERS

Maria Maddalena del Grosso, Consumer Goods Manager at the Italian Trade Agency, delivered the greetings of President **Carlo Ferro**: “Italy's exports have recommenced, as has the jewellery sector, which, in 2021, recorded a growth of 13.2% compared to 2019,” Ferro said. “The new challenges of the post-Covid international markets, however, now include an international scenario dominated by dramatic human and geopolitical complexities. In this context, teamwork is essential, which is what MAECI and all the players in the system are doing. We at ITA are playing our part through 19 new actions within the framework of the Pact for Export in the fields of digital, e-commerce, training, and the protection of Made in Italy. And, speaking specifically of Oroarezzo, we are supporting the event with an incoming of 130 buyers from Europe, South America, North Africa, the Middle East and Asia. Offering and promoting products of excellence is the only solution that works in all scenarios, even the most difficult. Italian businessmen and women have an enormous advantage from this perspective because they know how to make great products. Best of luck to the companies and organisers.”

THIS SECTOR IS A DRIVING FORCE FOR THE WHOLE REGION

“This is a fundamental moment for the whole of Tuscany,” stated **Eugenio Giani**, President of the Region of Tuscany. “Oroarezzo represents something truly significant for our region. This sector contains one of the guiding elements that is also expressed through craftsmanship that combines with technology, making Arezzo a reference point on a national scale. Seeing 60 countries sending their buyers and 300 exhibitors is an important sign.”

THE JEWELLERY SECTOR, AREZZO’S EXCELLENCE IN THE WORLD

“When we think of Arezzo we can’t help but think of gold and jewellery manufacturing. A sector that is a source of pride for the entire city at an international level,” said **Sen. Tiziana Nisini**, Undersecretary of State at the Ministry of Labour and Social Policies. “It is a strategic sector, not only for the Tuscan economy, but for the whole country. The numbers are positive: not only did the sector close 2021 with a growth of more than 54% compared to 2020 and an estimated turnover of almost 8.8 billion euros, there are positive expectations for 2022 as well. That is why I accepted this prestigious invitation in the interest of protecting and defending a sector that is a true excellence of our city.”

TOMORROW’S EVENTS WILL SPOTLIGHT SUSTAINABILITY AND DESIGN

Scheduled for tomorrow morning (11.00 am, Auditorium), focus on training, a key lever for the sector's development, with a workshop organised by **Confindustria Federorafì**, in cooperation with the **Arezzo's Consulta Provinciale dei Produttori Orafi e Argentieri** (Provincial Council of Gold and Silversmith Producers), entitled "Sustainability as a passport to the future." The evening will be the turn of design, with the award ceremony of the **Première Competition** (7.30 pm c/o Sugar, Arezzo centre, on invitation only) for the best Italian manufacturing. The 31st edition will feature 58 creations on the theme of the bracelet.

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.

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