

press release

IEG: OROAREZZO EXTENDS THE OFFER AND LAYOUT

FOR INTERNATIONAL JEWELLERY PLAYERS

* **At Arezzo Fiere e Congressi, from 10th to 13th May, the 44th edition of IEG’s exhibition**
* **Exhibitors and buyers from Made in Italy jewellery and technology exports’ reference markets**
* **Première competition at its 34th edition. The new entry: Puccini's “Gianni Schicchi” on stage at Petrarca Theatre**

oroarezzo.it | *Shaping Jewelry Ideas*

*Arezzo, 10-13 May 2025* – – **Oroarezzo** will welcome the protagonists of the Made in Italy and international gold and jewellery industry with the 44th edition of the show organised by **Italian Exhibition Group**, which will be back at **Arezzo Fiere e Congressi** from **10th to 13th May**.

The showamasses the best of jewellery manufacturing in the gold district that occupied the top step of the export podium in 2024. According to ISTAT data processed by Confindustria Federorafi, Arezzo jewellery exports were worth 7.694 billion euros with a growth of 119% compared to the previous year. Arezzo alone covers 48.2% of Italy’s total jewellery exports.

With the aim of strengthening the strategic nature of the event for the global jewellery industry, IEG is renewing the product range and exhibition layout of a trade show that is the platform of choice for “shaping the idea of jewellery” by selecting the top foreign buyers for Made in Italy exports’ reference markets, hosted thanks to the support of the Italian Trade Agency, and extending the exhibition area dedicated to technologies as well as the conference aspect for international operators.

The event is returning after a 2024 edition that closed with a +6.5% increase in visitors compared to 2023, 8.7% more than in 2019, and a 9% increase in the share of foreign visitors - from 109 countries. At the 2025 edition of Oroarezzo, Arezzo's manufacturing and stylistic expertise will have its main showcase in the foyer of Arezzo Fiere e Congressi with the unique pieces of Première, a competition that enhances creativity in jewellery design, this year inspired by the “Mirror of Time” concept that Oroarezzo art director, Beppe Angiolini, has now revealed.

For international jewellery operators, Oroarezzo stands out as the setting of choice for “networking’” opportunities thanks to the historical and cultural context that the city has to offer. This year, the highlight for exhibitors, buyers and event partners will be the staging of “Gianni Schicchi. A Comedy Opera in One Act” by Giacomo Puccini, with the Orchestra of Tuscany conducted by Fabrizio Maria Carminati, starring Maestro Mario Cassi and the students of “Le Stanze dell'Opera”, directed by Manu Lalli. It will be staged on Monday 12th May at the Petrarca Theatre thanks to collaboration between Italian Exhibition Group, the City of Arezzo and the Fondazione Guido d'Arezzo and with the support of Confindustria Federorafi.

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