

press release

**IEG, FARSURA: «OROAREZZO 2025 LAUNCHES**

**MADE IN ITALY MANUFACTURING AROUND THE WORLD»**

* **Matteo Farsura head of Italian Exhibition Group’s luxury division, takes stock of the market and new entries for the 44th edition from 10th to 13th May**
* **Leading Made in Italy companies; Spain and Turkey choose to exhibit at Arezzo**
* **AFEMO and latest generation technologies: inventiveness and a responsible approach to the market**

oroarezzo.it | *Shaping Jewelry Ideas*

# *Arezzo, 10-13 May 2025* – The Made in Italy gold and silver manufacturing supply chain will be exhibiting at the 44th Oroarezzo. In the halls of Arezzo Fiere e Congressi, from 10th to 13th May, Italian Exhibition Group’s (IEG) b2b show will gather together leading companies and international buyers. Starting with those from the “home” district, whose main destinations are Turkey, to which about 61% of exports were directed in 2024 for a value of over 4.7 billion euros, the Arab Emirates for about 10%, the United States with 6.5%, France with 3.4% and Hong Kong 2.6% (Source: Federorafi). Matteo Farsura, who heads IEG's Jewellery & Fashion division, says: «There is real satisfaction at IEG for the way in which the Oroarezzo offer was built and for the feedback on incoming. Foreign buyers can see and personally touch the vast catalogue of made-in-Italy gold and silver manufacturing, jewellery with precious stones and an entire hall of top-quality technologies. Arezzo will provide the chance to speak with companies, plan and design new products or collections for the second half of the year, and IEG is working energetically on this event, which it considers as fundamental for its calendar as its relationship with the Arezzo area, together with which we are also building a carnet of extremely full and interesting collateral events.»

# ITALIAN AND FOREIGN MARKET LEADERS AND NEW ENTRIES AT OROAREZZO

# Italian market-leading companies in gold and silver manufacturing and product customisation will be exhibiting at Oroarezzo 2025: Arezza-based companies Unoaerre, Giordini, Gold Art, Richline Italy, Coar, Silvex; Graziella Braccialini from Florence; Alessi Domenico and Superoro from Vicenza and Milor from Milan. Foreign participants will include the Spanish companies Pie de Rey Designs and Alias Concept, and Zen Diamond and Arpas from Turkey. And the new entries for 2025: from Vicenza, Linea Italia Gioielli, Quadri srl, LAC S.p.A and Gabriela Rigamonti Jewels. And Fratelli Chini from Arezzo.

# JEWELLERY MANUFACTURING GEOMETRIES, TEXTURES AND EXPERIMENTS

«We have worked to embrace and satisfy every type of demand,» continues Farsura, «and in Arezzo, we will also have a showcase of excellences that offer a glimpse of the most articulate or even experimental creations.» **Migliorini** from Arezzo for classic hollow chains and combinations of three-dimensional workmanship, **Neri Romualdo** which goes from the geometries of lace to bales of hay, **Omega Art** with its elastic bracelet work, **A.M.P.** for hollow and solid chains and pendants; **Quadrifoglio** with cubes, polyhedrons, spheres and semi-finished products as well as sacred jewellery; and then embroidery, crochet and full volumes for **Golden Clef**, and **Femar** with daring volumes and geometries. Then there will be Vicenza-based **Maria De Toni** with jewellery inspired by nature, **Re Sole** with its timeless tubo gas, fancy, toggle and “paperclips”; **D'orica** exhibiting gold in shades from chocolate and blue to black; **Rancangelo** with sinuous woven parures and links; **Daniela Coaro** with its hand-crafted satin and mirror-polished finishing; and the sophisticated design of **Ronco**. Not to mention Milanese **Stella Milano** with classic to sporty workmanship with links.

# AFFORDABLE LUXURY: SILVER WORKMANSHIP

«According to Federorafi/Mediobanca,» **Matteo Farsura** explains «silver manufacturing exports are worth 640 million euros and Oroarezzo boasts an important offer for this sector. Companies that know how to reinterpret classic collections with a more fashionable eye, right up to the idea of affordable luxury.» They will range from Vicenza-based **Chrysos** to Arezzo’s **Croma Catene, Fantasy, Efc Silver** and **Luiber**

# JEWELLERY AT OROAREZZO: CRAFTSMANSHIP AND DESIGN

A marked presence at Oroarezzo will also be made-in-Italy jewellery brands. Among iconic bouquets, stylised sea creatures, initials with perspective volumes, necklaces that echo the volumes of theatre curtains: at Oroarezzo visitors will find sophisticated jewellery by **Veneroso** and **Caoro** from Vicenza, **Artlinea** from Arezzo, and **Giloro** and **Moraglione** from Valenza.

# THE PARTNERSHIP WITH AFEMO: PRESIDENT POLIERO COMMENTS

From additive manufacturing to machining, from tools to refining systems, furnaces and centrifuges, from galvanic treatments, lasers for marking, engraving and welding to 3D printers for prototypes: the entire supply chain will be on display at Oroarezzo with state-of-the-art solutions, ideal for today's production challenges. Exhibiting companies will include**: Sisma, Italimpianti, Orotig, Ombi, Zone creative, Lm Industry, Taumac, DWS** and new entry, **Fanuc Italia**.

«The consistent participation of companies operating in the gold and jewellery technology sector at the upcoming Oroarezzo event confirms its central role for the gold district. In a context in which the cost of raw materials is affected by international tensions, it is becoming increasingly crucial to optimise processes and reduce waste with innovative technologies that increase efficiency and guarantee an ever lower environmental impact. Italian companies in the sector are asserting themselves as global leaders thanks to their ability to combine technological excellence, design inventiveness and a responsible approach to the market based on values of sustainability, quality and long-term vision,» says **Massimo Poliero**, president of **AFEMO**, the Italian Association of Jewellery Machinery Manufacturers and Exporters, **partner of Oroarezzo**.

**PRESS CONTACT IEG / OROAREZZO 2025:**

**head of media relation & corporate communication**: Elisabetta Vitali; **press office manager**: Marco Forcellini, Pier Francesco Bellini; **press office coordinator**: Luca Paganin; **international press office coordinator**: Silvia Giorgi; **press office specialist**: Mirko Malgieri [media@iegexpo.it](mailto:media@iegexpo.it)

**trade press office specialist**: Michela Moneta [michela.moneta@iegexpo.it](mailto:michela.moneta@iegexpo.it)

**MEDIA AGENCY OROAREZZO 2025: Adnkronos Comunicazione**

Enrico Bellinelli: 334 5717790, [enrico.bellinelli.professional@adnkronos.com](mailto:enrico.bellinelli.professional@adnkronos.com)

Enrica Marrese: 320 8074750, [enrica.marrese@adnkronos.com](mailto:enrica.marrese@adnkronos.com)