

Press release no. 3 (English Translation)

AT OROAREZZO, NEW JEWELRY EXPORT ROUTES IN THE FIRST “GLOBAL OUTLOOK 2026”

- **On Monday, May 11, the first international conference at Italian Exhibition Group’s jewelry manufacturing trade show, scheduled for May 9–12 at Arezzo Fiere e Congressi**
- **Organized by IEG’s partners Confindustria Federorafi, AFEMO, MAECI and ITA, the event, will explore market opportunities in India, Africa, Mercosur, the U.S. and Canada**
- **Farsura (IEG): «A systemic response that brings together expertise, tools and strategic vision at the service of companies’ diversification strategies»**

oroarezzo.it | *Shaping Jewelry Ideas*

Arezzo (Italy), April 28, 2026 – New business landscapes and alternative routes will be the core vision at **Oroarezzo**, the **Italian Exhibition Group** event that promotes Made in Italy, jewelry craftsmanship excellence. The 2026 edition, scheduled to take place at **Arezzo Fiere e Congressi from May 9 to 12**, is strengthening its role as an international platform for developing opportunities in emerging and high-potential markets. The strategic driver of the event will be the **first international conference** entitled “**The Global Outlook 2026 – Global jewelry markets and practical tools for business growth**”, to be held on Monday, May 11 (4 – 6.30pm).

The event will provide an opportunity for analysis and discussion on the new dynamics of the gold and jewelry sector with a focus on key growth areas and shifts in global demand: **from the prospects of the free trade agreement between the European Union and India to trade routes to France and Switzerland, the supply chain between the United States and Canada, and the emergence of the African continent.**

The initiative, organized by IEG in collaboration with trade organizations and institutions such as **Confindustria Federorafi, AFEMO, the Ministry of Foreign Affairs and International Cooperation (MAECI) and the Italian Trade Agency (ITA)**, will feature expert contributions from the **Confindustria Research Center, IC&Partners, Confindustria Assafrica & Mediterranean** and **SACE**. The goal is to provide concrete tools for intercepting new demand flows and supporting companies in their **export diversification** processes within a significantly uncertain international context in which the joint supply chain initiative promoted by IEG finds itself.

A PLATFORM FOR DIVERSIFICATION STRATEGIES

«We remain firmly committed to investing in Oroarezzo», states **Matteo Farsura, head of IEG’s jewelry trade shows**, «by boosting a platform that brings together expertise, tools and strategic vision. In a complex environment such as this, it is increasingly necessary to develop a systemic response: leveraging synergies among companies, associations and institutions is key to guiding the sector towards new export routes and generating solid opportunities for growth. Thanks to all our partners, the 2026 edition will be at the service of **companies’ diversification strategies**».

«2026 promises to be a year marked by an extraordinarily complex international situation for the Italian jewelry industry,» explains **Maria Cristina Squarzialupi, president of Confindustria Federorafi**. «In addition to record prices and precious metal instability, for several reasons, the export capacity of Italian-made jewelry has slowed down towards its three main markets: Turkey, the UAE and the U.S. These three countries account for over 40% of total jewelry exports. Associations and institutions are committed to improving the tools for internationalization, and this is why it is even more important to know which opportunities towards new markets already exist and how to use public resources to support companies in their approach to both established and emerging markets. ITA and SACE have initiatives that can help us, and I believe one priority is

to understand the great potential of certain countries on the African continent. That is why, as Confindustria FEDERORAFI, we have partnered with Italian Exhibition Group in organizing the Congress, which I am certain will be an interesting and useful event for the Italian jewelry industry».

«An opportunity not to be missed» is the invitation from **Giordana Giordini, president of Confindustria Federorafi South Tuscany**. «Of all Italy's jewelry districts, Arezzo is the most exposed to the current market turbulence in key export markets such as the Gulf States, Turkey and the United States. We cannot expect to replace them, but we can and must further equip ourselves to understand 'new' markets, such as Africa, along with the tools that SACE and ICE can provide to improve our chances of penetrating both mature markets and those undergoing recent industrialization».

«We are entering a new phase for the jewelry industry, in which pursuing the markets will no longer be enough: we will need to anticipate them» says **Massimo Poliero, President of AFEMO**. «Global dynamics are reshaping value chains, opening up unprecedented opportunities for those ready to innovate not only in terms of processes but also in strategic vision. The Global Outlook 2026 was created precisely with this spirit in mind: to offer companies not just analysis, but practical tools to interpret change and turn it into a competitive advantage. At AFEMO, we believe that technology, knowledge and the ability to interpret new global balances are now key elements in driving this transformation. It is time to chart new courses, explore emerging markets, and rethink Made in Italy's international positioning with a more advanced, informed and future-oriented approach».

Ciro Rapacciuolo, Senior Economist Economic Outlook and Forecasts at Confindustria Research Center, will open the works by outlining the current situation and the implications of several possible scenarios for the jewelry sector: «The war in the Middle East,» he says, «has caused a spike in energy costs which, if the situation persists over the coming months, would significantly fuel inflation and drive up credit rates for Italian businesses once again. The situation could evolve in many ways, which we will analyze together through our monitoring based on data and forecasts. A tool for entrepreneurs to make sure they are not caught off guard».

INDIA AND MERCOSUR TOWARDS TARIFF REDUCTION

«For Italian companies, it is not so much a matter of pursuing entirely new routes as presiding over markets where Made in Italy can participate with a traceable supply chain, clear positioning, a structured commercial presence, and the effective use of digital technology, which is now indispensable for internationalization». This is how **Roberto Corciulo, founder and CEO of IC&Partners**, introduces the geographic focuses he will be presenting on jewelry hubs in France and Switzerland, supply chains in the U.S. and Canada, and the effects of the EU's agreements with India and Mercosur.

«In 2025» - he explains - «global gold imports exceeded 800 billion euros, marking a sharp increase compared to 2024. This figure, combined with the surge in prices, confirms gold's growing status as a safe-haven asset in a period of economic uncertainty and geopolitical tensions. For the jewelry sector, this scenario intensifies pressure on costs, price lists and margins and makes export market diversification increasingly necessary, especially given the risks affecting certain traditional destinations, such as the Gulf, where significant challenges in the region are still ongoing.

From this perspective, the European Union's trade agreements with India and Mercosur can also open up significant opportunities for Italian-made products. The EU-India agreement, sealed on January 27, 2026, foresees the elimination or reduction of tariffs on 96.6% of the value of European exports to India with estimated savings of approximately 4 billion euros per year. The outlook is also positive regarding Mercosur: the agreement will eliminate tariffs on over 91% of European goods exported to the region, and the Interim Trade Agreement will apply provisionally as of May 1, 2026, between the EU and the countries that have completed the necessary procedures».

AFRICA, A MARKET TO DISCOVER

Patrizia Mauro, General Manager of Confindustria Assafrica & the Mediterranean, shares her outlook on the opportunities offered by the African continent. «With an expanding middle class and growing domestic demand for high-end goods» - she says - «several African countries are proving increasingly attractive to Italian jewelry supply chain operators. The jewelry market sees Africa as one of the fastest-growing regions

in the coming years due to a combination of rising private wealth and a traditional preference for gold and precious jewelry. South Africa, for example, is one of Italy's main export markets in the sub-Saharan region with jewelry accounting for about one-fifth of Italian exports to the country. But the sector is also expanding rapidly in other regions, such as West Africa — led by Nigeria — and North Africa.

The challenges are greater in Africa than more mature markets and it is still relatively unknown to many Italian companies. However, in light of recent international crises and tensions, companies are increasingly turning their attention to the continent with a view to diversifying their markets and supply chains. Long-term vision, local presence, and reliable partners are essential for operating in these countries. The internationalization strategy begins with engaging stakeholders who already have a deep understanding of the market, from the diplomatic network to business associations such as Confindustria Assafrica & the Mediterranean. Another reliable way to begin operating in the region is through trade shows, which offer concrete platforms for meeting partners, buyers and local institutions, understanding market dynamics, and effectively positioning one's brand.

Other Italian manufacturing sectors are already operating steadily and continuously in Africa. Each of the continent's 54 countries offers promising sectors and attractive opportunities for Italian companies, from industrial machinery to consumer goods. We must start to forge partnerships today and explore local opportunities with a long-term vision in a market poised for growth in the coming decades. A growth that will include the jewelry supply chain».

FINANCIAL INSTRUMENTS AVAILABLE TO COMPANIES

«In a period of such high market volatility and growing geopolitical complexity» concludes **Fabio Colombo, Manager at Centre Italy Sales PMI SACE**, «the Italian jewelry sector — a recognized symbol of Made in Italy excellence in terms of quality, design, and manufacturing capabilities — is called upon to strengthen its ability to adapt and diversify internationally. In this context, SACE reaffirms its role as a strategic partner to businesses, offering insurance and financial solutions to protect exports, facilitate access to credit, and support new investments with the aim of strengthening competitiveness in foreign markets and supporting growth, also towards emerging and less traditional markets».

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FOCUS ON

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, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date