

# OROAREZZO

INTERNATIONAL JEWELRY EXHIBITION

9-12 MAY 2026

45<sup>th</sup> edition

ORGANIZED BY

ITALIAN EXHIBITION GROUP  
Shaping the future

PRESS

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## OROAREZZO 2026 EVENTS: GLOBAL SCENARIOS AND OPERATIONAL TOOLS FOR THE BUSINESS COMMUNITY

- From 9 to 12 May at Arezzo Fiere e Congressi (Italy), a content program aimed at supporting goldsmith companies in addressing market challenges, innovation, and emerging strategies.
- International situation analyses with Club degli Orafi, Intesa Sanpaolo, Confindustria, ITA and institutions
- Focus on retail, digital marketing and production processes with Confcommercio Federpreziosi and AIFM
- Trends and creativity with the *Première* contest and Precious Fashion

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Arezzo (Italy), 4<sup>th</sup> May 2026 – Increasingly complex global markets, new consumption geographies, business model evolution and growing pressure on raw material costs. In this scenario, strategic contents to concretely support businesses are increasingly valuable and **Oroarezzo 2026, Italian Exhibition Group's** international gold and silver manufacturing trade show, to be held from **9 to 12 May at Arezzo Fiere e Congressi**, will be providing them with an enhanced schedule of events dedicated to the business community. A program that will accompany the exhibition offer, centered on the best gold, silver and jewelry manufacturing, with an information, discussion and supply chain update platform, to provide companies and sector operators with the means and operational tools to face the sector's challenges and seize new development opportunities.

### OROAREZZO, GLOBAL SCENARIOS AND STRATEGIES FOR COMPANIES

Following the opening at 12 noon on Saturday, the seminar program will begin with an in-depth analysis of *Geopolitical tensions, conflicts and tariffs: reactions from the Italian gold industry* (3 - 4 pm), organized by **Club degli Orafi Italia** and **Intesa Sanpaolo**. The meeting, moderated by Club degli Orafi's director general, **Laura Biason**, will offer an updated analysis on global trade dynamics, markets, exports and the impacts of raw material volatility with contributions from **Stefania Trenti** and **Daniela Corsini**, respectively Head of Industry and Local Economies Research and CFA - Senior Economist at Intesa Sanpaolo's Research Department, **Sara Giusti**, Industry Research Economist at Intesa Sanpaolo, **Giordana Giordini**, President of Confindustria South Tuscany.

The issue will be further developed on Monday 11 May during Oroarezzo's first international congress: *The Global Outlook 2026* (4 – 6.30 pm), which will bring together institutions and stakeholders to outline concrete scenarios and tools for business growth. Organized by **IEG** with **Confindustria Federorafafi**, **the Italian Trade Agency (ITA)** and **AFEMO**, and moderated by **Giuseppe De Filippi**, deputy director of TG5 Mediaset, the meeting will provide in-depth focuses on the main strategic areas and market diversification opportunities for jewelry companies in India, Mercosur and the African continent, without forgetting supply chains in the USA, Canada, France and Switzerland. Further issues under discussion will be access to credit, financial risk management and asset security. Speakers will include **Ciro Rapacciuolo**, Senior Economist - Economy and Forecasts at Confindustria's Research Center, **Roberto Corciulo**, Founder and CEO IC&Partners, **Patrizia Mauro**, Director General of Confindustria Assafrica & Mediterraneo, **Fabio Colombo**, Manager Center Italy Sales PMI SACE, **Col. t.ST. Antonio Caputo**, Commander of the Anti-Counterfeiting and Product Safety Group for the Special Goods and Services Unit, and **Alessandra Pastorelli**, Embassy Counsellor, Head of Office II Relations and Supervision of the Italian Trade Agency.

### RETAIL, MARKETING AND TOOLS FOR COMPETING

Domestic market and consumption model transformations will be the main focus of the data presented on Sunday 10 May by **Confcommercio Federpreziosi's Observatory** (11 am – 12 noon). **Steven Tranquilli**, director of Confcommercio Federpreziosi, will be moderating the discussion between national president **Stefano Andreis**, deputy vice president **Vincenzo Aucella**, **Elena Spanò** and **Samuele Dini**, President and Vice President

Federpreziosi Confcommercio Florence Arezzo, offering an updated snapshot of Italian jewelers and their prospects.

This will be followed (12.15 – 1 pm) by the seminar entitled *Reaching the world: digital marketing for jewelry in the era of new markets* on digital marketing, an operational update proposed by **Laura Bion**, Director General of Club degli Orafi Italia, regarding strategies for competing in global markets, including artificial intelligence, new platforms and changes in purchasing behavior.

### **INNOVATION AND PRODUCTION PROCESSES**

On Monday 11 May (2 - 3.15 pm), the **AIFM** seminar entitled *Surface treatment for jewelry, goldsmithery and fashion accessories between tradition and innovation* will extend attention onto production processes and technologies applied to manufacturing. Interventions by **Massimo Innocenti**, Associate Professor at the “Ugo Schiff” Department of Chemistry at Florence University, **Luca Magagnin** from the “G. Natta” Department of Chemistry, Materials and Chemical Engineering at Milan Polytechnic and President of AIFM, and **Mario Savona** from Helmut Fischer Italia, will be focusing on solutions to optimize the use of precious metals, improve product performance and integrate sustainability and competitiveness into production processes.

### **PRECIOUS FASHION, TRENDS AND THE FASHION ACCESSORY SUPPLY CHAIN**

Contents regarding the evolution of jewelry and accessory language will include the return of *Precious Fashion 2027–2028 – Impulse* (11 May, 11.30 am – 1 pm), organized by **Leather & Luxury**. **Joy Severini**, product designer, offers an interpretation of emerging trends through the concept of impulse as a design and strategic driver, developing visual scenarios that reflect contemporary socio-cultural needs in relation to social change, collective imaginaries, and aesthetic directions that help shape meaning and identity within the fashion accessories supply chain. **Emanuele Rugoni**, Head of Sales and Product at X-Rite Pantone, will share the core of the company’s mission: transforming the perception of color into reliable data by creating tools that ensure precision and consistency, making color a universal, dependable, and repeatable language across industries. The event, now at its third edition, is a well-established updating moment for companies involved in the fashion accessories supply chain, which is becoming increasingly more integrated with the jewelry industry, and to which - for the first time - Oroarezzo will also feature an exhibition area for companies specialized in supplying the metal fashion accessory and fashion jewel supply chain.

### **THE PREMIÈRE CONTEST, MADE IN ITALY’S CREATIVE EXCELLENCE**

One of the show’s most eagerly-awaited moments will be the 35th edition of the *Première* contest devised by **Beppe Angiolini**, art director of Oroarezzo and Honorary President of the National Chamber of Fashion Buyers, which celebrates the excellence of Made in Italy jewelry manufacturing. **53 companies** from all the Italian gold districts have entered their unique creations on the 2026 theme: **The Invisible Weight of Sweetness**, a concept that invites designing jewelry that, in harmony with the body, combines lightness, wearability and design quality. On display during the event in a special area in the show’s foyer, the competing jewels will offer international buyers a showcase of the creativity and technical skills of Italy’s best jewelry manufacturing. Schools and institutes will also be participating with sketches by top talents and aspiring goldsmiths **under 30** in the **Talents** category. The selection is entrusted to a jury of industry operators, journalists and opinion leaders, chaired by Beppe Angiolini. The winning creations will be revealed on Sunday 10 May between 5.30 pm – 6.30 pm. This will be followed by an invitation-only cocktail hosted by Beppe Angiolini at the Sugar showroom, celebrating *Première* and the city of Arezzo.

### **NETWORKING AND RELATIONS**

The program will be rounded off with moments dedicated to relations and exchanges between operators, immersed in the cultural and artistic wealth of the city of Arezzo, from the Opening Cocktail in Piazza Grande to a tour of the historic center for international buyers. Moments designed to foster connections and new business opportunities in line with Oroarezzo's role as an event of reference for the international gold manufacturing community.

The updated program can be found on [oroarezzo.it](http://oroarezzo.it), including indications of events where simultaneous translation into English will be provided.

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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