

Final press release

## OROAREZZO 2025: INTERNATIONAL GROWTH CONTINUES STRATEGIC ROLE FOR MADE IN ITALY STRENGTHENED

- **Italian Exhibition Group's 44<sup>th</sup> b2b event closed yesterday: 2024 global visitation confirmed**
- **Attendances from 100 countries. Europe 40%, Middle East 15%, Far East 7%, the Americas 17% and Africa 11%.**

[oroarezzo.it](https://oroarezzo.it) | *Shaping Jewelry Ideas*

Arezzo (Italy), 14 May 2025 – **Oroarezzo** closed its 44<sup>th</sup> edition with overall visitation for **Italian Exhibition Group's** event at **Arezzo Fiere e Congressi** in line with last year. Foreign attendance increased by **9%**. In a historic moment of uncertainty over tariff barriers to the United States, the second largest market for Arezzo and Italian gold and jewelry exports, Oroarezzo confirmed its role as a central business platform for the Made in Italy sector with 84% of Italian exhibitors. The dual strategy that IEG has outlined has been rewarded: first and foremost, to focus on targeted growth in foreign attendance precisely at a time of international uncertainty, in collaboration with the Italian Trade Agency (ITA) and the trade associations, and then to offer the market innovative manufacturing and technologies at the show that combine design, creativity and the right use of precious metal.

### MARKETS: GEOGRAPHIC AREAS AND NEW BUSINESS OPPORTUNITIES

Visitors originated from **100** countries. Among the foreign geographic areas represented, **Europe** accounted for **40%** of the total visitation, followed by the **Middle East** at **15%**, a slight decline for **Turkey** at **6%**, **North America** at **10%** and **South America** at **7%**, while the **Far East** settled at **7%**, **Asia** at **5%** and **Africa** at **11%**. To be more precise, the most represented countries were **South Korea, Singapore** and **Japan** for the Far East, with **China** stable. For Europe: **Poland, Austria, Bulgaria** and **Croatia**, with **Lithuania** and **Georgia** as new entries. For North America, **USA** and an increase from **Mexico**. In South America, attendance from **Argentina** rose. For Africa, the exploit of **Nigeria** and then **Ghana** and **Congo** as new entries. About 400 buyers from 60 countries were hosted through the partnership with Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation.

### FOUR DAYS OF EVENTS BETWEEN BUSINESS AND CULTURE

Eleven events accompanied the Oroarezzo business community: from the economic scenarios organized by Intesa Sanpaolo for Club degli Orafi Italy, to Federpreziosi Confcommercio's Observatory, Confartigianato's National Study Center, the survey conducted on metal fashion accessory companies organized by AFEMO and Leather & Luxury, and the foreign markets presided over by the Italian Trade Agency in Europe and the Far East. Lastly, the involvement of the City with an opera evening, in collaboration with the City of Arezzo, the Guido d'Arezzo Foundation and Federorafi Confindustria, which took the event's foreign guests to the Petrarca Theater for Puccini's "Gianni Schicchi." With 58 participating companies, Made in Italy saw all its creativity acknowledged in the Première competition inspired by art director Beppe Angiolini.

IEG's next appointment with the community will be at the 5<sup>th</sup> **Italian Jewelry Summit** to be held in Arezzo in **December 2025**. The IEG Jewelry Agenda continues with **SIJE from July 10-13** in Singapore and **from September 5-9 with Vicenzaoro September**, preceded by the new entry, **The Vicenza Symposium, from September 2-4**.

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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