

Press announcement (English Translation)

## OROAREZZO 2026, WITH IEG, MANUFACTURING EXPLORES NEW MARKETS

- Italian Exhibition Group's international exhibition will be held from 9<sup>th</sup> to 12<sup>th</sup> May at Arezzo Fiere e Congressi
- Farsura (IEG): «Exports are changing, let's build business and tools for companies together»
- First international conference on opportunities with India, USA, Canada and Africa

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

Arezzo (Italy), 23<sup>rd</sup> February 2026 – Quality business for foreign markets and high-level tools for companies. These will be the two levers at the next edition of **Italian Exhibition Group's Oroarezzo** event, scheduled to take place from 9<sup>th</sup> to 12<sup>th</sup> May at Arezzo Fiere e Congressi. Between 2024 and 2025, the weight of the main Italian gold and jewelry export markets was redistributed in favor of the European Union, the United Arab Emirates and Switzerland, with the United States substantially holding up but demand from Turkey halving, even though it was still the top destination for Made in Italy products. IEG, together with the **Italian Trade Agency (ITA)** is amassing a delegation of hosted buyers for the jewelry manufacturing markets of interest that will exceed the one-to-one buyer/exhibitor ratio. The new entry at the next edition of the IEG show will be the first international congress in Arezzo, to be held on Monday 11<sup>th</sup>, entitled "Global markets, geopolitical scenarios and concrete tools for business growth". The event will focus on the prospects that the free trade agreement between the European Union and India has opened, and France and Switzerland, homes of the big brands, supply chains between the United States and Canada and, lastly, the opportunities of the African continent.

### FARSURA (IEG): EXPORTS HAVE CHANGED, NOW BUSINESS AND TOOLS FOR COMPANIES

«Markets change, but interest in Italian gold and jewelry does not fade. Therefore, together with the Italian Trade Agency, we are working on compiling a high-profile delegation with the utmost attention to foreign markets that are still important for Arezzo manufacturing, like the United States, and to those, albeit a minority, that are livelier, such as Poland, Canada or China. A collective effort which we are keeping associations, such as the national Federorafi, (system) of the Arezzo category, updated on through the Goldsmith Council, as well as local institutions, from the Municipality to the Chamber of Commerce and the Province, because Oroarezzo's growth is a strategic IEG priority. Our job, however, does not end with the encounter between market supply and demand. IEG is convinced that companies must also face current challenges with enabling experiences, such as data sharing and analysis. Which translates into a high-profile international conference. It is not the time to wait for change, we must build it together» says **Matteo Farsura**, head of IEG's jewelry trade shows.

### THE INCOMING STRATEGY

At last year's edition, Oroarezzo saw the participation of over 370 exhibitors and an incoming of around 400 hosted buyers thanks to the collaboration program with the Italian Trade Agency. For this coming edition, Italian Exhibition Group is working on exceeding this proportion with a predominant share of buyers operating in the US and UAE markets. IEG and ITA will also work on European representation and on a targeted choice on the Asian market, particularly with Japan and China. The new markets in the Mercosur area will see a share for Brazil, Mexico and Panama. These guests will be offered a classic networking aperitif at the *Fraternita dei Laici* building on the opening day and special experiences to help them appreciate the city and its cultural heritage.

# OROAREZZO 9.12 MAY 2026

INTERNATIONAL JEWELRY EXHIBITION 45<sup>th</sup> EDITION

organized by ITALIAN EXHIBITION GROUP

PRESS

## VALUE CHAINS, TARIFFS AND FREE TRADE: THE INTERNATIONAL CONGRESS

The time has come for the first international conference on the opportunities that some strategic areas represent for Italian gold and jewelry manufacturing exports. A joint decision between IEG and the national Federorafi Confindustria to give the Arezzo district effective tools to understand global scenarios and opportunities. It will begin with the prospects that the free trade agreements currently being ratified between the European Union and the Mercosur area will open up in the medium and long term for the Italian gold and jewelry industry and will then address the prospects that India can offer after the signing of the trade treaty with Brussels in New Delhi on 27<sup>th</sup> January for the progressive elimination of customs duties. Further topics will be the big jewelry brands' decision-making centers between France and Switzerland, the reorganization of supply chains between the United States and Canada, and, last but not least, the possibilities that Africa offers for an initial commercial entry into the gold and jewelry sector.

## OROAREZZO 2026 PARTNERS

Oroarezzo is organized by Italian Exhibition Group at Arezzo Fiere e Congressi in collaboration with the Italian Trade Agency, the Arezzo and Siena Chamber of Commerce, Arezzo Municipal Council, the Province of Arezzo, the Arezzo Gold Council, Confindustria Federorafi South Tuscany, CNA Orafi, the Confartigianato Gold and Silversmith Federation, Federpreziosi Confcommercio, AFEMO – Association of Jewelry Machinery Manufacturers and Exporters.

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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