



Press release no. 9

## VICENZAORO JANUARY 2023, THE SHOW LAYOUT

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*Vicenza (Italy), 20-24th January 2023* – A **layout organised into communities**, an expression of the sector's entire supply chain. From manufacture to high-end jewellery brands, from precious stones to the latest innovative solutions for packaging and visual merchandising, to the most advanced technological solutions and machinery for the industry: the entire supply chain will be in attendance together with buyers, journalists and opinion leaders, to celebrate the return to Vicenzaoro January 2023, the gold and jewellery show, organised by Italian Exhibition Group.

With **Vicenzaoro January 2023**, the new B2B community **TIME**, specifically for contemporary watchmaking with multi-channel distribution, will be making its debut, and **T.Gold**, the international event for jewellery machinery and the most innovative technologies applied to gold and jewellery processing will have 10% more exhibition space. Moreover, **VO VINTAGE** will be back for its fourth edition: the event, dedicated to the community of vintage watch and jewellery collectors, dealers and enthusiasts, will be open to the public for four days, one more than at previous editions.

**HALL 7** – The hall connected to the West 3 entrance will immediately greet the public with the iconic Vicenzaoro *Welcome Area* before opening up to the exhibition zone featuring companies in the **ICON** district, an area specifically for global brands and companies that have been able to fuse traditional craftsmanship with contemporary style, thus becoming the sector's reference points. The district targets the most prestigious boutiques, commercial centres and stores in the world's largest metropolises and includes the exclusive creations in the **DESIGN ROOM** featuring a selection of high-end jewellery designers who re-interpret jewellery through their own personal vision of reality by creating unique and exclusive items

**HALL 6 - 5** – **ICON** extends into Hall 6, immediately adjacent to Hall 7, as well as Hall 5. This latter hall sees the start of the **CREATION** district devoted to private labels, companies linked to territorial organisations specialising in processing precious metals and elements, that express jewellery manufacturing quality. This district targets traditional stores, chain stores and wholesalers.

**HALLS 2 and 4** – The **CREATION** district's offer continues in Halls 2 and 4, where **CREATION MOUNTINGS & SEMI FINISHED**, an area in Hall 2, will be showcasing the essential elements that make up jewellery: semi-finished products, clasps and mountings for artisan workshops and jewellery companies.

**HALL 2.1, 2.2 and 2.3** – Hall 2.1 will be an extension of the **CREATION** district and **CREATION INTERNATIONAL**, dedicated to international associations that promote jewellery and precious metal trade within the global market. The exhibition offer will feature particular products from different cultures and artisan traditions. The area in Halls 2.2 and 2.3, on the other hand, will house **EXPRESSION**, a district that groups together companies, studios and professionals dealing with luxury packaging specifically for the jewellery sector. The area targets retailers and manufacturers who will find professionals able to offer customised products and solutions. Hall 2.2 will also host the special **Startup & Carats** area, a project organised by Italian Trade Agency and Italian Exhibition Group that brings solutions from the most innovative start-ups and SMEs in the gold and jewellery sector to the show with a focus on **product, production process** innovation and new digital **services**.

**HALLS 3 and 3.1** – Hall 3 will house the **ESSENCE** community, which brings together companies specialising in the art of working gems and diamonds and dedicated to the ethical trade of precious and semi-precious stones, while Hall 3.1 will host **CREATION INTERNATIONAL** and **ESSENCE ELEMENTS**, a destination area dedicated to non-precious components, set up in order to meet the growing demand for innovative and stylish materials complementary to the jewellery world, at the service of creativity and a finished product that increasingly looks to fashion.

**HALL 1** – Hall 1 will host the new B2B **TIME** community dedicated to contemporary watchmaking with multi-channel distribution. The area complements the Italian Exhibition Group show's product range with a selection of brands and micro-brands. Accessories, components, tools and after-sales services complete the exhibition offer extended to the entire watchmaking supply chain. Hall 1 will also house the **LOOK** district for brands that want to communicate their own identity, not only through product recognisability but, above all, through the suggestions that the product itself is able to generate. It aims at malls, department stores and contemporary and cosmopolitan concept stores. Hall 1 will also feature the special **GLAMROOM** project where jewellery takes on an easy-to-wear dimension with a selection of brands and designers that, with their creativity and production, have managed to carve out a notch in a continually evolving market.

**HALL 9** – Hall 9 will host **T.Gold**, the international event for jewellery machinery and the most innovative technologies applied to gold and jewellery processing. With an even richer offer of technological solutions, T.Gold gathers the most complete panorama of new ideas for jewellery processing and production all in one place.

**HALL 8.1** – Hall 8.1 will host the fourth edition of **VO VINTAGE**, a B2C event open to the public that offers the community of collectors, dealers and enthusiasts the chance to admire and wear unique objects that carry with them the value of time, increase their technical skills and exchange views with fine vintage watch and jewellery opinion leaders and historians. Access will be via the escalators in the atrium of the Expo Centre's West Entrance 3 (Hall 8.0), while Vicenzaoro visitors can also access from the escalators in Hall 7.

**HALL 8.0** – New for the coming edition, a space dedicated to major events and conferences: these will be staged in the **Palladio Theatre** with access from Hall 8.0.

**HALL 10** – Last but not least, Hall 10 will host **Delivery at Palakiss**: a production offer aimed at meeting the needs of buyers looking for gold, silver, steel and natural stones in the "delivery" mode so that they can supply their sales channels at the right price and in a streamlined manner without overstocking.

#### **FOCUS ON ITALIAN EXHIBITION GROUP**

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

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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-jewellery 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