

# Report on VicenzaOro 2

May 20-24 , 2006

Vicenza Fair  
20-24 May 2006



# VICENZAORO2

A spring full of gold.



Oromacchine

Vicenzaoro2 is the second fair in the Vicenza Fair's gold trilogy- Vicenzaoro1,2 & Orogamma. Strategically timed in mid-year, Vicenzaoro2 allows those in the trade to verify fashion and market trends.

Also part of Vicenzaoro2 is Oromacchine at Pad L- the biggest, most complete, most important exhibition in the world dedicated solely to machinery and equipment for gold and silverware manufacture. In the 6,000 square meters of Pavilion L, the buyer will also find software for design and management, alloys, semi-finished products, safes and cutting edge security solutions.

Italian exhibitors: 104

Foreign exhibitors: 22 from 10 countries

## MERCHANDISE CATEGORIES

Fine and commercial gold jewelry, platinum jewelry, industrial and hand-crafted silverware, silver costume jewelry, precious and semi-precious stones, natural and cultivated pearls, corals and cameos, wrist and pocket watches, services, trade press.

Machinery and equipment for goldware and jewelry manufacture, accessories for goldsmiths and silversmiths and gemological instruments.

## **SOME IMPORTANT INFORMATION**

The show had more than 1600 exhibitors from 28 countries in a total exhibition area of 56,000 square metres in 15 pavilions. More than 500 buyers from 25 countries had been invited, organized into delegations promoted by the Vicenza Fair in association with the World Gold Council and Italian and foreign Chambers of Commerce.

EXHIBITORS: 1.619 of whom  
Italians: 1.280  
Foreigners: 339 from 28 countries

OPERATORS: 14.105 of whom  
Italians: 7.739  
Foreigners: 6.366 from  
22 countries



## **APPOINTMENT OF NEW PRESIDENT**

The Vicenza Trade Fair Board of Directors met to vote on appointment of the new President. The noted Vicentine entrepreneur Valentino Ziche, was unanimously elected as the new President. The appointment is seen as a

unitary expression of the Trade Fair Board, which has decided to accept the new challenges of world markets with determination and commitment.

## **SOME NOTABLE EVENTS AT VICENZAORO 2**

<b><u>Thursday 18 May</u></b>		
9.30-18.30	Palladio Room and Pigafetta Service Center	<b>Jewellery Technology Forum</b>
		Organised by TJF and the Vicenza Fair
<b><u>Friday 19 May</u></b>		
9.30-18.30	Palladio Room and Pigafetta Service Center	<b>Jewellery Technology Forum</b>
		Organised by TJF and the Vicenza Fair
<b><u>Saturday 20 May</u></b>		
11.00	Palladio Room	<b>Official Inauguration</b>
14.45-15.45	Fogazzaro Room	<b>Presentation Press Conference: No dirty gold</b>
		Organised by Goldlake
16.30-18.00	Trissino Room	<b>TJF Seminar: Buyers directions autumn/winter 2006/07</b>
		Organised by TJF and the Vicenza Fair
16.30	Fogazzaro Room	<b>Presentation of promotional material of the Gold and Silver Jewellery District of Vicenza</b>
		Organised by the Gold and Silver Jewellery District of Vicenza, the Vicenza Province and the Veneto Region
17.00	Pigafetta Restaurant	<b>Presentation Press Conference of the new B1 pavilion</b>
		Organised by the Vicenza Fair
<b><u>Sunday 21 May</u></b>		
10.30-12.30	Trissino Room	<b>From wholesalers to professional distributors: three projects for a new role</b>
		Presentation promoted by Italian Gold and Silver Jewellery Wholesalers Federation. Organised by Studio EffeErre
11.00	Fogazzaro Room	<b>Press conference presenting the International Competition for the graphic invention of church furnishings for the Holy Father inspired by the pastoral mission of His Holiness Benedict XVI</b>
		Announced by the University and the Nobil Collegio of Goldsmiths, Jewellers and Silversmiths of Rome
11.00-13.00	Pigafetta Restaurant	<b>Meeting with the Chinese Delegation, organised by the Fondazione Italia-Cina</b>
14.00-17.00	Trissino Room	<b>Gemmological Day. The bill concerning gemmological names: contents and implications for the gold sector</b>
		Organised by Cisgem in collaboration with the

		Vicenza Fair
15.00	Fogazzaro Room	<b>Press conference presenting the exhibition: Lucca Preziosa 2006 - No Body Decoration</b> Organised by Lucca City Council and Le Arti Orafe with the participation of the Ganjam company from Bangalore, India
<b>Monday 22 May</b>		
10.30-12.00	Trissino Room	<b>The successes of Gold Expressions</b> Organised by World Gold Council, AngloGold Ashanti and the Vicenza Fair
12.00-13.00	Fogazzaro Room	<b>Presentation of the <a href="http://www.orotech.it">www.orotech.it</a> portal</b> Organised by the Centro Produttività Veneto
17.00-18.30	Trissino Room	<b>TJF Seminar: 2007 fashion trends and preview 2008 for producers</b> Organised by TJF and the Vicenza Fair
<b>Tuesday 23 May</b>		
11.30	Trissino Room	<b>Match 6: design and communication</b> Organised by the Vicenza Fair and Milan Polytechnic
15.00-17.00	Palladio Room	<b>Rapid prototyping and CAD CAM technology, the stars of the new jewellery technologies.</b> Organised by the Vicenza Fair
16.30-18.30	Trissino Room	<b>How to face the Chinese gold jewellery sector. Interactive session with some Chinese wholesalers of the K-gold project</b> Organised by World Gold Council, AngloGold Ashanti and the Vicenza Fair
<b>Wednesday 24 May</b>		
16.00		<b>Close of the event</b>

#### **GENERAL REVIEW OF VICENZAORO2 2006:**

Vicenzaoro2 2006 felt the effects of the current sluggish economic period due to a combination of critical factors, the first being record increases in raw materials. This is the explanation for the restricted volume of business recorded by exhibiting companies and the overall 6% drop in numbers of buyers compared to Vicenzaoro2 2005. But this is not such a huge drop given that this year the event lasted one day less compared to Vicenzaoro 2 2005. In brief, the show registered 12,000 buyers from 104 countries. Results in terms of interest and presence of the media were good, with 62 Italian and 80 foreign journalists from 26 countries. Among the many notable participants at the show was the first-time participation by the Diamond Trading Company sightholders, to create new trade and marketing opportunities for Italian trade operators, in-depth analysis of the Chinese market by the World Gold Council and the many speciality conventions dedicated to the topics of design, innovation and relaunching of the sector.

#### **INDIA PAVILION AT PAD I & COUNCIL ACTIVITIES**

##### **IMPORTANCE OF THE SHOW**

From ancient times, gems and jewellery have always attracted human beings. India and Italy

have the most ancient tradition of jewellery in the world. The two countries even today constitute the two most important centres for jewellery production in the world. While Italy heads the world in the exports of jewellery, India is the biggest exporter of diamonds and emeralds in the world. India is also the largest consumer of gold in the world with approximately 20% share of the world production, followed by Italy and Turkey. India and Italy are globally acknowledged as the leaders in the Gem and Jewellery sector. The two countries share many firsts in this sector and can complement each other to retain their supremacy in the world trade in this sector.

Vicenza show is the second biggest show in Europe after Basel World and for India its importance is more for the market of EU Countries as it is cost effective as compared to Basel World. Italy being the leader in the jewellery industry, the Jewellery trend of the world starts with Italy, so for Indian Exhibitors Italy proves to be the entry point for export for Europe in general and EU Countries in particular.

The Gem & Jewellery Export Promotion Council (GJEPC) organized joint participation of India Pavilion with the following 11 member exhibitors:

S. No.	Name of Exhibitor	Region
1	Core Jewellery Pvt. Ltd.	Mumbai
2	Derewala Jewellery Industries	Jaipur
3	Diastar Jewellery Ltd.	Mumbai
4	Diatrends Jewellery Pvt. Ltd.	Mumbai
5	Dwarka Gems Ltd.	Jaipur
6	Goldiam International	Mumbai
7	Green Fire	Jaipur
8	Kala Gems & Co.	Jaipur
9	Saunay Jewels Pvt. Ltd.	Mumbai
10	Shankar Jewels	Mumbai
11	Sunjewels India Pvt. Ltd.	Mumbai

Following meetings were held to initiate efforts for better & bigger space for India Pavilion as there is increased demand for participation at the show from the Council's members:

#### **MEETING WITH CONSUL GENERAL OF INDIA**

Shri Ravi Thapar Hon'ble Consul General of India at Milan visited the show on 20<sup>th</sup> May 2006 to encourage the Indian Exhibitors. A meeting was held with him in which Council's European Coordinator Shri Bitthal Maheswari, Shri Sanjay Singh and Ms. Nina Patel were present.

Shri Thapar made the following suggestions:

- Focused efforts to be undertaken for obtaining extra space for the India Pavilion in Vicenza shows, which may include creating more awareness of the India Pavilion in the form of advertisements, organizing India Week, Fashion Show etc. during the shows.
- Faculty members from the gem & jewellery schools in India should be sent to jewellery schools in Milan for advanced training and upgrade their skills & appraise themselves with the latest trends in the European market. This would help them to prepare new technicians & designers in the jewellery sector.
- Marketing center to be started in Italy to promote Indian gems & jewellery in Italy
- Copy of any correspondence by Council with the fair organizers, to be sent to the Consul General for reference and giving advice if needed.

#### **MEETING WITH SHRI GIRAJ SHARMA DIRECTOR OF M/S. SAVOIA JEWELLERY, VICENZA, ITALY**

A meeting was held with Mr. Giraj Sharma, Director M/s. Savoia Jewellery Italy on 20<sup>th</sup> May 2006 in which Shri Ravi Thapar-Consul General, Shri Sanjay Singh and Ms. Nina Patel were present.

Shri Sharma has been doing successful business in the Italian jewellery market for the past 15 years. He was of the opinion that from his experience of working with the Italian business community, extra space can be obtained from the organizers but first some focused efforts have to be made by Council. These could be in form of releasing advertisement in the fair magazines, organizing India Day Week, Fashion shows etc. to promote India Pavilion & the Indian industry in Italy. Shri Sharma was willing to assist Council in obtaining extra space provided he is given

authorization from the Council in the form of a honorary post. He was of the opinion that India should make its presence felt in the Italian market and make a mark as a big player in the gem & jewellery industry.

### **MEETING WITH MS. NINA GEISELBRECHTINGER OF FIERA DI VICENZA**

A meeting with Ms. Nina Geiselbrechtinger of Fiera Di Vicenza was held on 23<sup>rd</sup> May, 2006 in which Shri Sanjay Singh and Ms. Nina Patel were present. It was explained to Ms Nina Geiselbrechtinger that the fair is of great importance to the Council and Council has been trying to increase the participation in the fair through getting more space and increased promotional activities too. The small number of participants of Indian pavilion is hampering the increase of Council's promotional activities, as the added financial expenses of the promotional expenses would not be financially viable for the small number of participants. Ms. Nina was requested to convey the request to management of Fiera Di Vicenza for granting more space to Council in all three shows of the year. Though requested, the Council's Secretariat could not meet the General Manager of Fiera Di Vicenza, Mr. Corrado Facco due to a busy schedule during the show. Ms. Nina also informed the Secretariat that the Council may be offered some additional space adjacent to the existing India Pavilion at the forthcoming Orogamma 2006 show to be held from 9-13 September, 2006 as in September 2005 show.

### **INDIA PAVILION**

The response of the exhibitors of India Pavilion regarding ambiance and services was good. They were provided with prompt and efficient services. Exhibitors of India Pavilion did average business due to volatile market conditions of the precious metals viz. gold & silver.

There were several enquiries at Council's booth from the international jewellery fraternity for India International Jewellery Show' 2007 and Indian Joint Participations at various shows organized abroad by the Council.

### **Recommendations**

1. Since Italy is an important market for jewellery, we should promote India very aggressively and on a continuous basis. The message should be clearly conveyed to the international jewellery fraternity that India is a producer of quality jewellery of latest trends and designs. The image of India as a strong supplier of intermediate goods (Diamonds and Coloured Gemstones) should also be projected. Italy is the nucleus of European jewellery market, a strong Indian presence in Italy is necessary for increasing India's market share. Promotional activities like India day evening where Indian capabilities can be amply displayed may prove a helpful tool, in creating confidence for the Indian Industry among the European buyers.
2. In order to promote India International Jewellery Show and attract visitors to India Pavilion at Vicenza fairs, Advertisement (display sites) in pavilion D, E, F & G should be booked for all shows of Vicenza. These advertisements shall be seen as an investment in Vicenza show by organizers and may prove a help in enlarging size of India pavilion.
3. As recommended by Hon'ble Consul General a representative office of Council may be established in Italy in either Vicenza or Milan to cover and keep track of Council's activities in Europe.
4. The Council Secretariat should be encouraged to learn one European language preferably Italian, as that would make it easier to interact with local authorities, who sometimes do not speak English.
5. In order to keep Indian industry abreast with latest technologies, trends and designs in the jewellery sector, the jewellery institutes of India who are preparing manpower for the industry should have access to the jewellery institutes of Italy. There should be regular exchange programs for faculty of the institutes of both countries. The faculty members from IIGJ and JPDC's, which are affiliated to the Council, should be allowed to visit the Italian Institutes and attend their short-term programs to upgrade their skills. This visit should coincide with one of the Vicenza Shows, so that they also get to know the prevailing trends of the jewellery industry.
6. As assured by Shri Giraj Sharma of M/s. Savoia Jewellery for helping Council in promoting Indian Industry in Italy and getting more space in Vicenza show, also as recommended by Hon'ble Consul General of India to seek Shri Sharma's assistance, a meeting may be arranged with Director, Exhibitions Shri Sabyasachi Ray, during the forthcoming JCK Show 2006 at Las Vegas, USA. Shri Sharma has already been intimated about the possibilities of organizing this meeting, as he will also be present at the show.
7. A copy of all correspondence between Council & Fiera Di Vicenza should be sent to Consulate General of India, Milan.

## **NOTABLE DEVELOPMENT IN INDO-ITALIAN TRADE RELATIONS**

### **INTERACTIVE BUSINESS MEETING BETWEEN SHRI KAMAL NATH, HON'BLE MINISTER OF COMMERCE AND INDUSTRY, GOVERNMENT OF INDIA, MR. ANTONIO MARZANO, HON'BLE ITALIAN MINISTER FOR PRODUCTION ACTIVITIES**

January 7, 2005, New Delhi

Some excerpts from Shri Kamal Nath's speech

**Quote** "Our ties with Italy have always been warm and friendly. Italy is the fourth largest of India's trading partners among EU countries. Indo-Italian bilateral trade has been increasing over the years - but not fast enough to give us satisfaction. Last year our bilateral trade was a little less than 3 billion dollars. During the first six months of 2004-05, bilateral trade has registered a growth of 21%. This is encouraging. But we must aim to reach 5 billion dollars within two years. I know this is ambitious, but I think it is achievable.

India is keen to expand cooperation in the small and medium scale enterprises, with Italy whose industrial sector is characterized by the predominance of SMEs. India is looking to Italy to promote partnerships in manufacturing, technology transfer and marketing, especially in leather, so that India's low production cost, leather availability and abundant skilled labour can be synergized with Italian technology and design capabilities. I am sure, this sector can be an area of significant cooperation. We are keen on the leather sector because we believe that it has tremendous potential to bring prosperity to the poorest sections of our people. Thus, investment in leather & leather products, achieves social as well as economic goals.

There are possibilities also for expansion of mutually beneficial cooperation in the gems and jewellery sector, as also fashion and textiles." **Unquote**

**Council Representatives:  
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