

REPORT ON VICENZAORO CHARM 2011

Vicenzaoro Charm is the second act in the Vicenza Fair's gold trilogy and continuation of the January edition, as it replicates the events wide range of merchandise, qualifying as a moment of mid-year verification for market tendencies and fashion trends. It is fusion between jewelry and fashion, making the new-generation consumer the centre of its marketing concept.

VICENZAORO Charm exalts the *contamination between jewellery and the universe of fashion*, focusing on the evolved consumer. VICENZAORO Charm is an ideal business platform where you can find the images and creativity best-suited to the latest targets of consumption. Vicenza is once again a point of reference in the world of gold and jewellery with its 1300 exhibitors from all the continents. New trajectories of contaminations among sections dedicated to the men and women of the third millennium evolve, bringing styles and design into their daily universe: jewellery is the new hub of communications.

Exhibition Area : 70,000 sq. m

Total exhibitors present: 1,400

Italian exhibitors: 900

Foreign exhibitors: 500

There are numerous points of interest in this edition, the organizer have created GEM WORLD, a separate identity for the high-class brands operating in the international gem market to present in Vicenza, the most unique and innovative gems, together with the most impressive and new cuts. A focus on the gem, where the colour and form, the style and design, the ethics and fashion. Totally dedicated to an ever-growing market for Gemstone , to offer a complete range of companies operating in the gem sector .

This edition is all about fusion of creativity and innovation with creative – Trend Vision. The promotion of new talents is the main theme of the exhibition entitled "Gioelli" at the G-C Gallery promoted by Confartigianato Vicenza in collaboration with the Scuola Italiana Desgin.

This edition, the organizer wanted to put more emphasis on the International exhibitors. The pavilion I exhibition space also has a new look with redesigned lay out according to criteria of elegance, contemporaneity, personalisation.

The inauguration ceremony of the VICENZAORO Charm 2011 held under the leadership of Mr. Roberto Ditri, President, Fiera Di Vicenza in the presence of Consul General of India, Mr. S.K.Verma and other leading personalities like Mr. Gaetano Marzotto, Member of the Board of Director of Hugo Boss & Valentine Group, Ms. Diane Pernet, icon of International fashion & expert in contemporary jewels and press at 12 pm in the Palladio Room. Mr. Verma arrived at around 11:30 AM for the purpose of inauguration.

During the inaugural speech Mr. Ditri thanked the Consul General of India, Mr. Verma, who was here in his official capacity today.

INDIAN PAVILION AT GLANCE - CHARM 2011

❖ **Pavilion I (GROUND FLOOR) – hi-end Finished Jewellery**

❖ **Pavilion A – Gemworld for Loose stones companies**

There were total of 14 exhibitors who participated in this edition of the fair of which 12 were located in Pad I and 2 exhibitors in Pad A along with complimentary booth for the Council. Exhibitors were happy with the location and ambience this time because this time the organizer have created same identical look for all the international participants so trade buyer can easily distinguish the International section from other section..



List of exhibitors under India Pavilion

PAD I - GROUND FLOOR	Booth no.
ACPL Exports Pvt. Ltd.	3000
Ariha Diamond Jewellery Pvt. Ltd.	3003
Asian Star Jewels Pvt. Ltd.	3013
Bombay Jewellery	3009

Manufacturers	
Core Jewellery Pvt. Ltd.	3005
Gemco Designs	3026
Glorious Jewellery(I) Pvt.Ltd.,	3011
Jatin Gems	3015
Mohit Diamonds Pvt. Ltd	3001
Shantivijay Jewels Ltd.	3014
Sunjewels International Ltd.	3016
Vama Creations Pvt. Ltd.	3006

PAD A - GEMWORLD	
Kala Gems Exports	331
Takat Gems India	318

Objective of the Visit

- To provide exhibitor servicing in terms of ensuring that the requirements of the exhibitors are provided for.
- In order to promote IIJS 2011 and attract quality buyers to the show from Italy & also promote India Pavilion at Vicenza fairs.
- Council is utilizing the advertisement media (display sites) in all shows of Vicenza. Council has taken special initiatives as per the following to promote the exhibitors under India Pavilion & the Indian gem & jewellery industry in general

Promotional Activities undertaken

Following promotional activities have been under taken for Indian Pavilion:

- Advertising cabin outside Pavilion I near the entrance of the venue

- 1 Full Page In Vioro Magazine mentioning the names of the exhibitors at both locations
- Promotional posters of the list of exhibitors, IIJS 2011 & India Pavilions at Int'l exhibitions posters will be put up at the Council booth & at both locations
- Exhibitor directory giving the details of all Indian exhibitors under Indian Pavilion

➤ Promotional Booth

Council is having a complimentary booth at Pavilion I – 1st Floor – No. 3109 which will be used for the promotion of Council's activities & IIJS 2011. A promotional kit containing the following material will be handed over to all the visitors from the Council booth:

- Exclusive directory of India Pavilion
- Solitaire magazine
- Sparkle of Success
- Promotional bags
- Registration for IIJS 2011
- Exhibitors catalogue was also placed at the press counters for more publicity.

Visit of Consul General of India to Indian Pavilion

On 21st May, 2011, H.E. Shri S.K.Verma, CGI, Milan visited the show for the purpose of Inauguration. After the inauguration, H.E. Shri Venrma was escorted to the Indian Pavilion along with Mr. Bitthal Maheswari coordinator-Europe and Mr. Kaushik Ghosh, Manager Exhibitions. Shri Verma had one to one discussion with every exhibitor and also



tried to find out facilities provided and problems, if any. Exhibitors were exultant to receive him and informed the CGI that they are happy with the location and overall design and services of the Council. Exhibitors also praised the support of GJEPC and their efforts to promote the show. During the course of interaction with the exhibitors, Shri. Verma has the following set of advises to the Council which may yield better result in future:

- a) Customization of Booths like choice of different types lights like white or yellow, display counter etc.
- b) To create a database of prominent jewellers of European Market with the help of a Consultant so that it will be beneficial to the Indian participants to look for their targeted buyers.
- c) For putting Indian Tricolor on the facade of booth under the Indian Pavilion to create a uniform Identity.

Shri Verma, CGI appreciated GJEPC's efforts to facilitate the Indian exhibitors.

Meeting with the official of Vicenzaoro.

Mr. Bithal Maheshwari, Coordinator Europe along with Mr. Kaushik Ghosh, Manager Exhibitions had a closed door meeting with Mr. Corrado Facco, GM, Fiera di Vicenza along with Ms. Nina Geiselbrechtlinger, Executive Fiera di Vicenza & Ms. Stefania Fin, Marketing, Fiera di Vicenza.

Mr. Facco welcomed the house and apprised India's rising potential in the jewellery industry. He appreciated the role & support of GJEPC to facilitate the trade adopting activities and measures that are futuristic and would likely take Indian Jewellery at the peak. He emphasized the need to work jointly to achieve the full potential of both the Countries. As an initial step, he expressed interest to participate in IIJS and would be interested to do that putting up Italian Pavilion in the show. In order to affirm Fiera di Vicenza's presence at IIJS, they wish to participate in IIJW and use the platform to promote events to attract media and buyers attention. He indicated intention to bring in a Italian delegation to India in future which would lay down the ground principles to work between the Countries more intensively and cohesively. The matter pertaining to MOU/ sole agreement was discussed and deliberated. Mr. Bithal Maheshwari, Coordinator Europe however informed them that it would be drawn in similar line as one that exists between GJEPC and Feira di Vicenza which Mr. Facco principally agreed. Thereafter request to Mr. Facco was made to revisit the draft MOU and give his concurrence. Attention was drawn of Mr. Facco to consider putting the Indian tri colour on Indian Pavilion which he promised he will look into.

Observations / Suggestions:

- The objective of the exhibitors were to initiate new business relation in terms of new buyers
- Exhibitors particularly PAV-I were happy with the location at the show as India pavilion was close to the other prominent international pavilions in the International section.
- The exhibitors were happy with the facilities like fax with Xerox / telephone/ internet and snacks available at the council's booth during the show.
- There was a general opinion that the show was well organized by the Council and got a satisfying business enquiry.
- The response of the exhibitors of India Pavilion regarding ambiance and service was good.
- The show, as far as the exhibitors were concerned, was moderately successful, looking at the current Gold rate.