

## REPORT ON VICENZAORO FALL 2012

VICENZAORO Fall 2012, strategically placed in the international fair calendar in September, ideal for the sales campaigns, customary in the period leading up to the end of year festivities,- VICENZAORO Fall is conceived as an appointment dedicated to the distribution pipeline, and its most modern evolutions.

The theme of this year's Vicenzaoro Fall show is Creativity 5.0, which focuses on reinventing "savoir faire"--a French term for knowing how to do the right thing--with new tools, technology and distribution methods. Roberto Ditri, president of Fiera di Vicenza, organizer of the Vicenzaoro shows, elaborated on this during a press conference on opening day.



VICENZAORO Fall inaugurated on Saturday, 8<sup>th</sup> September, 2012 at 12 noon, by Fiera di Vicenza chairman, Mr. Roberto Ditri in the presence leading personalities and press in the Palladio Room.

During the inaugural speech, "President, Roberto Ditri, said "The future of the economy does not lie in huge companies or in small peripheral organizations," he said. "It is imperative nowadays to join forces and work together, just as Fiera di Vicenza is doing with Vicenzaoro by taking gold and jewelry companies to the U.S., Dubai and India and also, in the near future, to China and Brazil. There, with our special format, any company can operate with the same visibility and incisiveness as the more structured ones. The market is in constant evolution, and we must be where the market is."

The General Manager of Fiera di Vicenza, Corrado Facco commented, "Despite the difficulties of the current world situation, VICENZAORO Fall was not only a demonstration of Fiera di Vicenza's ability to move in the world and to formulate an offer with planning qualities, it also highlighted its role as an innovative reference point."

Exhibition Area : 24,884 sq. m  
Total exhibitors present: 1320  
No. of Pavilion : 11

Foreign exhibitors: 389  
Country participating : 32

### **MERCHANDISE CATEGORIES**

Machined and hand-crafted gold jewelry, platinum jewelry, silverware, costume jewelry, watches, precious and semi-precious stones, natural and cultivated pearls, corals and cameos, seals, plaques, semi-finished goods. Jewel cases and accessories. Trade press.

The event hosted over 1300 companies and brand partners of VICENZAORO from the Italian gold districts and 30 foreign countries. Also, number of foreign traders

was substantial although it saw a decrease from EU countries affected by the current economic crisis. There was a presence of Mediterranean and Gulf area economies indicating a recovery and quite met the expectations of buyers from the BRICS countries; there were healthy participation from the United States and South Africa. Buyers from Central and Eastern Europe demonstrated a rather conservative attitude. The domestic market demand was affected due to the economic strain.

The event combined various segments from knowledge sharing through debates at the Social Responsibility as part of the World Jewellery Forum (a new Fiera di Vicenza format), jewellery trends outlined at the Trend Vision Jewellery + Forecasting independent research centre for jewellery trends; The Next Generation - Jewellery Talent Contest 2012 for young designers; Andrea Palladio International Jewellery Awards; and a further enhancement of content and networking have packaged the show as a all out luxury fair profile.

The segments of the show had to offer the following: Debate on Corporate Social Responsibility attended by leaders of the global gem and jewellery industry and trade organizations and official delegates.

This edition, Fiera di Vicenza has created Trend Vision Jewellery + Forecasting, which provided a theoretical guideline of the directions to be taken up by concept stores and luxury boutiques over the next few months. The world's 8 mega trends on the best sellers for the seasons to come were announced.

At the conclusion of VICENZAORO Fall 2012, participants evoked a positive feedback for the event's profile as a high trade fair in the world, along with a moderate satisfaction towards demand as the demand was affected by the current economic strain in the world.

## **INDIAN PAVILION AT GLANCE - FALL 2012**

- ❖ **Pavilion I (GROUND FLOOR) – Hi-end Finished Jewellery**
- ❖ **Pavilion A – Gemworld for Loose stones companies**

There were in total 15 exhibitors who participated in this edition of the fair of which 13 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. The pad I exhibition space also has a new look with redesigned lay out with automatic stairs and lift.



## **List of exhibitors under India Pavilion**

<b>Company Name</b>	<b>Booth No.</b>	<b>Area (sqm)</b>
<b>PAD I - GROUND FLOOR</b>		
<b>Ariha Diamond Jewellery Pvt. Ltd.</b>	<b>3002</b>	<b>40</b>
<b>Asian Star Jewels Pvt. Ltd.</b>	<b>3013</b>	<b>16</b>
<b>Bombay Jewellery Manufacturers</b>	<b>3009</b>	<b>16</b>
<b>Core Jewellery Pvt. Ltd.</b>	<b>3005</b>	<b>20</b>
<b>Gemco Designs</b>	<b>3015</b>	<b>16</b>
<b>Glorious Jewellery(I) Pvt.Ltd.,</b>	<b>3011</b>	<b>20</b>
<b>Mohit Diamonds Pvt. Ltd.</b>	<b>3001</b>	<b>20</b>
<b>Noore Gems</b>	<b>3016</b>	<b>16</b>
<b>Sanghavi Jewel Pvt. Ltd</b>	<b>3014</b>	<b>16</b>
<b>Star Lapidary</b>	<b>3021</b>	<b>14</b>
<b>Sunjewels International Ltd</b>	<b>3000</b>	<b>20</b>
<b>Vama Creations Pvt. Ltd</b>	<b>3006</b>	<b>32</b>
<b>Panna Handicrafts (First Floor)</b>	<b>3141</b>	<b>16</b>
<b>TOTAL</b>		<b>262</b>
<b>The Gem &amp; Jewellery Export Promotion Council (First Floor)</b>	<b>3105</b>	<b>16</b>
<b>PAD A – GEMWORLD</b>		
<b>Kala Gems Exports</b>	<b>331</b>	<b>16</b>
<b>Takat Gems India</b>	<b>318</b>	<b>16</b>
<b>TOTAL</b>		<b>32</b>
<b>GRAND TOTAL</b>		<b>294</b>

### **OBJECTIVES FOR VICENZA SHOWS:**

- To provide exhibitor services in terms of ensuring that the requirements of the exhibitors are provided for.
- To promote Signature 2013 and attract quality buyers to the show from Italy & also promote India Pavilion at Vicenza fairs.

### **ACTIVITIES RELATED TO INDIA PAVILION**

- Promotional Booth

Council had a booth at Pavilion I – 1<sup>st</sup> Floor – No. 3105 which was be used for the promotion of Council’s activities & Signature 2013. A promotional kit containing the following material was handed over to all the visitors from the Council booth:

- ▶ Exclusive directory of India Pavilion
- ▶ Solitaire magazine
- ▶ Sparkle of Success
- ▶ Promotional bags
- ▶ Promotional activities to promote India 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 & India Pavilions at Int’l exhibitions posters will be put up at the Council booth
- Invitation letter from ED has been sent to the Consul General in Milan. CGI will confirm the date & time of visit

### **Observations / Suggestions:**

- Exhibitors initiated 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.
- 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 very good.
- The show, as far as the exhibitors were concerned, was moderately successful, looking at the current Gold rate.