

# VICENZAORO ✕ Winter

JANUARY 2012

ALL THE LATEST GOLD AND JEWELLERY TRENDS AT VICENZAORO WINTER  
FROM 14 TO 19 JANUARY 2012

## **'Ordinary is over, Ordinary is back' was the dominating theme at the International Gold Show**

2012 has seen the introduction of new names for VICENZAORO, Fiera di Vicenza's international gold and jewellery Shows. The January edition (which opened the international gold fair calendar), has now been called **VICENZAORO Winter**. 1400 companies from leading Italian gold and jewellery districts and over 30 foreign countries had attended the exhibition until 19th January.

The Opening Ceremony of **VICENZAORO Winter**, Fiera di Vicenza's international gold, jewellery, watch and silverware Show was held on Saturday 14th January at 12 noon. The guiding theme has been "**Ordinary is over, ordinary is back**", a leit motive that revolves around the concept of ordinary: the time for being mediocre is over, international competition is forcing the hand of re-invention, of breaking with the past without forgetting the values of craftsmanship, professionalism, skill and quality. The event, promoted by Fiera di Vicenza in collaboration with the RCS Editorial Group and IO Donna magazine, has seen the participation of the Fiera President, Roberto Ditri; Diamante d'Alessio, Editor of 'Io Donna'; Maria Luisa Frisa, fashion curator and expert in fashion and costumes at IUAV Fashion in Venice; Judith Clark, Senior Research Fellow at the London College of Fashion; Alba Cappellieri, Professor of Jewellery Design at Milan Polytechnic and Augusto Ungarelli, President of the Goldsmiths' Club. Cristiano Seganfreddo has chaired the event.

**VICENZAORO Winter** also seen the official launching of "**rend Vision Jewellery + Forecasting**", a permanent Research Centre specialising in discovering the latest trends in the world of jewellery, watch-making and high-range accessories.

The "**T-Gold**" international show for machinery and tools for working gold and precious stones called same as **VICENZAORO Winter**. In pavilion L, about 117 companies has displayed their very best in terms of technological innovation in the jewellery world. About fifty official delegations of buyers arrived from China, United Arab Emirates, East Europe, India, Iran, the Middle East, Russia and Turkey. Not to be missed the special events of 'OFF VICENZAORO', the logo that marks the communication operations promoted by Fiera di Vicenza. A real Show-outside-a-Show, where cultural events aimed at getting the city to interact are the main players and where the Vicenza people met the visitors who come from all corners of the world. Palazzo Bonin Longare, Fiera di Vicenza's premises in the city centre, presented "The

Scarpa Jewels”, an elegant display of seventy-two items of jewellery and relative designs created between 1970 and 2011 for San Lorenzo, the company that introduced jewellery design to the world by transferring its design methods to the precious metal and stone sector.

Total no. of exhibitors: 1395  
 Italian exhibitors: 995  
 Foreign exhibitors: 400  
 31 Countries represented (30 foreign + Italy)

### **HIGHLIGHTS OF INDIA PAVILION AT VICENZAORO Winter 2012**

India Pavilion at Vicenzaoro Winter 2012 is based on product segmentation as follows:

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

The organizers have allotted 262 sqm of space at Pavilion I – Ground Floor & 32 sqm at Pavilion A- Gemworld (Total Area 294 sqm)

### **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>3016</b>	<b>16</b>
<b>TOTAL</b>		<b>262</b>

The Gem & Jewellery Export Promotion Council (First Floor)	3108	16
<b>PAD A – GEMWORLD</b>		
Kala Gems Exports	331	16
Takat Gems India	330	16
<b>TOTAL</b>		<b>32</b>
<b>GRAND TOTAL</b>		<b>294</b>



GJEPC was represented by Mr.Anurag Dhoot, Dy.Director-Exhibition & Trade Promotion and by Mr. R.Dayanidhi, Manager-Exhibitions, GJEPC-Southern Region.

### **Consulate General of India visit to India Pavilion:**

Mr. Sanjay K Verma, Consulate General of India, Milan-Italy, visited our India Pavilion on 16<sup>th</sup> January 2012 and the Consul General was very much pleased with the branding of India Pavilion and he had met the exhibitors individually and discussed with them about the progress of the show and later the Consul General visited Hall B1 (Hall of Fame) and met M/s. Bapalal Keshavlal. Then the Consul General had meeting with organizers of the show about future prospects of India Pavilion at the forthcoming shows.



### **Following meetings has been held during the Vicenzaoro winter 2012 show scheduled from 14-19 January 2012**

#### **1. Reed (JCK Las Vegas)**

Mr. Anurag Dhoot, Dy. Director-Trade Promotions, GJEPC and Mr. Piyanshu from M/s. Asian Star Jewels Pvt Ltd had meeting with JCK organisers towards branding of INDIA SHOW during JCK Las Vegas 2012.

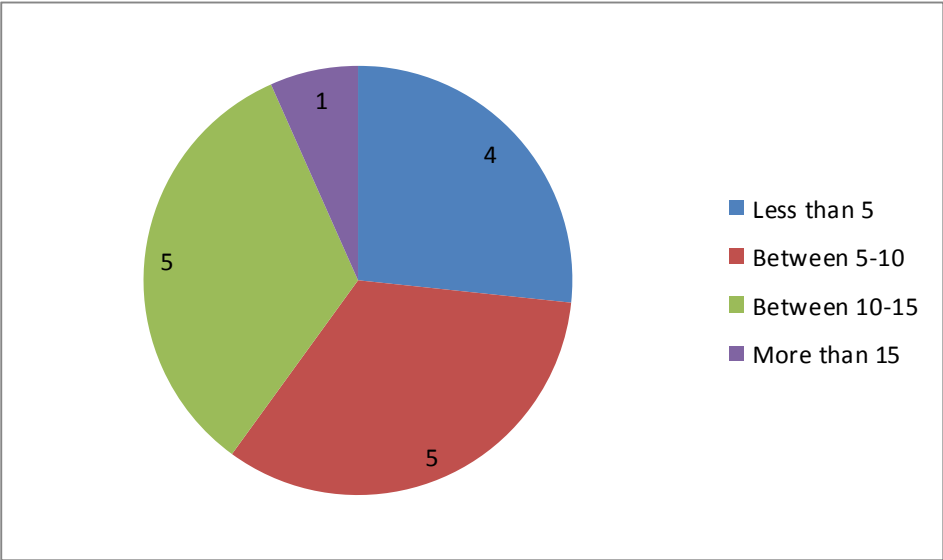
#### **2. Baselworld**

Mr. Anurag Dhoot and Mr. Shailesh Shanghani had meeting with Basel show representatives towards the branding and allocation of space for India Pavilion for future editions.

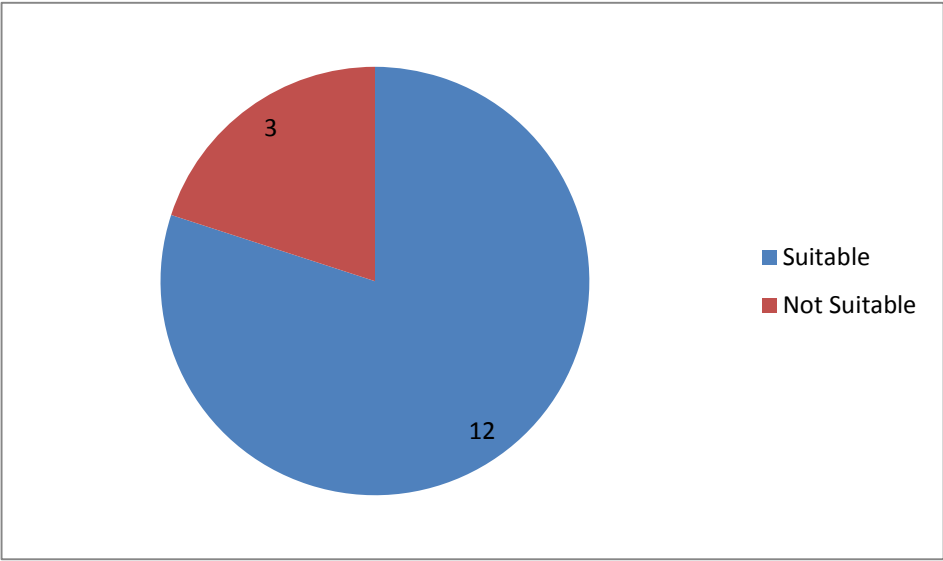


PARTICIPANT PROFILE & SHOW RESULTS

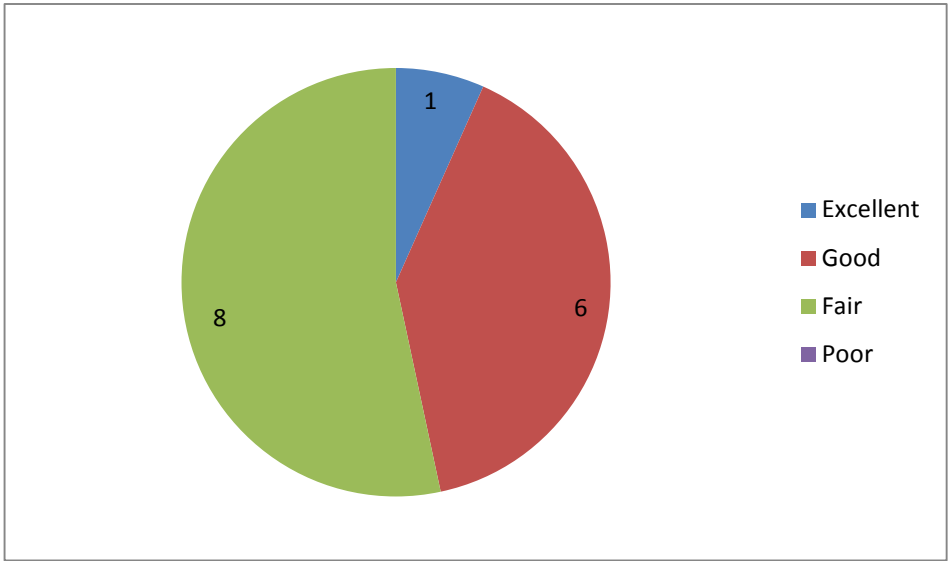
Business Enquiries / Contacts received during the show



Appropriateness of Visitors at your Booth

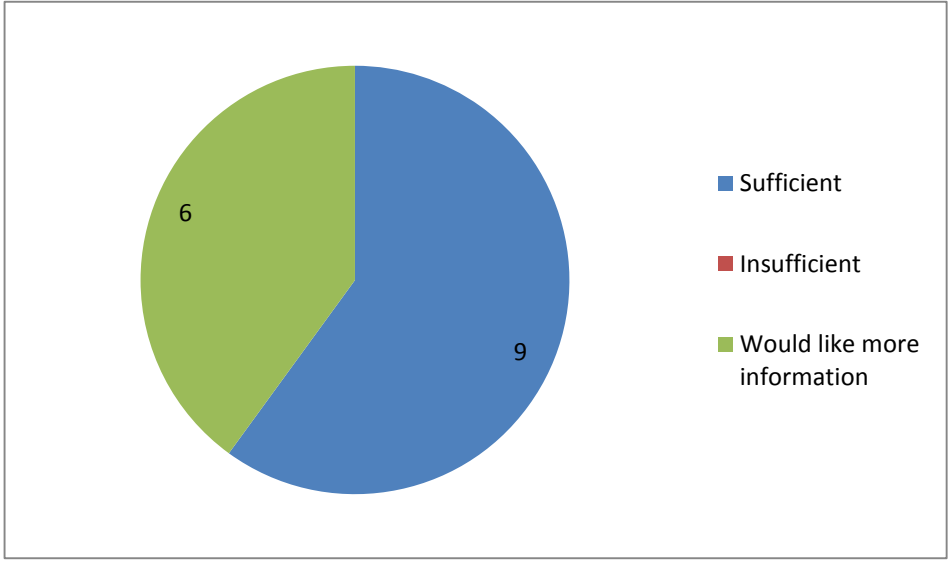


Overall business Result at the show



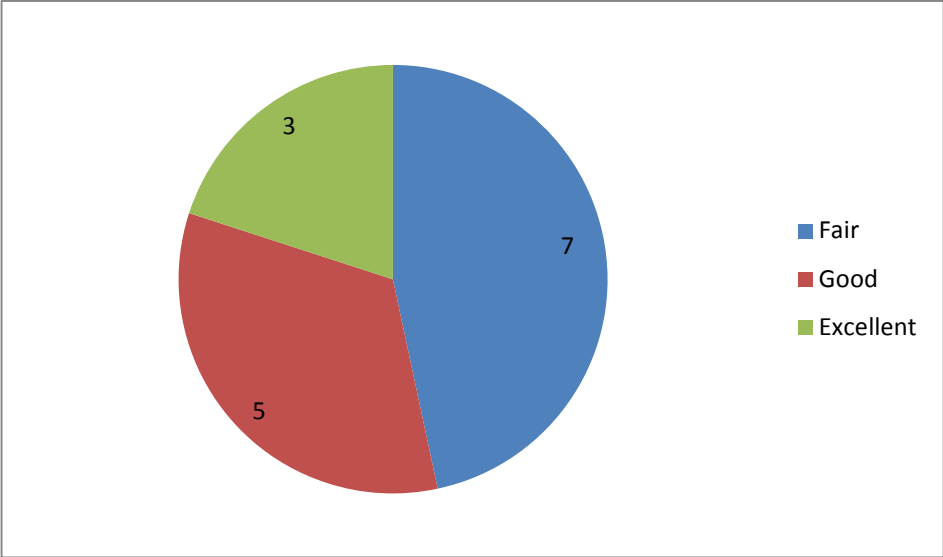
COUNCIL'S ASSISTANCE

Information regarding Vicenzaro Winter 2012 show participation under Indian Pavilion & related activities

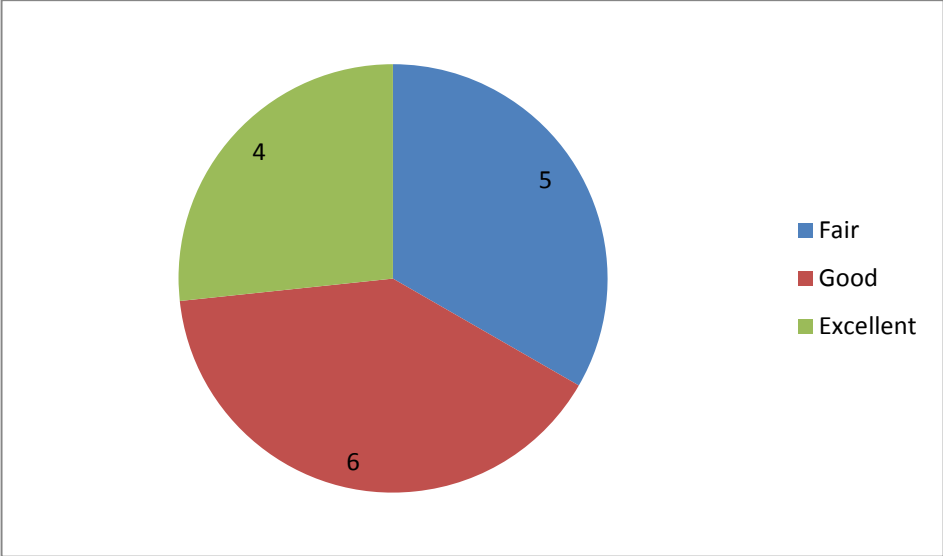


Participant Directory

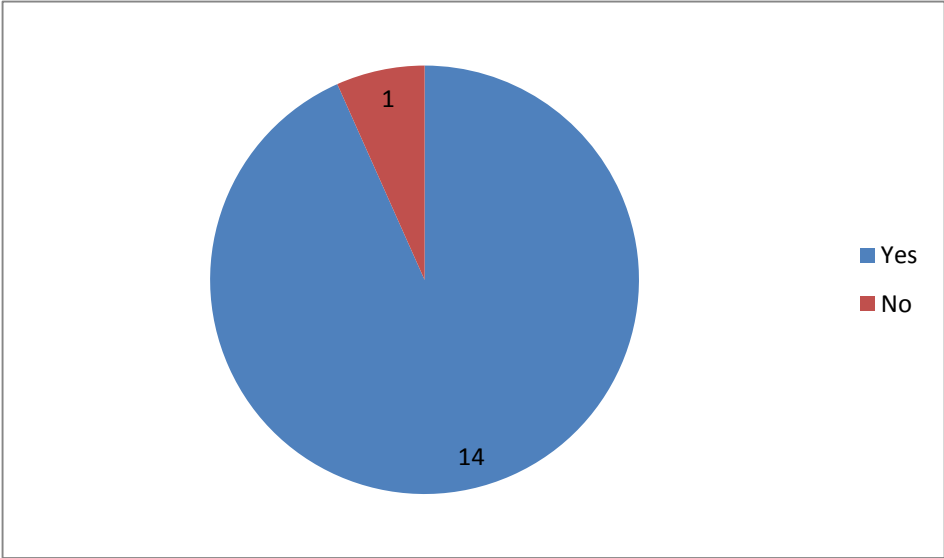
Content



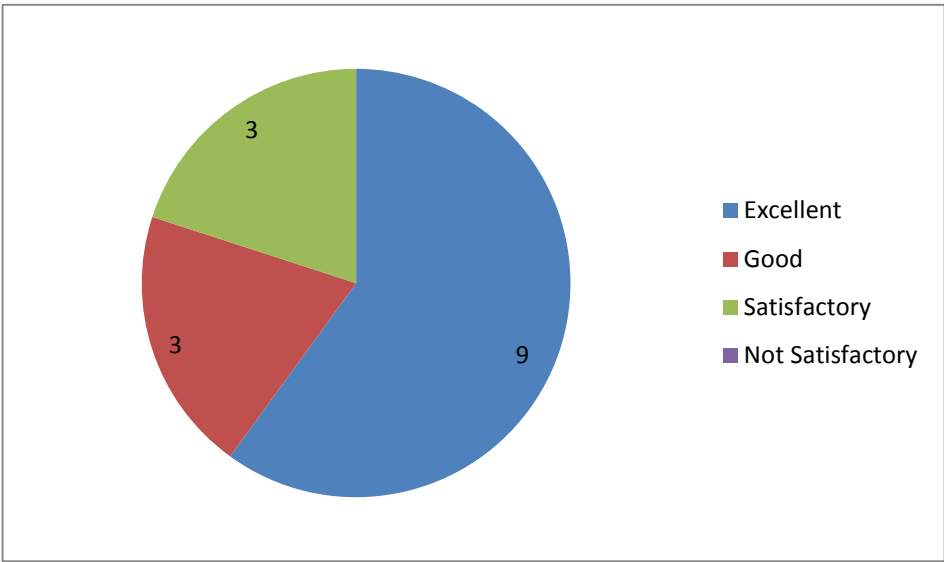
Presentation



Pre-ordered facilities in place when you arrived at your stand

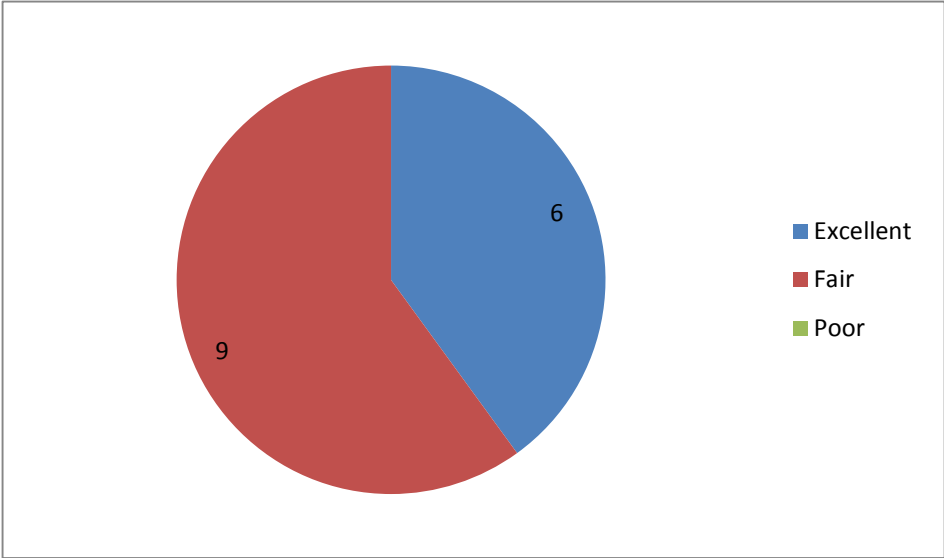


Services provided by Council Secretariat during the Show

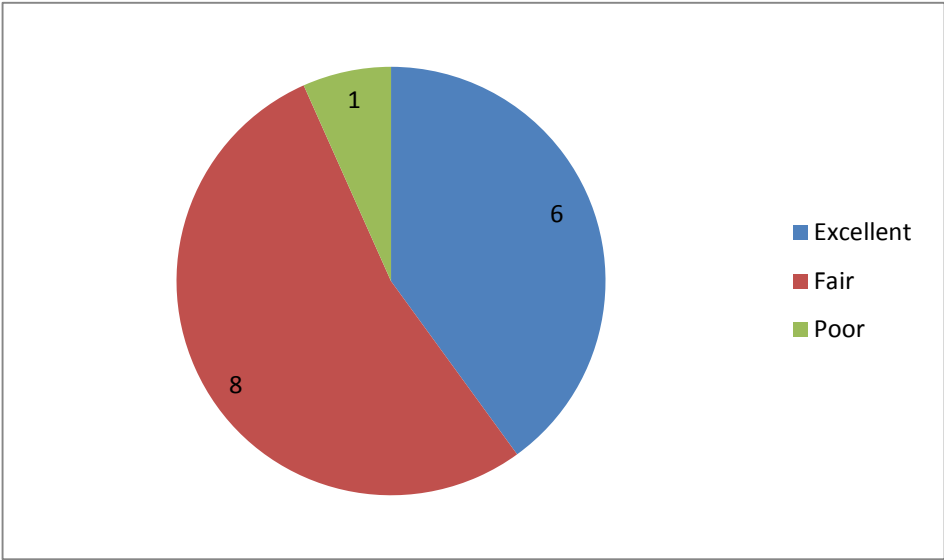


Hall Facilities

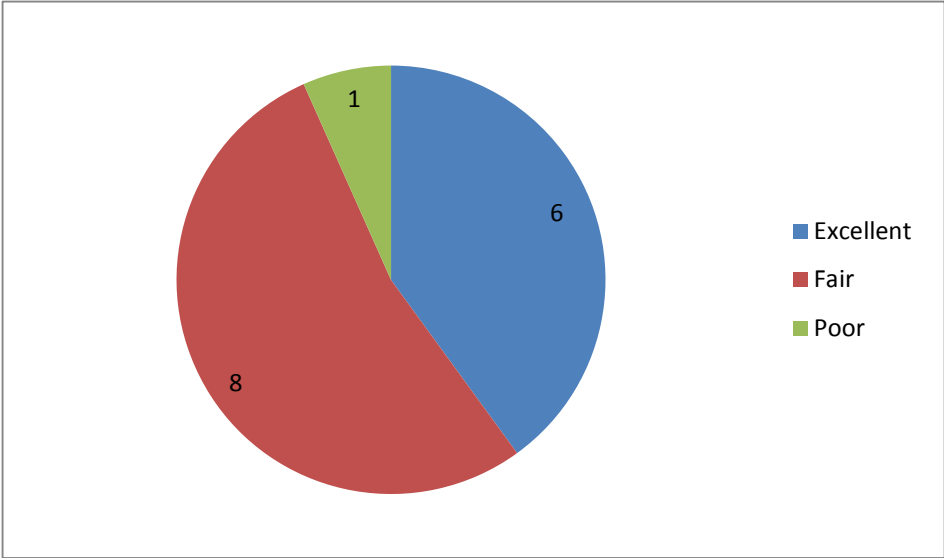




Booth Facilities



Pre Show Promotion done by the Council



Overall Show Management

