

Post Event Report of VICENZAORO SPRNG 2013, 18-22 May 2013

The show at a glance:

VICENZAORO Spring welcomes the fusion between jewelry and fashion, making the new-generation consumer the center of its marketing concept.

VICENZAORO Spring 2013, is the stage dedicated to distinctive trends & contemporary creativity. The spotlight probes deep into consumer behaviour & explores the valuable relationship between jewellery & fashion

MERCHANDISE CATEGORIES

Fine and commercial gold jewelry, platinum jewelry, industrial and hand-crafted silverware, silver costume jewelry, precious and semi-precious stones, pearls, corals and cameos, wrist and pocket watches, machinery and equipment for jewelry manufacture, accessories, gemological instruments, services, trade press.

EXHIBITION AREA: 70,500 square metres.

For trade only

Opening hours: 9.30 a.m. - 6.30 p.m.

Last day: 9.30 a.m. - 4.00 p.m.



The Boutique Show

The Boutique Show is a new concept of fair exhibition which will be operational from 2014 and Winter VICENZAORO which consists of new infrastructure, new services and new exposure models designed to implement the value of the offer and meet the needs of buyers and retailers.

The overall reorganization of the new exhibition space has been designed taking into account some guidelines, primarily the creation of new "community" of exhibitors: the various brands present in VICENZAORO will in fact be organized into groups based on common values, positioning systems of

organization, type of production and overall image. The whole "layout" exhibition VICENZAORO be conceived as a system that will include six main districts: Icon, Creation and Look for jewellery; Essence for gems and valuable components; Expression packaging and visual merchandising; Evolution of Technology applied to precious metals.



Trendvision Jewellery + Forecasting

In this edition of VICENZAORO Spring, there was a genuine strengthening of Trendvision Jewellery + Forecasting, which offered in this edition moments selected for forecasting, design and product information, workshops, focus groups, training. The most important megatrends impact on the design, production and distribution of contemporary

jewellery, inspired by social phenomena, cultural, political and environmental.

Publishing products

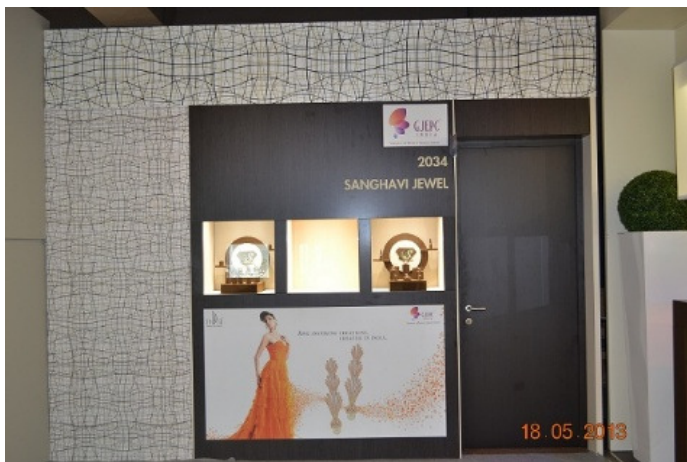
- The official magazine of the Vicenza Fair, VIORO is aimed at exhibiting companies active partners of the editorial system and jewellery industry. VIORO Daily, the official newspaper of VICENZAORO, is a showcase for all exhibitors & visitors.
- Show Guides VICENZAORO Spring 2013 is a guide with a complete list of exhibitors, maps and services. The Show Guide is also available in a digital version for iPhone and iPad.

INDIA PAVILION AT VICENZAORO SPRING 2013

HIGHLIGHTS OF INDIA PAVILION AT VICENZAORO SPRING 2013

The organizers have allotted 128.2 sqm of space at Pavilion C, 44.8 sqm area at Pad G & 16 sqm at Pavilion A- Gemworld (Total Area 189 sqm)

Some Booths under India Pavilion



List of exhibitors under India Pavilion

LIST OF EXHIBITORS UNDER INDIA PAVILION FOR VICENZAORO SPRING 2013				
Sr. No	Name of the exhibitor	Pavilion	Area (Sq.m)	Stall Number
PAD C				
1	Ariha Diamond Jewellery Pvt Ltd.	C	16 (Corner)	2049
2	Bombay Jewellery Manufacturers	C	16	2010B
3	Core Jewellery Pvt. Ltd.	C	16	2048
4	Glorious Jewellery(l) Pvt. Ltd.	C	16	2011
5	Mohit Diamonds Pvt. Ltd. (Jewellery Division)	C	16.20	2002
6	Sanghavi Jewel Pvt. Ltd.	C	16	2034
7	Sunjewels International Ltd.	C	16	2012
8	Vama Creations Pvt. Ltd.	C	16 (Corner)	2013
9	The Gem & Jewellery Export Promotion Council	C		2034A
PAD G				
1	Asian Star Jewels - Passion Jewels	G	16	1632
2	Gemco Designs	G	14.40	1515
3	Pietre del mondo	G	14.40	1516
PAD A - GEMWORLD				
1	Takat Gems India	A	16 (Corner)	332

OBJECTIVES FOR VICENZA SHOWS:

- To provide exhibitor servicing in terms of ensuring that the requirements of the exhibitors are provided for.
- In order to promote IIJS 2013 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

ACTIVITIES RELATED TO INDIA PAVILION

➤ Promotional Booth

Council is having a booth at Pavilion C Booth No. 2034 - A which will be used for the promotion of Council's activities & IJS 2013. 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
- ▶ Promotional activities to promote India Pavilion:
 - Advertisement on the Arcade in East Entrance of the exhibition venue.
 - 1 Full Page In Viro Magazine mentioning the names of the exhibitors at all the locations
 - Promotional posters of the list of exhibitors & India Pavilions at Int'l exhibitions posters will be put up at the Council booth



Advertisement on the arcade at East Entrance



GJEPC Promotional Booth

Meeting with the organizers to understand the details of The Boutique Show 2014

Following were present during the meeting at the Concept Lab at Vicenzaoro:

Mr. Rajesh Sharma, Sr. Manager - Exhibitions

Ms. Francesca Bernardini, Manager – Jewellery

The undersigned met the organizer to understand & discuss on The Boutique Show 2014, the new concept show being launched by Fiera di Vicenza from Jan 2014. The following details were discussed:

- The new format would be characterised in 6 sections as under:
 - *ICON: exclusive valuable jewellery featuring diamonds & precious stones & precious metals (Gold, Platinum etc)*
 - *CREATION: jewellery featuring precious metals (Gold, Platinum etc) & diamonds & precious stones*
 - *LOOK: jewellery with semi-precious stones & alternative materials like silver, leather, plastic, rubber etc*
 - *ESSENCE: sub-divided into precious components (diamonds) & Gem World (color stones)*
 - *EXPRESSION: for packaging & Visual Merchandising*
 - *EVOLUTION: for Machinery & technology companies*
- The nomenclature for the halls would change from 2014. The new hall names are as under:

OLD NAME	NEW NAME
PAD A	HALL 2.1 & HALL 2.2
PAD A2	HALL 5
PAD B1	HALL 6
PAD C	HALL 3
PAD D	HALL 3.2
PAD E	HALL 3.1
PAD F	HALL 1

PAD G	HALL 4
PAD I	HALL 8 (CONGRESS/PAVILION)
NEW HALL	HALL 7

The location of the sections in the halls would be as under:

SECTION	HALLS
ICON	In Pad B1, Passage of A2 & the new pavilion
CREATION	In Pad G & C & certain parts of B
LOOK	In Pad F
ESSENCE	In Pad A
EXPRESSION	In between Pad G & A
EVOLUTION	In Pad D

On enquiring about the floor plan, rates of the booths, allotment procedures etc, organizers informed that it is yet to be finalized & the details will soon be informed

OBSERVATIONS:

- The Vicenzaoro Spring is generally slow in terms of visitor footfalls. This year the basic feedback from all the exhibitors was the show is very slow compared to earlier years. One of the reason cited was that probably the show was after the recently concluded BaselWorld show which ended on 2nd May. Since it was within 2 weeks, the footfalls was very limited
- All booths under India Pavilion were well organized & the extra furniture ordered by the respective exhibitors was placed in the booths as per their request.
- M/s.Vama Creation & Ariha Diamond Jewellery had a pillar inside their booth which was not marked in the initial floorplan that was sent to Council by the organizers. This was informed to the organizers & they informed that they will try to relocate the booths in the next edition & offer discounts in the final billing post discussing it with their top management.
- It was observed that Sanghavi Jewel booth was of only 11.4 sqmtrs instead of 16 sqmtrs. This was brought to the notice of the organizers which they verified & agreed on the incorrect booth size & will inform us about the further procedure regarding the same.
- A get-together-dinner with the Indian families exhibiting at Fiera di Vicenza was organised by Indian Gem & Jewellery trade members based in Italy (Mr. Bitthal Maheshwari, Mr. Mahendra Derewala, Mr. Vinod Khandelwal & Mr. Rajesh Gupta) at Villa

Bonin on 20th May 2013. Around 175 Indians attended the dinner party. They had also invited the Fiera di Vicenza organizer; Mr. Paolo Mantovani (President Fiera di Vicenza), Mr. Corrado Facco (Director General Fiera di Vicenza) & Mr. Geatano Cavallieri (President CIBJO) were also present at the evening dinner. The evening ended with Indian National Anthem.

- The exhibitors faced certain problems with the furniture provided in the booth. The tables provided in the booth were too big considering the overall size of the booth. Also few exhibitors displaying diamond Jewellery were provided with Yellow lights, which was changed in due course to white lights. It was proposed to the organizers to provide for medium or small sized table at the next edition