

Report on Vicenza Oro Fall, September 6 -10, 2014

The Vicenza Oro Fall, the benchmark event for the gold and jewellery trade, **exhibition took place from 6 to 10 September 2014**. After five days of events and industry initiatives, the fall edition of one of the world's most important gold and jewellery trade shows ended on a very positive note. It gathered **1,200 brands** from **30 foreign countries** and all Italian gold districts.

Final figures showed that more than **18,000** industry professionals attended the event, which was held in seven Pavilions covering a net area of 23,000 square hosting some 1,200 brands, of which 10,972 from Italy and 7,490 from the rest of the world. The geographical origins of buyers reflected the internationalization of the jewellery marketplace. There was a marked increase in the number of buyers from BRICS countries. The United Arab Emirates confirmed their role as undisputed business hub for the luxury goods market covering the whole area of the Gulf and Asia Minor. The United Kingdom confirmed new interest in Italian products and Spain maintained the levels of previous shows. The United States, which had already recorded robust import data for European jewellery during the first two quarters of 2014, confirmed a recovery in interest for Made in Italy products. For the European Union, the signals were mixed: Germany recorded a good performance in terms of attendance, while for France there was a moderate reduction. Overall, Central and Eastern Europe showed growth, and this compensated for a certain reduction in the number of important buyers from Russia and the Ukraine.

VICENZAORO Fall once again consolidated its position as reference for the industry at international level, with an increase in overseas buyers and the involvement of new top brands.

“Metamorphosis: the challenges of Beauty and Well Done in the new global economy” was the subject of a town-hall meeting that marked the official opening of **VICENZAORO Fall 2014**. It took place on Saturday, September 6, starting at 18:30 in the Palladio Theatre at Fiera di Vicenza. The talk was moderated by **Andrea Beretta Zanoni**, Professor of Business Strategy at the University of Verona, who addressed some important issues for the **Made in Italy of gold and jewelery** and its competitiveness in the global market: the Italian goldsmith dimensional structure of the system, the evolutionary scenario of the international market, to the brand policies and the possible ways to grow the companies business. The speakers were: **Matteo Marzotto**, President of Fiera di Vicenza, **Enrico Zanetti**, Under Secretary of Economy and Finance, **Riccardo Monti**, President of ICE, **Raffaello Napoleone**, President of Pitti Immagine Srl, **Giuseppe Viola**, Chief Financial and Operations Officer of Damiani Group, **Davide Cassani**, coach of the Italian national cycling.

Another feature of VICENZAORO Fall 2014 was “**Sentimental Jewellery**”, which was an exhibition curated by Alba Cappellieri, Jewellery Design Professor at Milan Polytechnic, dedicated to young talent and jewellery firms in the Vicenza area.

TRENDDIVISION JEWELLERY + FORECASTING, Fiera di Vicenza’s independent observatory that identifies trends in the jewellery, watch and accessory industries, once again played a key role at VICENZAORO Fall, and detailed the trends and consumer patterns that emerged in the jewellery and watch market place in 18 months’ time, allowing companies to plan the production and distribution of jewellery for 2016 and onwards. On Saturday, 6th September saw the premiere of **TRENDBOOK 2016 +**, the guide that contained the directions of style, product and forecast trends set.

On Sunday, September 7, a seminar on “**The goldsmith retail gives data**” was held in which the results of the analysis of Federpreziosi Confcommercio on consistency, structure and recent evolution of outlets in the retail sale of jewellery, watches and silverware were presented.

One of the keynote events at the show was the third Andrea Palladio International Jewellery Awards, which took place on Sunday, September 7, in the spectacular corporate headquarters of the Zambon Group. They were presented by Giorgia Surin, a RTL radio personality, and Cristiano Seganfredo, journalist and entrepreneur. Together with the President of Fiera di Vicenza, Matteo Marzotto, Managing Director Corrado Facco and Professor Alba Cappellieri, and in the presence of top players from the industry, they presented International excellence awards in nine categories.

A highlight of VICENZAORO Fall 2014 was the preview of Fiera di Vicenza’s new **VICENZAORO The Boutique Show** concept, which the trade show organiser will launch officially at the next edition of VICENZAORO in January 2015. The goal is to facilitate the matching between the international demand and the variety of supply in the jewellery trade. By creating similar communities for firms, based on their reference values, type of production and purchasing paths, the new format will offer companies and buyers a multi-sensorial, interactive experience that more efficient and effective in the modern marketplace. Without compromising on variety and choice, VICENZAORO The Boutique Show will individualise the buyer’s experience, plotting for each a route that maximizes their exposure to the specific merchandise, companies, individuals and information that is relevant to each of them. It involves a radical rethink of the way in which exhibitors are positioned, and the nature in which buyers navigate the fair.

INDIA PAVILLION

The India Pavillion occupied 208.84 sqm of space under India Pavilion. India Pavilion was spread across three hall ie., Pav.2.1, 2.2 and 4 as per the given below list of exhibitors:

List of exhibitors under India Pavilion

Sr. No	Name of the exhibitor	Pavilion & Stall No.
PAV.3		
1	Ariha Diamond Jewellery Pvt Ltd.	2049
2	Asian Star Jewels - Passion Jewels	2198
3	Core Jewellery Pvt. Ltd.	2048
4	Glorious Jewellery(I) Pvt. Ltd.	2011
5	Mohit Diamonds Pvt. Ltd. (Jewellery Division)	2002
7	Pietre Del Mondo	2010B
8	Sunjewels International Ltd.	2012
9	Vama Creations Pvt. Ltd.	2113A
PAV.4		
1	Gemco Designs	1515
2	UNI DESIGN JEWELLERY PVT. LTD	1516
PAV 2.3		
1	Takat Gems India	332
PAV 2.1		
1	Hari Krishna Exports Pvt. Ltd.	123
2	Chauhan Enterprises	165

The Council had a booth at Pavilion 3 Booth No. 2034-B at Pad C which was used for the promotion of Council's forthcoming activities (viz. IGJME 2014 & Signature 2015) & exhibitor servicing in terms of ensuring that the requirements of the

exhibitors are provided for. The Council had hired a hostess for distributing the promotional kits to the visitors of India pavilions. She simultaneously also assisted exhibitors of India pavilion in terms of their on-spot requirements. In addition to the promotional kits, the Council had also sponsored the pillar branding near the Registration area.

There was a marked improvement in the visitor foot-fall vis-à-vis the VicenzaOro Spring (May) show. Most of the Exhibitors had set pre-fixed appointments with their buyers. Many exhibitors garnered moderate to good business from the walk-in customers as well.

Meeting with H. E. Mr. Manish Prabhat, Consul General, Consulate General of India in Milan

H. E. Mr. Manish Prabhat visited the Show on September 6, 2014. He was welcomed to the GJEPC Booth by the Council's representative along with Mr. Bitthal Maheshwari, GJEPC's European Co-ordinator.

The Secretariat and Mr. Maheshwari briefed Mr. Prabhat about Vicenza Oro Fall 2014, the concept behind the new introduced Boutique Show 2015 & the developments about Vicenza Oro Dubai 2015.

H.E. Mr. Prabhat was introduced to all the Indian Pavilion exhibitors, wherein he was keen in knowing their business prospect, and encouraged the exhibitors to continue their participation for the 2015 Boutique Show under the India Pavilion.

Meeting with Show Organizers on September 7, 2014

Ms. Naheed Sunke and Mr. Prasad Patil met the Fiera Officials: Ms. Ombretta and Mr. Giampollo on September 8, 2014. The officials briefed the Council about the new look for the Boutique Show'2015 and also discussed about the Space which will be allotted to the Council for organizing the India Pavillion. The Council was also briefed about the new booth's looks, lighting and specifications along-with the layout of the floor plan.