

## REPORT ON VICENZA ORO JANUARY 2017 THE INTERNATIONAL JEWELLERY BOUTIQUE

**Italian Exhibition Group S.P.A. (IEG)**, the trade show company founded on 1<sup>st</sup> November by a merger between Rimini Fiera and Fiera di Vicenza, organizes one of the world's most important Shows exclusively dedicated to the gold and jewellery industry. **From Friday 20<sup>th</sup> to Wednesday 25<sup>th</sup> January 2017**, the Vicenza trade show centre will be hosting **VICENZAORO January, the International Jewellery Boutique**.

### VICENZAORO

For over 60 years, VICENZAORO has been **the leading Show Hub** both **in Italy** and on an **international scale**. A world famous brand, the Show stages three Editions a year: two in Vicenza, **VICENZAORO January** and **VICENZAORO September**, and one, **VICENZAORO Dubai**, in the Gulf city, organized in joint venture – DV Global Link - with the Dubai World Trade Centre.

### VICENZAORO JANUARY 2017

The Show **opens the Jewellery sector's international trade show calendar**, offering a privileged moment of global visibility for presenting new collections and new trends.

- **Numbers: 9 halls** and a surface area of **29,000 m<sup>2</sup>**  
**1500 brands** from **36 different countries** and all the **Italian gold districts**  
**500 Fully hosted international buyers + 800 Gold Buyers** from VICENZAORO Loyalty program & Italian & European Top
- **Format: VICENZAORO The Boutique Show™** subdivided into **6 districts** of homogeneous companies, identifiable by market positioning and values (*ICON, LOOK, CREATION, EXPRESSION, ESSENCE, EVOLUTION*). The layout was introduced in January 2015 and **favours business meetings** between buyers and companies.
- **Theme: The Responsible Gold**, to promote **Corporate Social Responsibility in the gold and jewellery world** particularly on topics such as the value of traceability, ethical trade, environmental protection, safeguarding the right and duty to work and health protection. **Italian Exhibition Group** is the first and only trade show company that, with the support of CIBJO (World Jewellery Confederation) has been accredited by the United Nations Economic and Social Council (ECOSOC).

VICENZAORO January celebrated further important aspects of the jewellery world, such as **innovation, trends, production, distribution and storytelling**.

### VICENZAORO JANUARY 2017 MAIN PROJECTS AND EVENTS

#### Andrea Palladio International Jewellery Awards

As an opening event, the evening of Friday 20<sup>th</sup> January hosts the prize-winning ceremony of the **Jewellery Oscars**, assigned by a prestigious **international jury** to celebrate the **very best of world** jewellery in a variety of categories: CSR, creativity, design, production, distribution, retail, communication, new media.

#### Seminars on CSR

On Sunday 22<sup>nd</sup> January (11 am - 12 noon) a Congress held in collaboration with **CIBJO**, the World Jewellery Confederation, on the theme of **Corporate Social Responsibility** in companies while on Monday 23<sup>rd</sup> January (3 pm - 4 pm), the topic will be traceability at the *Assogemme Ethical Committee* conference with the support of several of the first well known luxury companies to commit themselves to sustainability projects.

## **T-GOLD**

**T-GOLD**, the international Show specifically for advanced technologies, idealized to increase the quality of design processes and jewellery production, will be held in the Evolution District. Included in the Show is the 13<sup>th</sup> edition of the **Jewellery Technology Forum Congress**, scheduled to take place on **22<sup>nd</sup> January (10 am - 5 pm)**. The Forum originates from collaboration between Italian Exhibition Group and Legor group S.p.a. and deals with new technologies and the latest trends in the gold and jewellery sector. Furthermore, there will also be a **Small Equipment & Tools area** (S.E.T. – Hall 2.2), which will host a selection of companies that produce 3D printers, software and small tools.

## **The Design Room**

The **production** aspect will be promoted with a new product specifically for international creativity: **The Design Room**, an area inside the **ICON District** where a **selection of independent international designers** will be exhibiting their own exclusive collections that combine precious materials and sophisticated processing techniques in items of unique design with a considerable degree of research and innovation.

## **Museo del Gioiello**

From **16<sup>th</sup> December 2016**, the **Museo del Gioiello** jewellery museum in Vicenza will be staging a **new exhibition** for the **2017-2018 biennial**. A new fascinating journey through time and the history of jewellery under the curatorship of internationally famous experts. The **"Seals: signs and identity"** temporary exhibition will also be opened during VOJ.

The **first in Italy** and one of only a few in the world exclusively dedicated to jewellery, the **Museo del Gioiello** is located inside the Basilica Palladiana in Vicenza - a historical building dating back to the sixteenth century and listed as UNESCO World Heritage since 1994. The project was devised by Italian Exhibition Group in partnership with Vicenza Council

## **India Pavilion at Vicenzaoro Winter 2017**

### ***16 Indian Exhibitors across categories including jewellery, loose stones and machinery***

India Pavilion with 16 exhibitors across categories including jewellery, loose stones and machinery taken part of the Vicenzaoro Winter 2017 held from 20-25<sup>th</sup> January 2017 at Vicenza Italy. Vicenzaoro, a leading event for the international jewellery industry, is attended by a large number of international companies as well as by visitors and buyers from all over the globe. With around 1500 exhibiting companies from across the globe, presence at the Vicenzaoro is indispensable in the sector as it is the first event on the international calendar.

The Indian industry's presence at the event, further helps it to improve business relationships and increase networks. GJEPC host 16 exhibitors in a total area of 269 sqm spread over three locations, hall no. 3.0 (Loose stones) and 3.1 (Jewellery) and 2.2 (Machinery).

The exhibition concept which combines jewellery, fashion, design and innovation with famous international brands will be an experience that the industry needs at the onset of a new year. Vicenza is an ideal community in which to Indian participating companies can develop new contacts.

This time, India Pavilion promoted jewellery, loose stones and machinery; and the participating companies are Ariha Diamond Jewellery Pvt Ltd., Core Jewellery Pvt. Ltd., Beauty Creation Pvt. Ltd, Uni Design Jewellery Pvt. Ltd, Pietre Del Mondo, S. D. Diamonds, Fine Jewellery Manufacturing Ltd, Ruta Jewels/ D.N Jewels, Inter Gold India Pvt Ltd, Priority Jewels Pvt. Ltd, H.K. Designs (India), Divya Creations, Spectrum Jewelmart Pvt Ltd, Chouhan Enterprises, Om Shree Gems, and Citizen Scale (I) Pvt. Ltd.

Council had one promotional booth admeasuring 14.4 sq. mtrs at Hall No 3.1 to facilitate and extend services to the exhibitors and simultaneously used the facility to distribute promotional materials to the visitors thereby promoting Signature 2017 also. At the Council's booth tea/coffee and refreshments were offered to the exhibitors. Majority of the exhibitors were found to have made good business. All the exhibitors have confirmed their participation at the Vicenza September edition 2017. The exhibitors were satisfied with the arrangements made by GJEPC.



### **Meeting with Show Organizers for Vicenza Oro Winter and Vicenza Oro Dubai :**

On 23<sup>rd</sup> January, 2017, Meeting attended by Mr. Ajay Purohit, Manager Exhibitions (GJEPC) and Mr. Stefano Rosin, Head Sales Jewellery & Fashion, Mr. Emanuele Emilio Guido, General Manager, Mr. Ashish Sakhardande, Marketing Communication Manager (Italian Exhibition Group). The below mentioned points discussed.

- Council's representative suggested to organizer for completing the formalities as desired by the GJEPC account section for making the payment and undersigned also suggested to provide the original copies for the desired papers before the show ends.
- On the exhibitors request Council's representative asked to provide the two windows at front instead of one show window at front elevation. They said we may do it but it will effect extra cost on the same.
- They disclosed that VOD clubbed with Dubai International Jewellery Week exhibition. Provisionally, they decided to keep layout in two parts one in Retail trade (BTC & BTB) and another part in VOD trade (BTB). Brand name would be VOD Dubai & Dubai International Jewellery week, mainly would be VOD.
- They requested GJEPC to make an agreement with COMNET in that GJEPC will pass on the commission which they have been getting in routine basis because Comnet already have agreement with Dubai International week. Also they said that GJEPC is non profit and they are the commission agent

and VOD will sign the MOU (contract) with GJEPC and Comnet would be GJEPC commission agent. (this point may be clarify with more details)

- Given an idea for the space tentatively they are holding for GJEPC is 1000 sqm. at VOD trade and 1100 at retail trade which usally sell by Comnet.
- And they also said that comnet will be taking commission for only area of Retail Trade (BTC & BTB).
- They enquired some inputs from our side for making the final proposal like:-
  - a) How much space we required for VOD Trade (in BTB section)
  - b) How much space we required for Retail & Trade in BTC & BTB)
  - c) Agreement space as per MOU Signed
  - d) Agreement with COMNET. Etc.
- Mr. Emanuele also requested to provide the inputs by 2<sup>nd</sup> Feb. so that they can prepare proposal presentation for us and finalised the things followed by discussion in Signature show 2017.
- Apart from above details they want programme for Road Show and Door To Door Programme.
- They also suggested preparing the above said programme for half of April, May and Half July.

#### **Another meeting held with organizer:-**

**On 25<sup>th</sup> January 2017**, the meeting attended by Ms. Ombretta Battistello, Sales Manager & Mr. Giampaolo Rizzo, Exhibition Design Manager at the Council's booth, the Council's representative gave a brief about the overall response of the India Pavilion Exhibitors at the show. We have also taken the endorsement from Mr. Giampaolo Rizzo on pre ordered and on site ordered furniture as well as participants to avoid discrepancy in ordered furniture near future.



**Meeting with H. E. Mr. Charanjeet Singh, Consul General of India to Milan, Italy** The Consul General of India to Milan, Italy visited the fair on Monday, January 23, 2017. Mr. Ajay Purohit from the Council along-with Mr. Bitthal Maheshwari - Council's Co-ordinator, Europe escorted the Consul General to the Secretariat's stall. Mr. Maheshwari briefed the CG about the India Pavillion. They informed the CG about the composition of exhibitors participating through the India Pavillion along-with the overall exhibitor response towards the show. The Council's secretariat thanked the CG for his gracious presence at the fair and also gifted him mementoes as a token of appreciation. Post the meeting, the CG visited each exhibitor participating under the India Pavillion in both the halls.



Based upon the feedback from all exhibitors participated in India Pavilion, the Major inference are as follows:-

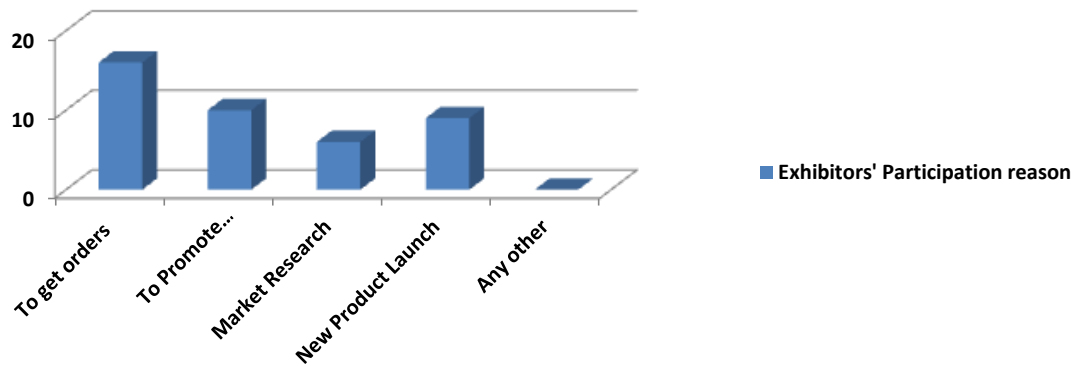
### Exhibitors' Profile

■ New Exhibitor      ■ Old Exhibitor

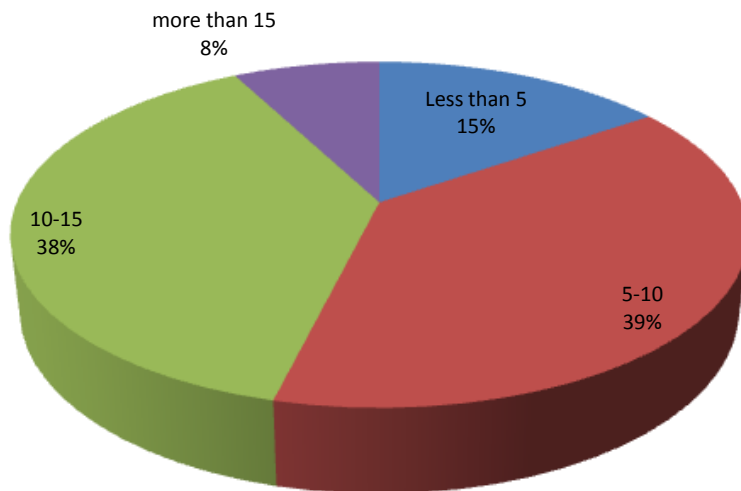
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### Exhibitors' Participation reason

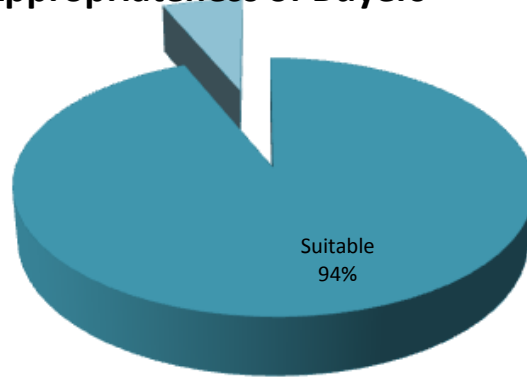


### Business Enquiry Generated (In No.s)

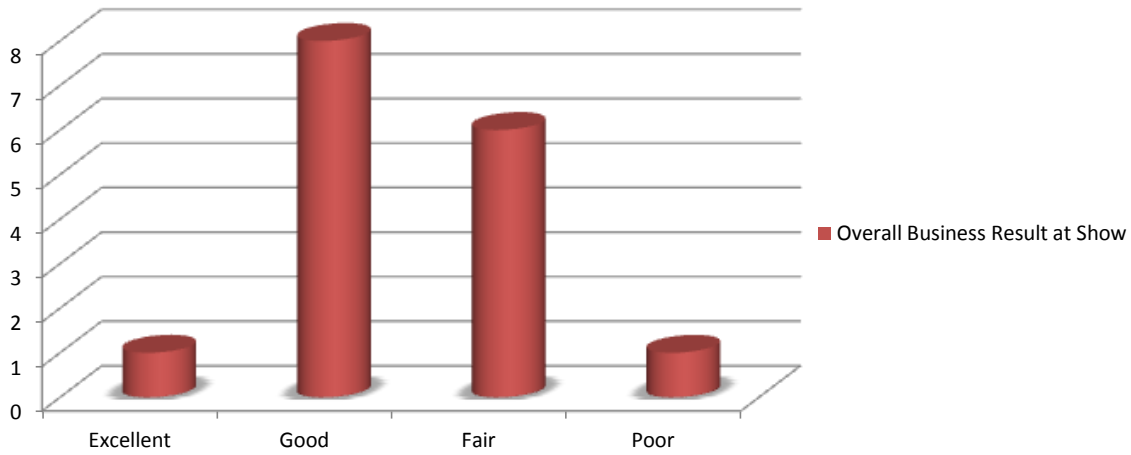


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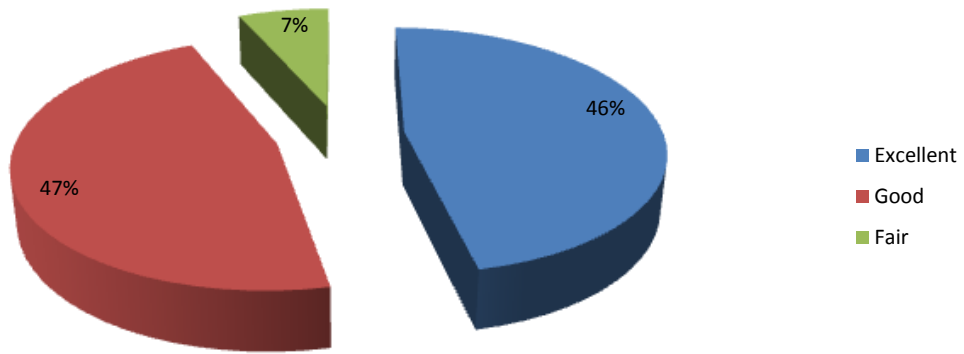
### Appropriateness of Buyers



### Overall Business Result at Show



### Services provided by Council Secretariat



### Achievement of Objectives

