

VICENZAORO WINTER 2016 JANUARY 22 – 27, 2016
POST SHOW REPORT

Fiera di Vicenza kicked off its international trade show year with VICENZAORO January, the reference event for the international gold and jewellery trade, which took place from January 22-27, 2016.

With the participation of more than 1,500 brands from 30 countries, and accredited visitors that included international buyers, media representatives, opinion leaders and trendsetters, VICENZAORO consolidated its role as a global networking and business facilitator, through its innovative trade fair format, **VICENZAORO The Boutique Show**.

The central theme of this year's event "**The Golden Voices**" aimed to provide expression to the most significant aspects of the gold and jewellery sector, and it featured a range new features that impacted the business internationally. During the six days of the show, Fiera di Vicenza became a stage for the industry's many voices, with a packed calendar of events, workshops, seminars and meetings.

A significant feature was the "**The Voice of the Heart**," confirming Fiera di Vicenza's commitment to being a world spokesperson for **Corporate Social Responsibility** in the jewellery and precious stone supply chain, emphasizing an ethical trade, protection of the environment, and the value of traceability. This was the theme of the conference which was organised by Fiera di Vicenza, together with CIBJO, Gemfields, and other major industry players.

"**The Voice of Innovation**," brought expression to designers and artisans, illustrating the styles, techniques and new trends in contemporary jewellery, affirming VICENZAORO as a point of reference for market forecasting. Fiera di Vicenza's independent think tank, **TRENDVISION Jewellery+Forecasting**, will conducted a seminar, presenting consumer profiles, style, directions, products and forecasts for the trends for 2017 onwards.

"**The Voice of Gold**" was represented by VO+ magazine, the genuine voice for the world of gold and jewellery. Covering new developments and features in the industry, VICENZAORO January previewed its new "look and feel," alongside the other published and online communications tools. "**The Voice of Soul**" was the core of VICENZAORO January, and the main characteristic of the whole event.

During the six days of the show, visitors had the opportunity to visit the **Jewellery Museum**, a permanent museum space of 410 square metres located in the **Palladian Basilica**, which is a Fiera di Vicenza project in partnership with the Municipality of Vicenza.

“**Jewellery and Travel**” was the theme of this year’s **Next Generation Jewellery Talent Contest**, which was launched during the course of VICENZAORO January 2016. International designers under the age of 30 were invited to express their creativity through different forms of jewellery.

Also featured is **T-GOLD**, within the EVOLUTION district. This most important international showcase dedicated to the world of precious metals technologies is now in its 39th edition. It featured the most important Italian companies in the sector, together with a selection of leading developers from other parts of the world. New technologies and trends in the jewellery production was the theme of the 12th **Jewellery Technology Forum (JTF)**, which is an international conference conceived by Legor Group S.p.A., a leading supplier in the gold sector, and developed in collaboration with Fiera di Vicenza with the purpose of illustrating new trends and research in the segment.

INDIA PAVILLION

The Council organized the India Pavillion at Fiera Di Vicenza with 15 exhibitor companies spreading across 256.32 sqm of space under Hall no.3.0 & 3.1. The following companies participated under the India Pavillion:

| Sr. No. | Company Name under Jewellery Section in Hall no.3.1 |
|----------------|--|
| 1 | Ariha Diamond Jewellery Pvt Ltd. |
| 2 | Core Jewellery Pvt. Ltd. |
| 3 | Vama Creation |
| 4 | Uni Design Jewellery Pvt. Ltd |
| 5 | Tara Jewels Ltd. |
| 6 | Fine Jewellery Manufacturing Ltd. |
| 7 | Ruta Jewels/ D.N Jewels |

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|----|----------------------------|
| 8 | Intergold India Pvt Ltd |
| 9 | Pietre Del Mondo |
| 10 | SPECTRUM JEWELMART PVT LTD |
| 11 | Priority Jewels Pvt. Ltd |

| Sr. No. | Company Under Loose stones section in Hall no.3.0 |
|----------------|--|
| 1 | Hari Krishna Exports Pvt. Ltd. |
| 2 | Chouhan Enterprises |
| 3 | Om Shree Gems |

The Exhibitors participating under the India Pavillion were very happy with the Boutique Concept and the overall booth and India Pavilion look. All the pre-ordered facilities by the exhibitors were in place and overall the exhibitors were extremely pleased with the booth's look and facilities. Most of the exhibitors did good business over the 5 day period with many of them having pre-scheduled meetings along-with walk-in visitors as well.



Meeting with Fair Organizers

Mr. Sanjay Singh and Mr. Prasad Patil had a meeting with Ms. Ombretta Battistello, Sales Manager & Francesca Bernardini, Customer Care on January 24, 2016 at the Council's booth. The Council's representative gave a brief about the overall exhibitor response to the show, pavilion positioning and exhibitor services. The Council's representatives requested the Fiera Officials for promoting the international pavilions in Hall 3.1 by having extra signages and brandings to guide the visitors to the International Hall.



(L to R): Mr. Prasad Patil – GJEPC, Ms. Francesca Bernardini – Fiera Di Vicenza, Ms. Ombretta Battistello – Fiera Di Vicenza, Mr. Sanjay Singh - GJEPC

Meeting with Ms. Chan Sin Hung, General Manager, Hong Kong Jewellery & Jade Manufacturers Association

Mr. Sanjay Singh & Mr. Prasad Patil had a meeting Ms. Chan Sin Hung, General Manager, Hong Kong Jewellery & Jade Manufacturers Association on January 23, 2016. They discussed about a possible collaboration between the Hong Kong Jewellery & Jade Manufacturers Association & the Council. The Council representatives also invited Ms. Chan Sin Hung to attend the upcoming IIJS Signature 2016.

Visit to the T-Gold (Machinery Exhibition)

Mr. Sanjay Singh and Mr. Prasad Patil visited the T-Gold section on January 24, 2016. The T-Gold is the most important showcase for machinery and technology for the gold and jewellery industry, and one that focuses on the latest new features from the high-tech range. The purpose of the visit was to evince interest from the Italian machinery exhibitors for participation at the IGJME shows and the Machinery section at IIJS.

India Evening, January 25, 2016

The India Evening was organized by the members of the Indian Jewellery community on January 25, 2016. The special guest for the evening were Shri. Arun Kumar Sharma, Consul & HOC, Consulate General of India. The evening saw Indian cultural song and dances performances.

Meeting with Mr. Emanuel Guido

Mr. Prasad Patil had a meeting with Mr. Emanuel Guido, Head of Marketing – Fiera Di Vicenza on January 26, 2016. They discussed about the upcoming Vicenza Oro Dubai show scheduled from April 14 – 17, 2016 where-in the Council will be organizing the India Pavillion. They discussed about exhibitor booth requirements, contractor deadlines along-with the visitor promotion roadshows undertaken by Fiera and the Council to promote the VOD show.



Mr. Prasad Patil – GJEPC along-with Mr. Emanuel Guido

Council Representatives at Vicenza Oro Winter

Mr. Sanjay Singh, Director, Jaipur Region

Mr. Prasad Patil, Asst. Manager – International Events