

VICENZAORO FALL 2015 SEPTEMBER 5 – 9, 2015
POST SHOW REPORT

VICENZAORO, the trade show dedicated to the international gold and jewellery industry, organised by **Fiera di Vicenza**, has enhanced its position as a leading **business** and **cultural hub** for **jewellery “Made in Italy”** and **internationally**.

The **VICENZAORO FALL September** show, was held from September 5 - 9, 2015, & was declared **a resounding success** by **exhibitors, buyers,** and **visitors** alike. A contributing factor was the features added to the **VICENZAORO The Boutique Show** exhibition format, which is now in its second edition. The innovative format, which was introduced by Fiera di Vicenza for the first time at VICENZAORO January earlier this year, involves placing exhibitors into one of six communities, each of which gathers together companies that are the same or similar, based on their reference values, positioning, organisational systems, types of production and overall image. The newly developed layout was credited for having increased the number of business opportunities at the show and improving exhibitors' visibility.

The number of buyers was **up** by **14%** compared to 2014, with more than **20,000 visitors attending the show**. They were able to browse **new products** and features presented by more than **1,300 exhibiting brands**, from all of **Italy's gold districts** and **30 different countries**, located in **nine pavilions** at Fiera di Vicenza, covering a **net area of 29,000 square meters**. **Some 40% of the visitors were foreign**, arriving in Vicenza from **121 countries**, attesting to VICENZAORO'S international appeal, as well as strong demand for “Made in Italy” jewellery. **Some 11,548 visits of Italians** were recorded, pointing to a possible recovery of the domestic market.

Attendance by North American buyers was particularly strong, attesting to the health of the U.S. and Canadian markets. There were good numbers from Central and South America, while the figures for the European Community were mixed. Significant growth was recorded in buyers from the Arab world, including the UAE, other GCC nations and Egypt. Positive growth was also recorded in attendance

from Israel and Turkey. Trade by Hong Kong, Chinese and South East Asian buyers was brisk.

The Boutique Show concept, which was carried out at **VICENZAORO September**, included a significant **improvement** to the **flow** of visitors between the halls, thanks in part to a Fast Lane system that was introduced for pre-registered buyers. **“Buying Trails”** enabled the international community of attendees to smartly navigate the halls, and investments in new technological tools by Fiera di Vicenza facilitated both **digital and physical** purchases.

VICENZAORO September is **strategically located** on the world gold and jewellery industry calendar, both terms of the purchasing opportunities it provides for **end of the year sales season** and for the chance it offers participants to preview **new trends** in jewellery and luxury goods.

VICENZAORO September once again proved its role as a proactive showcase for the industry, through the organisation of informative and cultural events, and also through the **establishment of partnerships at national and international levels**.

The **Opening Event** of VICENZAORO September had **HON. Walter K. Chidakwa**, Zimbabwe’s **Minister** for Mines and Mining Development as the **Guest of Honour**. The ceremony was held inside the Palladio Theatre at Fiera di Vicenza and featured a performance entitled **“Gold Alchemy,”** which was the central theme of VICENZAORO September 2015.

The Opening Event also featured the presentation of the jewellery industry’s Oscars, the **Andrea Palladio International Jewellery Awards 2015**, which are bestowed for excellence to important individuals and companies in the Italian and international high-end jewellery sector.

VICENZAORO September also hosted the awards for the **Next Jeneration Jewellery Talent Contest**. Now in its fourth year, the competition is dedicated to young designers under the age of 30, and is organised by Fiera di Vicenza in conjunction with the School of Design of the Polytechnic University of Milan. The theme of the 2015

contest was “Un Gioiello per la Pace – Jewellery for Peace.”

INDIA PAVILLION AT VICENZA ORO FALL 2015

The Council organized the India Pavillion at Fiera Di Vicenza with 15 exhibitor companies spreading across 264.41 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 Creations Pvt. Ltd.
4	UNI DESIGN JEWELLERY PVT. LTD
5	KGK Creations Pvt. Ltd
6	Fine Jewellery Manufacturing Ltd.
7	Indigo Jewellery Pvt. Ltd
8	Ruta Jewels
9	Intergold India Pvt Ltd
10	Pietre Del Monde
11	Priorty Jewels Pvt Ltd

	Company Under Loose stones section in Hall no.3.0
1	Hari Krishna Exports Pvt. Ltd.
2	Chauhan Enterprises
3	Nikhil Enterprises
4	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. All the exhibitors have confirmed their participation at the Vicenza Oro Winter edition January 2016.



Meeting with Fair Organizers

Ms. Naheed Sunke and Mr. Prasad Patil had a meeting with Mr. Giuseppe Zechin, Sales Director; Ombretta Battistello, Sales Manager & Francesca Bernardini, Customer Care on September 8, 2015 at the Council's booth. The Council's representative gave a brief about the overall exhibitor response to the new look, pavilion positioning and exhibitor services.

Meeting with H.E. Mr. Basant K. Gupta , Indian Ambassador to Italy & H.E. Mr. Arun Sharma, Consul General of India, Milan

The Council's Representative had a meeting with H.E. Mr. Basant K. Gupta , Indian Ambassador to Italy & H.E. Mr. Arun Sharma, Consul General of India, Milan, Mr. Bitthal Maheshwari, Council's European Co-ordinator on September 8, 2015. The Council's Representative along-with Mr. Bitthal Maheshwari escorted the Ambassador & the Consul General to the India Pavillion booths at Hall 3.0 and 3.1 and later to the Secretariat's stall. They informed the Ambassador and the Consul General about the composition of exhibitors participating through the India Pavillion along-with the overall exhibitor response to the show. The Council's secretariat thanked the Ambassador and the Consul General for their gracious presence at the fair and also gifted them mementoes as a token of appreciation.



Representatives of the Council at the Vicenza Oro Fall, September 2015

Ms. Naheed Sunke, Senior Manager – Exhibitions
Mr. Prasad Patil, Asst. Manager – International Events