

REPORT ON VICENZAORO Choice 2011 - SEPTEMBER 10 - 14, 2011

International exhibition of gold jewelry and silverware

Strategically placed in the international fair calendar in September, ideal for the sales campaigns customary in the period leading up to the end of year festivities, **Vicenzaoro Choice** is conceived as an appointment dedicated to the distribution pipeline, and its most modern evolutions.

Over 1600 exhibitors select their latest jewellery and gold collections for the different trade sectors, in a framework geared to enhancing the meeting point between top international demand and supply. **Vicenzaoro Choice** is the business hub of choice for the industry, in the period of the year when the biggest sales figures are recorded around the globe.

MERCHANDISE CATEGORIES

Machine and hand-crafted gold jewellery, platinum jewellery, silverware, costume jewellery, watches, precious and semi-precious stones, natural and cultivated pearls, corals and cameos, seals, plaques, semi-finished goods, Machinery, Jewel cases and accessories.

EXHIBITION AREA: 53.000 mq.

For trade only

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

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

ABOUT THE SHOW

About 1,400 companies from 50 Italian provinces and 40 countries worldwide* exhibited at the show. More than 22,100 professional operators thronged to Fiera di Vicenza, of which 13,741 were first-time admissions. There were a total of 118 countries represented by international buyers. This year also saw a special prologue to the event in About J, an exclusive international invitation-only appointment at Fiera di Vicenza dedicated to the haute couture of jewellery, followed up in the About J Gallery at VICENZAORO. This edition of VICENZAORO highlighted an overwhelming vitality in Italian production that succeeded in captivating buyers and general distribution present with an offer that was intensely focused on new trends, design, and innovation. In spite of a global economic situation that is difficult to forecast and the value of raw materials that continues to break record prices daily, the brisk pace of business during the event further confirmed the drive and capacity of products "Made in Italy" as an international leader.

* Italian provinces represented: Arezzo, Vicenza, Alessandria, Milan, Naples, Florence, Rome, Caserta, Padua, Perugia, Verona, Rimini, Pavia, Torino, Varese, Bologna, Bergamo, Venice, Treviso, Brescia, Modena, Pistoia, Catania, Forlì Cesena, Reggio Calabria, Ravenna, Pesaro Urbino, Bari, Palermo, Lodi, Trento, Pisa, Lucca, Avellino, Ancona, Como, Benevento, Enna, Ferrara, Genoa, Imperia, Crotone, Lecce, Messina, Parma, Reggio Emilia, Trapani, Udine, Sassari, Macerata.

Foreign countries represented: Taiwan, Germany, India, Turkey, Thailand, Belgium, Spain, Israel, the United States of America, France, the United Kingdom, Singapore, United Arab Emirates, Switzerland, Poland, Greece, San Marino, Austria, Monaco, Portugal, Hong Kong, Hungary, Mexico, Malaysia, Mauritius, Cyprus, Sri Lanka, Iran, Bahrain, Brazil, South Korea, Australia, Armenia, Japan

VICENZAORO Choice, dedicated to the industry traders, is the 'business hub' where international manufacturers and buyers can meet. VICENZAORO is the best place to develop new contacts and create new networks. And that's not all. VICENZAORO becomes the place where workers and experts can make technical comparisons through seminars and refresher workshops and also benefit from significant communication moments. VICENZAORO Choice, is the traditional autumn showcase dedicated to Italian, European, and International retailers.

GEM WORLD

The high-class brands operating in the international gem market presented the most unique and innovative gems, together with the most impressive and new cuts. Gem world offered to the professional operator a complete range of the best producers and dealers of the sector.

SOME IMPORTANT ASPECTS OF GEM WORLD

A new community

- to create a location totally dedicated to an ever-growing market area
- to offer a complete range of Italian and international companies operating in the gem sector
- to provide to the companies and to the buyers new meeting and business opportunities

A new identity

- new location, in the centre of the venue
- new, smart layout (area, decoration and facilities included)
- directly connected with the west entrance (pav. F) by two staircases, vertical and horizontal signage, personalized carpet and impressive graphics

Communication Plan

- 28 ad-pages in: gentlemen, ladies, capital, class, pambiancoveek; targeted advertorial & advertisement in national and local Italian daily newspapers
- targeted advertorial & ad-pages on Italian websites
- radio promotion campaign on radio 24
- 13 ad-pages in Italian trade magazines
- 31 ad-pages in international trade magazines in 15 countries
- international web advertising
- focused newsletter & promotional save the date flyers

The advantages of the new pavilion at the center of the fairground

- turnkey decoration

- facilities included in the price (such as general security, booth cleaning at the delivery)
 - great visibility
 - immediate visibility for professional visitors
 - participation of the most important trade associations
 - exclusive badge for the entrance to the VIP restaurant (5th floor, pav. A)
- for the 2011 editions of the show
- unique event in Italy

SOME NOTEWORTHY INITIATIVES BY FIERA DI VICENZA DURING THE SHOW

- VICENZAORO has continued in the development of the FDV 2011/2015 project, the acceleration and development plan undertaken by Fiera di Vicenza in January, focusing its operational efforts on themes related to creativity, research, and cross-cultural interaction. The link between the exhibition, mainly dedicated to business, and the cultural and training events, as indicated by the FDV project, has become increasingly close and incisive. Themes like new trends, design, new materials, training, new talents, and new media have found solutions, inspiration, and contributions in innovative communications formats.
- VICENZAORO Choice also inaugurated the New Directions Hall, a space dedicated to new Italian contemporary jewellery. This Hall featured 14 independent designers selected from the Milan Polytechnic to reinterpret the very styles and quintessence of jewellery, presenting collections and unprecedented proposals that embodied contemporary trends.
- Another innovation presented during the September edition of VICENZAORO was the birth of the first Creative Research Centre on jewellery trends, the Trend Vision Jewellery & Forecasting, an actual observatory dedicated to identifying mega trend on the market, where different “worlds” that rotate around jewellery are studied: fashion-design, luxury, distribution channels, the profile of the sophisticated consumer. This initiative, which represents an important contribution to the evolution of Italian production, from 2012 will also be part of the exhibition format of Fiera di Vicenza and spur the development of new editorial products.
- New creativity is targeted by the competition dedicated to under-30 designers, NEXT GENERATION – Jewellery Talent Contest, launched by Fiera di Vicenza and coordinated by Professor Alba Cappellieri, director of the Fashion Design degree course at the Milan Polytechnic and professor of Jewellery Design. The objective of this initiative is to support emerging designers from the most prestigious international schools by putting them into contact with the industry and Italian goldsmithing and jewellery production. The awards ceremony is planned to take place at VICENZAORO in May 2012 and the winners will be present at the Fair with their winning designs.
- Fiera di Vicenza has also launched the Andrea Palladio International Jewellery Awards, dedicated to the excellence of international jewellery and was presided over by renowned Master Jeweller Gianmaria Buccellati. There are 7 categories of Awards to celebrate the ‘best’ professional Italian and international designers, the best jewellery collection, the most innovative point of sale, the most effective communications campaign, the best web presence, and new solutions dedicated to packaging. The winners will be felicitated during Vicenzaoro Charm 2012.
- Fiera di Vicenza believes in young people, also involving Italian excellence from the world of higher education. Future architects and designers were featured in a spectacular exhibition entitled Touch Fair Architecture, which showcased the 30 best projects resulting from a workshop organized by the IUAV (University of Architecture) of Venice. This initiative sponsored by a partner company of Fiera di Vicenza, Colorcom, specialized in exhibition design, involved 140 students from the Architecture programme in a project to design fair pavilions conceived to offer visitors an exciting multisensory experience.

- The exhibition entitled The Italian Way: between craft and technology. Projects around the body proposed - in keeping with the leitmotiv of VICENZAORO, “savoir-faire” – objects that best represent the excellence of Italian design and manufacturing, created around the body. This exhibition was created by Fiera di Vicenza in collaboration with Alba Cappellieri and was open until 10 October 2011 in Piazza Matteotti to pay homage to the city of Vicenza.
- ABOUTJ_11 GALLERY at Pavilion F - The journey through the world of luxury continues with elegance and glamour. The About J Community presented its exclusive jewellery creations on display. Twenty-six showcases presenting brand products were highlighted at the Bisazza Showroom in Alte di Montecchio Maggiore on 9th September where four lounges were available for business meetings. With its excellent examples of high quality Italian manufacturing and top-of-the-range positioning, this special area was not only for haute couture jewellery but also was an ideal path for the Italian and international gold and jewellery business to follow. The About J Gallery revealed new horizons in gem shapes and offered ideas and inspiration for next season’s collections.
By accompanying the jewellery business leaders, Fiera di Vicenza is able to offer yet another opportunity for the business community and Italian and international retailers to come together.

THE DIGITAL DIMENSION OF FIERA DI VICENZA

1. The integration of communication tools continues at Fiera di Vicenza, towards the concept of a Digital Fair with the implementation of web communications through web sites dedicated to the discovery of contemporary jewellery, like www.aboutjewellery.it.
2. The magazine Vioro has also been online free of charge on iPad and iPhone since May; the big news for September is the show guide for VICENZAORO in digital format that can be downloaded free of charge from APP Store.

FUTURE APPOINTMENTS

- VICENZAORO in January

The first International goldsmithing, jewellery, silversmithing, and watchmaking fair on the world fair calendar

- T-GOLD

The leading showcase in the world of technology as applied to working precious metals

Fiera di Vicenza, 14 – 19 January 2012

WHAT'S NEW

THE THEME: “INNOVATION IS IN OUR HANDS. METICULOUSLY ITALIAN”

These two words sum up Italian design and productive ability. The central thread that still connects the successful Italian made product today is craftsmanship, a trait in our culture which is often given very little thought. There is still a large number of businesses in our country where know-how continues to be an essential ingredient for quality and innovation, especially in the luxury and jewellery industry where our brands excel throughout the world.

The Italian “fourth capitalism”, that is, the new pocket-sized multinationals that take the Italian product to the rest of the world, have not ignored manual know-how but have given new value to craft skills by offering endless possibilities for setting the wheels of absolutely original and surprising growth in motion.

TREND VISION: NEW DIRECTIONS HALL - West Entrance

"New Directions Hall", an exhibition area designed and created by Fiera di Vicenza to showcase the world of Italian contemporary jewellery. An area created especially for new trajectories of modern jewellery design featuring extremely diverse shapes and materials. From highly refined jewellery to fashion accessories, amulets to body sculpture, decorative elements to trinkets, gadgets to investments, functional to sentimental items.

"New Directions Hall" aims at being a window on the constantly evolving world of contemporary jewellery. The area exhibits work by 14 young designers, solid proof of the current and ongoing fervent activity in new design. Routes and paths that represent new horizons for future trends.

The area will be integrated with an important workshop carried out in collaboration with POPAI and Fondazione CUOA, the Vicenza Business School, that boasts one of the most prestigious Retail masters in Europe.

PROGRAMMES

SATURDAY 10th SEPTEMBER

11.30am Sala Palladio

L'innovazione è nelle nostre mani. Ostinatamente italiani.

Opening talk organised by Fiera di Vicenza

3pm New Directions Hall - West Entrance

Product Directions 2011 - 12 and a Preview on Seasons 2013+

Seminar organised by Fiera di Vicenza in collaboration with Paola De Luca

7.30pm Piazza Matteotti - Vicenza

Preview "The Italian Way: craftsmanship and technology. Designs around the body"

organised by Fiera di Vicenza in collaboration with Alba Cappellieri

SUNDAY 11th SEPTEMBER

11am New Directions Hall - West Entrance

Contemporary jewellery today

Conference organised by AGC Contemporary Jewellery Association in collaboration with Fiera di Vicenza

2pm Sala Palladio

Bringing ideas to life ... technology knows no limits when it comes to shapes and colours!

Conference organised by Legor Group and Fiera di Vicenza

3pm New Directions Hall - West Entrance

New Directions in Retail. How to plan a purchasing experience

Conference organised by Fiera di Vicenza in collaboration with POPAI and Fondazione CUOA

4.30pm Pav. E

The velvety taste of Art - part I

Event organised by Fiera di Vicenza and Eventya Group

MONDAY 12th SEPTEMBER

11am New Directions Hall - West Entrance

When does E-commerce work? How a company can get results from on-line sales and purchases

Conference organised by Silver-retail.it in collaboration with Fiera di Vicenza, Federdettaglianti and AICEL (Italian Electronic Trade Association)

12am Design Cafè

The Demaria 1.618 Divine Proportion Concept Collection Presentation

Event organised by Demaria Group

3pm New Directions Hall - West Entrance

Retail and socially responsible purchasing

Conference organised by Centro Produttività Veneto - Fondazione Rumor and Fiera di Vicenza

4pm Pav. E

The velvety taste of Art - part II

Event organised by Fiera di Vicenza and Eventya Group

5.30pm Design Cafè

Preziosa Magazine Aperitif

Event organised by Preziosa Magazine

8pm Palazzo Chiericati

AAA seeking new craftsman - tales of ideas and innovators

Talk organised by CNA Vicenza in collaboration with Fiera di Vicenza

TUESDAY 13th SEPTEMBER

3pm New Directions Hall - West Entrance

An overview on treating corundum crystals + the implications of new legislation on gemmological materials

Conference organised by Assogemme and Fiera di Vicenza

WEDNESDAY 14th SEPTEMBER

11am New Directions Hall - West Entrance

Trend Forecast Seasons 2013+

Seminar organised by Fiera di Vicenza in collaboration with Paola De Luca

SIDE SHOWS

New Directions Hall

West Entrance, organised by Fiera di Vicenza in collaboration with Alba Cappellieri

"Touch Fair Architecture" Exhibition

Sala Trissino, organised by Fiera di Vicenza in collaboration with Prof. Raffaella Laezza and Venice IUAV

About J Gallery

Pav. F, organised by Fiera di Vicenza

The Italian Way: craftsmanship and high technology. Designs around the body

Piazza Matteotti, Vicenza. 11th September-10th October, 10am-1pm / 4-9pm

Organised by Fiera di Vicenza in collaboration with Alba Cappellieri

HIGHLIGHTS OF INDIA PAVILION

India Pavilion at Vicenzaoro Choice 2011 was based on product segmentation as follows:

- ❖ Pavilion I (GROUND FLOOR) – hi-end Finished Jewellery
- ❖ Pavilion A – Gemworld for Loose stones companies

The organizers had allotted 246 sqm of space at Pavilion I – Ground Floor & 32 sqm at Pavilion A- Gemworld (Total Area 278 sqm)

List of exhibitors under India Pavilion

PAD I - GROUND FLOOR
ACPL Exports Pvt. Ltd.
Ariha Diamond Jewellery Pvt. Ltd.
Asian Star Jewels Pvt. Ltd.
Bombay Jewellery Manufacturers
Core Jewellery Pvt. Ltd.
Gemco Designs
Glorious Jewellery(I) Pvt.Ltd.,
Jatin Gems
Mohit Diamonds Pvt. Ltd
Shantivijay Jewels Ltd.
Sunjewels International Ltd.
Vama Creations Pvt. Ltd.

PAD A - GEMWORLD
Kala Gems Exports
Takat Gems India

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 Signature 2012 and attract quality buyers to the show from Italy & also promote India Pavilion at Vicenza fairs.
- Council utilized the advertisement media (display sites) in all shows of Vicenza. Council had 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 had a promotional booth at Pavilion I – 1st Floor – No. 3109 which was used for the promotion of Council's activities & IIJS Signature 2012. A promotional kit containing the following material was handed over to all the visitors to the Council booth:

- ▶ Exclusive directory of India Pavilion
- ▶ Solitaire magazine
- ▶ Sparkle of Success
- ▶ Promotional bags
- ▶ Registration for IIJS Signature 2012
- ▶ Promotional activities to promote India Pavilion:
 - Advertising cabin outside Pavilion I near the entrance of the venue
 - 1 Full Page In Vioro Magazine mentioning the names of the exhibitors at both locations
 - Promotional posters of the list of exhibitors, IIJS Signature 2012 & India Pavilions at Int'l exhibitions posters were put up at the Council booth

