

## INDIA PAVILION AT VICENZAORO Spring 2012 – 19-23 MAY 2012

**VICENZAORO Spring** – International exhibition of gold jewelry, silverware and watches  
VICENZAORO Spring welcomes the fusion between jewelry and fashion, making the new-generation consumer the centre of its marketing concept. VICENZAORO Spring is business, it is image, it is creativity, all for the most à la mode consumer target.

### MERCHANDISE CATEGORIES

Fine and commercial gold jewelry, platinum jewelry, industrial and hand-crafted silverware, silver costume jewelry, precious and semi-precious stones, natural and cultivated pearls, corals and cameos, wrist and pocket watches, services, trade press.

**EXHIBITION AREA:** 70.500 mq.

**No. of Buyers** 8932 from 106 countries

Foreign : 3780 Italy : 5152

**Total no. of Exhibitors** 1314

Foreign : 380 from 32 countries

Italy : 961 from 51 cities

**Delegations** 256 from 14 countries

### MEDIA COVERAGE

#### ITALY

75 journalists, 58 magazines,

9 TV stations, 6 newspapers,

16 magazines and periodicals,

8 web magazine

#### FOREIGN

71 journalists, 63 newspapers,

3 TV stations, 46 magazines

and periodicals, 1 news agencies,

12 web magazines

Fiera di Vicenza suggests for this edition of VICENZAORO Spring, in line with the most advanced experiences of the consumer society, the theme of Local is Global. The local at the centre of experience but only if it is able to distribute its content and products across the world.

VICENZAORO Spring 2012 has affirmed itself as a high profile Fair able to capture world attention. Van Cleef & Arpels, Cartier, Dodo and other winners of the *Andrea Palladio International Jewellery Awards*, presided over by world famous testimonial Maestro Gianmaria Buccellati, and Nicky Oppenheimer, President of De Beers, all agree that the elite of world jewellery comes through Vicenza.

The debate on *Corporate Social Responsibility* as part of the *World Jewellery Forum* (a new Fiera di Vicenza format) was further enriched by the interventions of Eli Izhakoff, President of the World Diamond Council, Gaetano Cavalieri, President of CIBJO, Gillian

Milovanovic, US Ambassador, Amal Medani, from UNITAR, a United Nations unit, Susan Shabangu, South African Minister for Mineral Resources, Michael Hayman, Chief Communication Advisor for the British Prime Minister, David Cameron and Co-Founder of Seven Hills.

The creative and stylistic future was outlined systematically by *Trend Vision Jewellery + Forecasting*, the independent research centre for jewellery trends, which provided a theoretical guideline of the directions that concept stores and luxury boutiques will be taking over the next few months. By pointing out the 8 mega trends of the main world markets in order to update buyers and producers on the best sellers for the seasons to come, VICENZAORO has become a *cool hunter* of retail fashion orientation.

The *Next Generation - Jewellery Talent Contest 2012*, the international competition that saw the creations of more than 200 under-30 designers from 20 of the most prestigious Italian and international Schools of Design competing on the theme of *Souvenir d'Italie*, presented a great opportunity for young designers. There were three winners.

Content and networking have generated concrete results in the high potential market zone. Fiera di Vicenza signed a partnership agreement with the *Dubai World Trade Centre*. As the exclusive representative for Europe and Italy, Fiera di Vicenza will be putting its relational skills, luxury know-how and innovative exhibition formats to great use.

The number of foreign traders was substantial even if a contained decrease in those from the EU was registered, especially from those countries where the current delicate economic situation is having a greater effect.

The presence of Mediterranean and Gulf area economies showed a recovery and was substantially in line with the expectations of buyers from the BRICS countries. The United States also showed renewed interest for the collections presented at Vicenza and the same can be said of South Africa. On the whole, buyers from Central and Eastern Europe demonstrated a rather conservative attitude.

The domestic market, however, showed a further weakness in demand, which was confirmed by a drop in consumer loyalty indexes in regard to the propensity to buy under the present economic circumstances.

Other notable developments at the show

### **World Jewellery Forum - 13<sup>th</sup> to the 20<sup>th</sup> May 2012**

Fiera di Vicenza organized the World Jewellery Forum, a unique event which saw the participation of the main representatives of the high-end jewellery world and the world of diamonds. They had chosen Vicenza as the location for the 2012 edition of their annual meeting choosing VICENZAORO as an ideal shop window and meeting place. By hosting this event Fiera di Vicenza had allowed the two prestigious congresses, the

World Diamond Council and CIBJO (Confédération International de la Bijouterie, Joaillerie, Orfèvrerie des Diamants, Perles et Pierres), respectively to be in proximity to each other at VICENZAORO Spring 2012 giving life to the WORLD JEWELLERY FORUM.

Important technical meetings were held under that forum which discussed the current themes of the world of jewellery and diamonds together with a range of enjoyable cultural and social events.

The Board of Directors of CIBJO, the World Jewellery Confederation, unanimously approved the setting up of a *Trade Fair Commission* which will have the task of coordinating the various international gold and jewellery fairs. Corrado Facco, General Manager of Fiera di Vicenza, was called upon to preside over the new body. Corrado Facco will be responsible for involving representatives of exhibition management organizations operating in the trade sector in topics such as ethical trade and *Corporate Social Responsibility* along the jewellery production line. In this way, Vicenza will become the world capital of diamonds, hosting two important appointments that up to now have never been united under the auspices of VICENZAORO.

### **Informative Seminar**

The seminar promoted by the Giacomo Rumor Foundation– Centro Produttività Veneto, entitled “Materials and innovative solutions for the luxury sector” which took place in the Trend Vision ‘Inspirations’ area at Fiera di Vicenza during the VICENZAORO Spring 2012. The seminar stressed that research and the use of innovative materials can be combined with traditional ones, & thus give companies the opportunity to take advantage of very effective tools for giving products new or further uses. In this way they can develop new ideas for products and applications in different goods sectors.

### **Highlights Of India Pavilion**

India Pavilion at Vicenzaoro Spring 2012 was based on product segmentation as follows:

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

The organizers had allotted 262 sqm of space at Pavilion I – Ground Floor & 32 sqm at Pavilion A- Gemworld (Total Area 294 sqm)

### **List of exhibitors under India Pavilion**

Company Name	Booth No.	Area (sqm)
PAD I – GROUND FLOOR		

Ariha Diamond Jewellery Pvt. Ltd.	3002	40
Asian Star Jewels Pvt. Ltd.	3013	16
Bombay Jewellery Manufacturers	3009	16
Core Jewellery Pvt. Ltd.	3005	20
Gemco Designs	3015	16
Glorious Jewellery(I) Pvt.Ltd.,	3011	20
Mohit Diamonds Pvt. Ltd.	3001	20
Noore Gems	3016	16
Sanghavi Jewel Pvt. Ltd	3014	16
Star Lapidary	3021	14
Sunjewels International Ltd	3000	20
Vama Creations Pvt. Ltd	3006	32
Panna Handicrafts (First Floor)	3103	16
TOTAL		262
The Gem & Jewellery Export Promotion Council (First Floor)	3105	16
<b>PAD A – GEMWORLD</b>		
Kala Gems Exports	331	16
Takat Gems India	318	16
TOTAL		32
<b>GRAND TOTAL</b>		<b>294</b>

#### 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 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 has 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 booth at Pavilion I – 1<sup>st</sup> Floor – No. 3105 which was used for the promotion of Council's activities & IIJS 2012. A promotional kit containing the following material was handed over to all the visitors from the Council booth:

- ▶ Exclusive directory of India Pavilion
- ▶ Solitaire magazine
- ▶ Sparkle of Success
- ▶ Promotional bags
- ▶ 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 & India Pavilions at Int'l exhibitions posters was put up at the Council booth

### CG visit to India Pavilion

The CG paid a visit to the show on the 1st day i.e. 19th May & also met all the exhibitors personally to take their feedback. They expressed that the show was slow due to the sluggish European economy but they were doing reasonably good business. Most want to retain their participation in the next editions & 1-2 exhibitors want more space. CG expressed his appreciation of the efforts put in by the Council for the organization of India Pavilion. The exhibitors also informed him that they were happy with the organization of India Pavilion by Council.

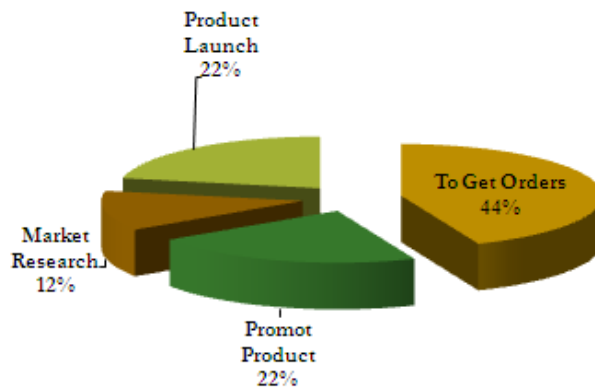
### Fusion Restaurant on 1st Floor – Pavilion I

Organizers have opened a fusion restaurant on 1st Floor of Pavilion I in order to increase the footfalls on that floor & complimentary lunch/happy hours coupons were provided for all days of the show for all the exhibitors on that floor where the Council booth & 1 Exhibitor (Panna Handicrafts) is located.

### Exhibitor Feedback

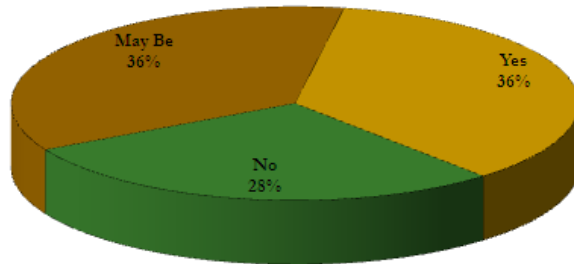
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## Reason of Participation



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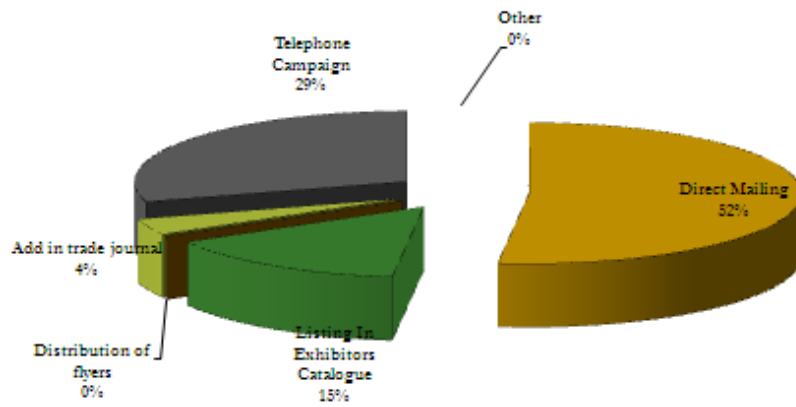
## Rate of achievement



15 Feedbacks

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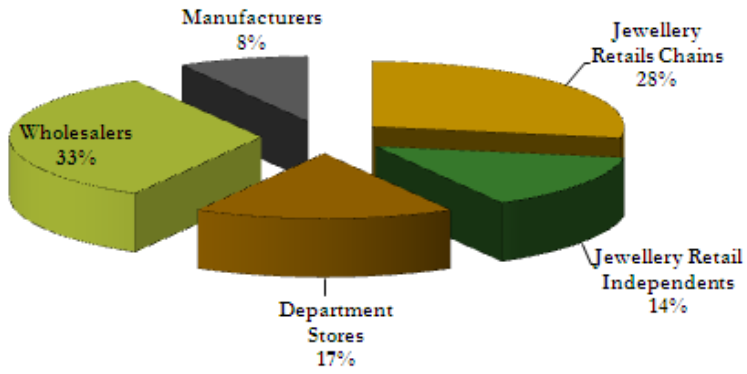
## Activities undertake to attract visitors



15 Feedbacks

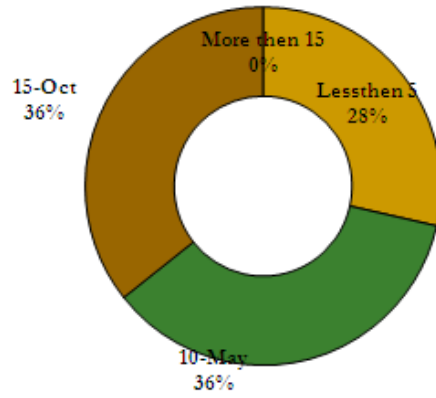
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## Target Customers



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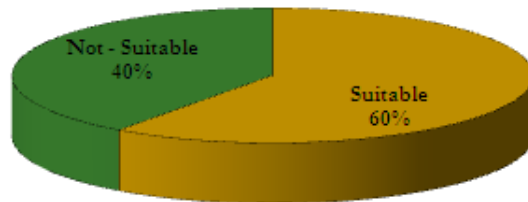
## Received Business Contacts/Enquiries



15 Feedbacks

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## Appropriateness of Attendees

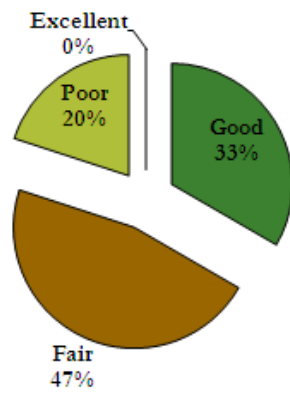


15 Feedbacks



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## Overall Business Result

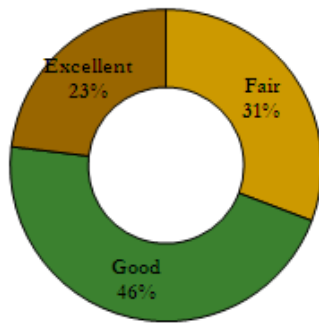


15 Feedbacks

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## Participant Directory - Presentation

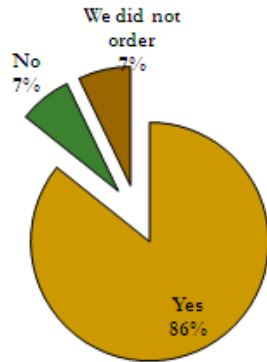


15 Feedbacks

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## Were all pre-ordered facilities in place

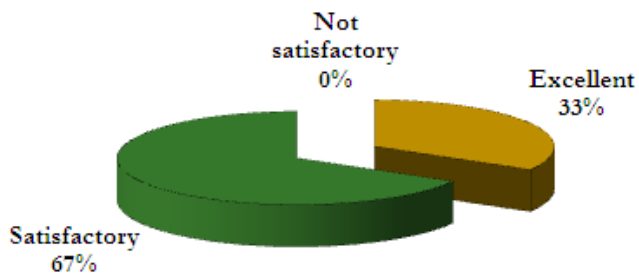


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15 Feedbacks

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## Service Provided by Council Secretariat

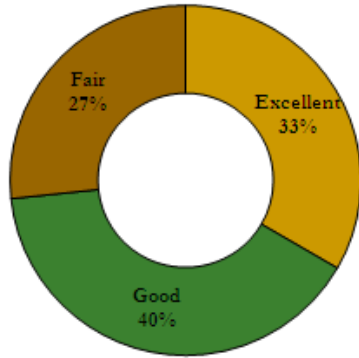


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15 Feedbacks

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## Hall Facilities

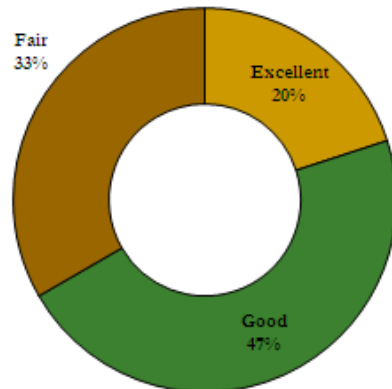


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15 Feedbacks

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## Pre Show Promotion Done by Council



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15 Feedbacks

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## Booth Facilities



15 Feedbacks

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## Problem Encountered / Suggestions

- Make Display window more bigger.
  - Spotlight in booth is too bright
  - Standard accessories table lamp was missing
  - Veg food during the show
  - More seating facilities like sofas etc...
  - To play Indian classical music in India pavilion
  - Internet access to be include in booth package
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