

Report of VICENZAORO Winter 2013-19-24 Jan 2013

International horizons and future scenarios take centre stage at the opening of the International Gold and Jewellery Show at Fiera di Vicenza

The show at a glance:

VICENZAORO Winter is the key appointment for the world's gold and jewelry sector. The first event on the international trade fair calendar, presents all the new collections and indicates jewelry trends.

At **VICENZAORO Winter**, gold jewelry "made in Italy" finds its most complete expression, thanks also to focused events and large-scale promo initiatives. Its programme of meetings, workshops and conventions is one of its kind in the world and each year is a characteristic of its organization.

[T-Gold](#), held at the same time in Leonardo Pavilion, highlights the close link between creative ability and the most recent technologies applied to the processing of precious metals.

MERCHANDISE CATEGORIES

Fine and commercial gold jewelry, platinum jewelry, industrial and hand-crafted silverware, silver costume jewelry, precious and semi-precious stones, pearls, corals and cameos, wrist and pocket watches, machinery and equipment for jewelry manufacture, accessories, gemological instruments, services, trade press. Table and furnishing silverware, gift and fancy goods.

EXHIBITION AREA: 70,500 square metres.

For trade only

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

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

VICENZAORO Winter 2013, Fiera di Vicenza's International Gold, Jewellery, Watch, Silverware and Gem Show is the first on the world jewellery trade fair calendar and aims its spotlights on current trends and new products. The show was held from 19th - 24th January, & acted as an international business hub where 1,500 exhibiting companies representing 31 countries worldwide gathered together to negotiate with trade retailers and a large number of foreign buyers who had come to Vicenza for the occasion. A few hours after the close of the event data confirm the latest projections about 7,600 foreign presences, while Italian stood at around 8,586.

On the first day, the stage was taken up by the Opening Summit “The Future. Now”, the theme that Fiera di Vicenza had chosen as the common denominator for the International Summits that will open all three annual editions of VICENZAORO.



“The series of International Summits is an integral part of the networking activities foreseen by the FDV 2011/15 Strategic Re-launch Plan with which Fiera di Vicenza intends to strengthen its role on the global scene,” said Roberto Ditri, President of Fiera di Vicenza. *“With this event and the ones coming up, we want to make our contribution to the future of international jewellery and Italian-made products, by encouraging*

confrontation between qualified traders and producers and by bringing the knowledge and experience of key players and the most authoritative opinion leaders to VICENZAORO. The global market, the evolved consumer, the new social-economic sustainability, are all structural changes on which to re-align our vision. Both personally and in terms of business. The present future, in fact, offers extraordinary opportunities to those who are able to grasp the general mood, accept and exploit it.”

The talk entitled “The Future. Now. New perspectives in Jewellery” - in partnership with Swarovski Gems™ - presented by Simon Brooke, a leading journalist with the Financial Times, saw a panel of illustrious international guests like Nadja Swarovski, Member of the Executive Board Swarovski Crystal Business, Stephen Webster, Founder and Creative Director of Stephen Webster, Joanne Arbuckle, Dean of the School of Art and Design Fashion Institute of Technology in New York, Artak Udumyan, Vice-President Estet (Russia), Roberto Coin, CEO of Roberto Coin S.p.A., Hank Siegel, Owner and President of Hamilton Jewellers (USA) and Jenny Jing, Editor in Chief Harper’s of Bazaar Jewelry, China, commenting on the subject.

Swarovski Gems™ *premium brand* had chosen to share Fiera di Vicenza's vision of continual research aimed at development, innovation and commitment to designing the industry's future. The company is taking an active part at VICENZAORO Winter once again with its own exclusive pavilion located directly at the entrance to the Fair where it is giving a world preview of its innovative Natural Shine cut for working pure topaz.

T-GOLD – The Machinery Show

The 36th edition of T-GOLD, the Show for gold processing technology and machinery at Hall L, also opened at Fiera di Vicenza together with VICENZAORO Winter. This year the Show had a total of 120 exhibiting companies including some of the sector's leading organisations. This Hall recorded over 12 thousand total visitors from 5 continents.

The show which is strategically placed at the beginning of the year, gave a first indication of the market responses, leaving a glimpse of cautious optimism.

Some International Projects organized by Fiera di Vicenza that aims to markets where demand is highest:

- The historic link between the Fair and AFEMO (Association of Manufacturers, Exporters Machines Gold)
- Tecnogold in Sao Paulo, Brazil
- Dubai International Jewellery Week in the United Arab Emirates
- India International Jewellery Show, Mumbai, India



Fiera di Vicenza had also scheduled an opening party on 19th January 2013 at Pad I in the evening at 7 pm with acrobatic performances & songs to celebrate the 2013 edition of VICENZAORO winter 2013. It may have been wet & cold outside, but inside the Fiera's International Pavilion, the inhabitants of Vicenza's global village of jewellery gathered to enjoy a warm & carefree party putting the serious business of a long day's work behind them.

COMMENTS FROM SOME PROMINENT VISITORS/EXHIBITORS

William David Gust - Vice President Swarovski Gems™

"To promote the brand Swarovski Gems we have chosen the Fair and we are now tuned into the management of programs, mentality and mission. VICENZAORO is an important platform at the international level, with roots in an area that is important for us as a market. "

Hank Siegel - President Hamilton Jewellers (USA)

"For the jewel future means giving the opportunity to our customers to interact with the producer. Proximity This will be the real key to success of the jewelry. Whether a Fair realize the match between consumer expectations evolved and the world of production is us a great opportunity. "

Stephen Webster – Famous Designer from London

"Things have changed, the fear of daring, fear of the new and prim formalities are gone. Nowadays jeans go hand in hand with the diamond rings from several thousand euro. It 's just something that makes a person more lively. A VICENZAORO you feel this much vivacity. "

Dhamanis Manish (Buyer, Dubai)

"This is my first time at the Fiera di Vicenza. VICENZAORO is the most important event of the goldsmiths and jewelry. This year, however, is more focused on the creative jewelry. Fiera di Vicenza is struggling very much for here attract skilled workers and provide all possible facilities to buyers like me. VICENZAORO For me it is a very important meeting to create and establish relationships in this business and I'm glad I had the opportunity to expand, thanks to this , my customer base. "

Lisa Vinicur (Buyer, USA)

"Vicenza is the perfect center for those who want to meet in the field for doing business and establish important business contacts. Italy is and will always be the only place where creativity is born.'s More you have available an attractive location, rich culture that is essential for anyone who wants to succeed in this industry. "

Chris Graham (Buyer, USA)

"In Vicenza try jewelry design unique and wonderful, produced by Italian artisans who do not see in America. Italians are fabulous in everything they do, including jewelry. Want to select the best for our customers, something that my competitors from 'On the other side of the street will not find at JCK, trade fair, held in the USA. "

K. Srinivasan, Managing Director of Emerald Jewel Industry India Limited (Buyer)

"Vicenza certainly has the credentials to be defined as a business hub, a real business center. Vicenzaoro Winter is a show that is trendy. Addition, the Fair provides an excellent opportunity to network."

Guido Damiani - Chairman and CEO Damiani

"We are very satisfied with this edition of the Fiera di Vicenza. Our new stand, larger and completely renovated, has been highly appreciated by our customers and had an excellent turnout. There 'been a good growth in orders compared to last year, a sign of appreciation of our collections, especially in view of the particular time. "

Romy Mehta - Bapalal Keshavlal (Exhibitor, India)

"Vicenzaoro is a truly international event: it covers a range of countries in which we want to be more and more present, from the Middle East to South America to Asia, and then allows us to strengthen our contacts with Italian customers, Europe and the U.S.."

Ricardo Vianna - Chairman and CEO Vianna Brasil (Exhibitor, Brazil)

"We are very happy, especially to have found a place in Hall B1 at the level that we think we deserve. This gave more visibility to our brand, has helped attract customers, that we could fit in a booth really comfortable. I'm very happy the results of this show, which went beyond our expectations. "

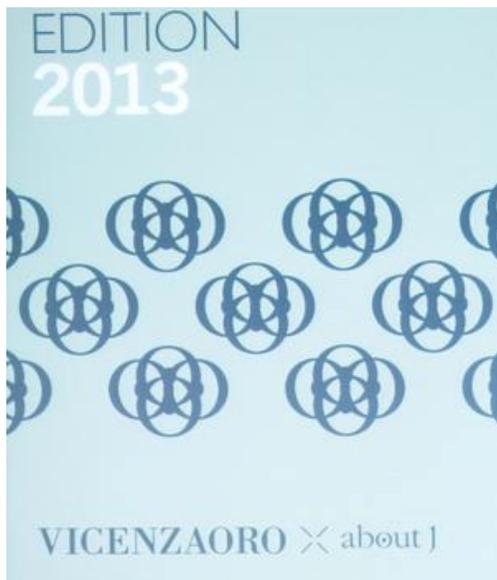
Daniel Brown - Pasquale Bruni (Exhibitor, Italy)

"VICENZAORO of January has confirmed an ever more international. We have worked with buyers, among others, Europe, Turkey, Greece, markets which are very interesting because they benefit from the Russian tourism. This event allowed us to maintain close contacts with operators met in the latest editions of VICENZAORO. But we also had the opportunity to meet buyers from Eastern Europe, from countries such as Azerbaijan, the Czech Republic and Kazakhstan, markets are constantly looking for important collections and luxury. "

SOME SIGNIFICANT EVENTS ORGANIZED DURING THE SHOW

Unveiling the exclusive show About J

After last year's edition, which brought together the jewelry elite in the unique atmosphere



of Cortina, About J now moves to Venice: from 4 to 7 September 2013. 35 national and international jewelry brands will meet 100 carefully selected buyers in order to establish important trade agreements and to enjoy moments of relaxation in luxury in an exclusive 5-star hotel that will see half of it reserved for the event.

The staff of Fiera di Vicenza will take charge of all logistics and hospitality, security and transport (including transfers to VICENZAORO Fall scheduled from 7 to 11 September 2013) thanks to attentive and efficient Full Board Hospitality. The event is by invitation only (with a participation fee of €9,000). Brands

interested in participating have until March 22, 2013 to apply. Mandatory requirements are: high innovativity, a strong design identity, an image of excellence, the adherence to the principles of corporate social responsibility and a natural position in the haut de gamme sector. The concept of the exclusive show – About J was unveiled on Monday, January 21, 2013

Agreement between Fiera Di Vicenza and Associazione Orafa Valenzana

The agreement marks the beginning of AOV's collaboration at About J and prefigures an alliance to "go abroad united."

A major new agreement was signed Monday, January 21, 2013, a new piece in the great



project by Fiera di Vicenza. "What is happening today is very important for the Italian jewelry industry: we are teaming up beyond words to address very exciting challenges." Commented president of Fiera di Vicenza Spa Roberto Ditri. Francesco Barberis, President of AOV, expressed enthusiasm for the synergy, "It is the first time that our association has signed a memorandum of understanding with a fair outside of our district."

Listening to Barberis and Ditri was a large audience of international journalists and representatives of major jewelry brands.

Stamp Art Goldsmith

On January 19, was the official date of issue of the first postage stamp series dedicated to the Made in Italy in 2013 and in particular the Art Goldsmith. A recognition of all-round excellence of Italian gold jewelery, regardless of geographical origin. With this in mind - in order to pay homage to the District of Vicenza and, in particular, in the event VICENZAORO-

in sheet of 25 stamps were issued.

The Boutique Show

The Boutique Show is a new concept of fair exhibition which will be operational from 2014 and Winter VICENZAORO which consists of new infrastructure, new services and new exposure models designed to implement the value of the offer and meet the needs of buyers and retailers.

The overall reorganization of the new exhibition space has been designed taking into account some guidelines, primarily the creation of new



"community" of exhibitors: the various brands present in VICENZAORO will in fact be organized into groups based on common values, positioning systems of organization, type of production and overall image. The whole "layout" exhibition VICENZAORO be conceived as a system that will include six main districts: Icon, Creation and Look for jewelry; Essence for gems and valuable components; Expression packaging and visual merchandising; Evolution of Technology applied to precious metals.

New Step of the internationalization process: VICENZAORO to Hong Kong International Jewellery Show

VICENZAORO adds a new stage in its internationalization process and arrives in Hong Kong, under the banner of the overall strategy that involved Hong Kong as the most likely representative of the Made in Italy in the world. From 5 to 9 March 2013, in collaboration with ICE (Italian Institute for Foreign Trade) and the Agency for Foreign Trade of Hong Kong (HKTDC), the Vicenza Fair will play a leading role in the festival of the jewel Chinese Hong Kong International Jewellery Show.

Trendvision Jewellery + Forecasting



In this edition of VICENZAORO Winter, there was a genuine strengthening of Trendvision Jewellery + Forecasting, which offered in this edition moments selected for forecasting, design and product information, workshops, focus groups, training. With the Trend Book +2014, with 18 months in advance are proposed with the most important megatrends impact on the design, production and distribution of contemporary jewellery, inspired by social

phenomena, cultural, political and environmental.

Publishing products

- The official magazine of the Vicenza Fair, VIORO is aimed at exhibiting companies active partners of the editorial system and jewellery industry. VIORO Daily, the official newspaper of VICENZAORO, is a showcase for all exhibitors & visitors.
- T-GOLD, Goldsmith Technologies Journal, a magazine specializing in technologies jewellery, machinery, products and services in the area of precious metals. Corporate data, photo and description of machinery and technology are included in this magazine alongwith the APA VICENZAORO free download from the Apple Store.
- Show Guides VICENZAORO Winter 2013 is a guide with a complete list of exhibitors, maps and services. The Show Guide is also available in a digital version for iPhone and iPad.
- From January 19 VICENZAORO.COM is online, the portal that tells all the events and

projects in the world organized by Fiera di Vicenza goldsmith.

- VICENZAORO CHANNEL, was also launched from this edition of the show. The thematic satellite television channel serving the jewellery sector. The debut took place through direct and news on the air 24 hours a day for all six days of the event. In Italy it is visible on the free channel 832 of Sky satellite platforms and Tivùsat.

INDIA PAVILION AT VICENZAORO WINTER 2013

HIGHLIGHTS OF INDIA PAVILION AT VICENZAORO winter 2013

India Pavilion at Vicenzaoro winter 2013 is 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 including 16 sqm complimentary booth for Council & 16 sqm at Pavilion A- Gemworld (Total Area 246 sqm)



Some Booths under India Pavilion

List of exhibitors under India Pavilion

Sr. No.	Company Name
	PAD I - GROUND FLOOR
1	Ariha Diamond Jewellery Pvt. Ltd.
2	Asian Star Jewels Pvt. Ltd.
3	Bombay Jewellery Manufacturers
4	Core Jewellery Pvt. Ltd.
5	Gemco Designs
6	Glorious Jewellery(I) Pvt.Ltd.,
7	Mohit Diamonds Pvt. Ltd.
9	Pietre del Mondo
10	Sanghavi Jewel Pvt. Ltd
11	Sunjewels International Ltd
12	Vama Creations Pvt. Ltd
	PAD A - GEMWORLD
13	Takat Gems India
	GRAND TOTAL

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 Signature 2013 and attract quality buyers to the show from Italy & also promote India Pavilion at Vicenza fairs.
- Council is utilizing 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

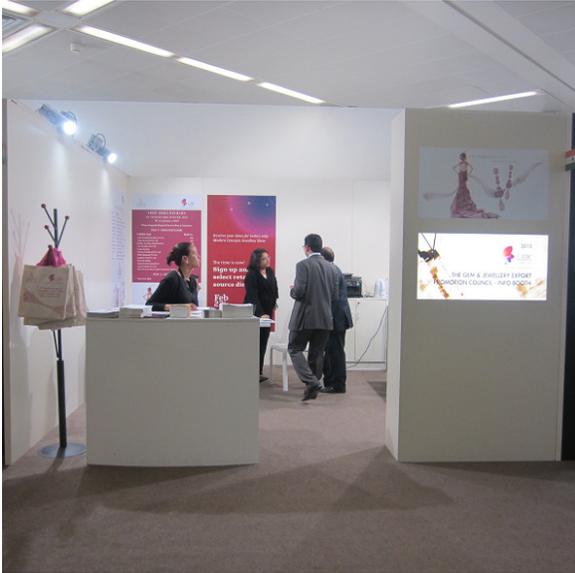
ACTIVITIES RELATED TO INDIA PAVILION

➤ Promotional Booth

Council had a promotional booth at Pavilion I – Ground Floor – No. 3015 which was used for the promotion of Council’s activities & Signature 2013. 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 undertaken 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 were put up at the Council booth



Council's Promotional Booth



Council Representative Ms Mithila Akre with Interpreter Ms Anna Paola

➤ **Meeting with the organizers for location of India Pavilion for May & Sept show**

Following were present during the meeting:

Mr. Priyanshu Shah, Co - convener, Exhibition (Intl) Subcommittee & co-ordinator for Vicenza shows

Ms Alessandra Grolla, Sales Director

Ms Ombretta Battistello, Sales Manager - Jewellery

Ms Nina Patel, Asst. manager, Exhibitions

Ms Mithila Akre, Asst. manager, Exhibitions

The organizers reiterated their proposal for India Pavilion at Pavilion D but also proposed that they were looking into the possibility of another location in Pavilion C. Ms Alessandra Grolla informed that the booth package & look of the Pavilion would be the same as January 2013 show.

Mr. Priyanshu Shah informed the organizers that the exhibitors were not happy with the proposed location & would like to opt for another location preferably more toward the main hall i.e. hall B & even if the locations are split into 2 parts it would be preferred provided the location was prominent. He also informed them that India Pavilion should be allotted a better location & if the booths were in the multiple of 14 sqm then Council may require lesser space than January edition. However the final area would depend on the final location.

The meeting was followed by a tour of Pavilion D/B/C alongwith the organizers wherein some prominent locations in pavilion B were pointed out to the organizers by Mr Shah.

OBSERVATIONS:

- All booths under India Pavilion were well organized & the extra furniture ordered by the respective exhibitors was placed in the booths as per their request.
- M/s Gemco Designs had requested the organizers to place their internal showcases in one line inside their booth. However, the organizers had not done the same as they did not understand how to do so. After some concerted efforts & personal supervision by the Council's representatives at the show, the showcases were placed the way the exhibitor wanted which was highly appreciated by the exhibitor.
- One of the exhibitors under India Pavilion, M/s Pietre del Mondo, had requested the organizers to remove the wall (without informing the Council) which was shared with the booth next to them which was not under India Pavilion. As per the Council rule this is not allowed & therefore the same was conveyed to the exhibitor & organizers were requested to put up the wall & segregate the booth. This was done 2 days before the show started.
- 1st ever get-together-dinner with the Indian families exhibiting at Fiera di Vicenza organised by Indian Gem & Jewellery trade members based in Italy (Mr Bitthal Maheshwari & team) at Villa delle Rose on 21st Jan, 2013, around 135 Indians attended the dinner party. They had also invited the Fiera di Vicenza organizer; Mr. Shailesh Sanghani represented the Council and welcomed Ms. Michele Gresel, Sales Director- Fiera di Vicenza to Indian Dinner. The evening ended with Indian National Anthem.
- Most exhibitors under India pavilion seemed busy with customers throughout the day. Exhibitor under India Pavilion at Gemworld was very satisfied with the response he had received
- Most of the exhibitors went to Pav D to see the location of India Pavilion offered by the organizers & nearly all of them were of the opinion that the location was not good & at the far end of the hall which would be difficult for buyers to find & reach. The same was conveyed to Mr. Priyanshu Shah, Co-ordinator for Vicenza shows

Ms Nina Patel, Asst. Manager, Exhibitions & Ms Mithila Akre, Asst. Manager, Exhibitions represented the Council at the Show.