

REPORT ON VICENZAORO FALL, 3-7 SEPTEMBER 2016

VICENZAORO is a focus confirmation platform for the international gold and jewelry sector. The edition of **September 2016**, which is of five days of the Exhibition held from 3rd to 7th of September 2016, represented a strategic event to check the progress of the world market, at a time when complex the sector globally and in view of the year-end holidays, the period in which there are the most significant numbers in sales.

Fiera di Vicenza has revived the protagonists of the high range of jewelry unique exhibition context to the world of **VICENZAORO the Boutique Show**. The format, modern and elegant, it has offered clarity and ease of navigation between the pavilions and the 5 community of companies (6th edition January) - **ICON, LOOK, CREATION, EXPRESSION, ESSENCE**. Even during this edition of the innovative layout encountered positive feedback for its ability to promote business meetings and accompany buyers in finding the target exhibitors, including through digital tools such as App VICENZAORO.

Over 19000 Buyers and trade visitors from 115 countries had come to know the most collections trendy jewellery - proposals 1300 brands from 35 foreign countries and of course from all Italian gold districts (Vicenza, Valenza, Arezzo, Milan, Naples and Caserta).

VICENZAORO September confirmed Expression of worldwide interest, which confirmed its clear international positioning: 37% of the exhibitors are coming from abroad. These have been alongside stars of truly inclusive national presence in all the best components of the Made in Italy, with several reference values, which make VICENZAORO the only true national excellence Salon. This edition is the Manifestation Business & Cultural Hub of excellence for the whole supply chain globally and is positioned at a strategic time of year where there are the most significant numbers in sales due to the holidays. The common thread of this new edition, with the theme "**The Golden Touch**", remained the world's gold and jewelry, the most current and anticipation of future trends.

NOW - Not Ordinary Watches: A new exhibition space dedicated to the world clock at the Salone Internazionale goldsmith and jewelry organized by Fiera di Vicenza in the Global Brands District jewelry, ICON. This new space allowed buyers and the industry professionals to have a vision on the accessory with the introduction of innovative and watchmaking design brand Made in Italy & Europe. NOW Plaza, the square was dedicated to the watch world, was a collection of stories with different views interpret the watch produced. NOW Plaza was located within the District ICON, the exclusive

community dedicated to Global Jewellery Brand of the industry, and gathered the collections of a selection of independent brand, characterized by a strong know-how, design engineering and research to innovation, including AltanusGeneve, Brosway, Didofà, Gaga Milan, Ju'sto, Locman Italy, Louis Erard, Lucien Rochat, Paul Picot, Save My Day, Deaf and Spa Terra Cielo Mare.

TRENDVISION Jewellery + Forecasting presented TRENDBOOK 2018+: TRENDVISION was established in 2010 by Fiera di Vicenza as a permanent Observatory Centre of the particular trends of the jewellery, watch and fashion accessory industries. It realises TRENDBOOK, the influential publication since 2002. The reference guide for the jewellery and international contemporary luxury forecasts and analyses the mega Trends and style directions that will be influencing product development and consumer choices, 18 months ahead of the market. Fiera di Vicenza's independent observatory that identifies trends in the jewellery, watch and accessory industries, once again played a key role at VICENZAORO Fall, and detailed the trends and consumer patterns that emerged in the jewellery and watch market place in near future, allowing companies to plan the production and distribution of jewellery for 2018 and onwards. On Saturday, 3rd September saw the premiere of **TRENDBOOK 2018 +**, the guide that contained the directions of style, product and forecast trends set.

The opening: room for emerging creativity- The opening of Vicenzaoro was a customary and not-to-be-missed part of the show. An opening evening where buyers and exhibitors gather together in an exceptional setting and all the edition's latest news was presented. This year, the special event, held on Saturday, 3rd September starting at 7.00 PM, animated the Palladio Theatre with an interesting institutional talk moderated by the verve of journalist Nicola Porro, summoned to chair the declarations of Matteo Marzotto – President of Fiera Vicenza, Lorenzo Cagnoni – President of Rimini Fiera, and Honourable Ivan Scalfarotto – State Under Secretary for the Ministry of Economic Development.

A significant moment that highlighted the important ongoing dialogue with Rimini Fiera on the integration of the two companies, which could give rise to a major Exhibition Provider in Italy and Europe. A future integration between Fiera di Vicenza and Rimini Fiera is a strategic key that could open the doors to an ambitious and winning future by allowing these two already giant Companies to aim at even greater development objectives, not only for the domestic market where there is still margin for growth, but also, and above all, on the international front. Being globally competitive: this is therefore the next great goal to achieve and for which the trade show organisations are asking the government for legislative and institutional support as well as financial in order to be able to operate as bona fide businesses.

Next Generation Jewellery talent Contest 2016: Followed by the opening ceremony, the rhythm of the evening changed to make room for the jewellery world's upcoming talents. Fiera di Vicenza with great expectations for young creative talent and specifically promoted their activity with the Next Generation Jewellery talent Contest, an award for designers under the age of 30, organised in collaboration with Milan Polytechnic's School of Design. The evening provided an ideal opportunity to host the contest's prize-giving ceremony. The winners were selected for their interpretation, through the most creative shapes and value, of the theme of this edition, Jewellery and Travel.

On Sunday, September 4, a seminar on **CHALLENGE OF MARKETING JEWELLERY TO MILLENNIALS** reflected the commitment of CIBJO and Fiera di Vicenza towards Corporate Social Responsibility and sustainability that they pursue together through their official membership in the Economic and Social Council of the United Nations (ECOSOC).

The next edition of Vicenzaoro Winter is set to take place from 20 – 25 January 2017 at the Fiera di Vicenza, Viadell'Oreficeria 16 - 36100 Vicenza, Italy.

INDIA PAVILION

The India Pavilion occupied 241.92 sq.mtof space under India Pavilion. India Pavilion was spread across two halls i.e., Pav.3.0, 3.1 as per the given below list of exhibitors:

Hall 3.1- Jewellery

Sr. no.	Region	Company Name	Hall no.	Stall. No.	Area (Sqmt.)
1	Mumbai	Ariha Diamond Jewellery Pvt Ltd.	3.1	190 & 191	28.8
2	Mumbai	Core Jewellery Pvt. Ltd.	3.1	196	14.4
3	Mumbai	Vama Creation Co. Ltd	3.1	187 & 188	28.8
4	Mumbai	Uni Design Jewellery Pvt. Ltd	3.1	180 & 181	28.8
5	Mumbai	Fine Jewellery Manufacturing Ltd.	3.1	192	14.4
6	Surat	Ruta Jewels/ D.N Jewels	3.1	194	12.96
7	Mumbai	Intergold India Pvt Ltd	3.1	193	14.4
8	Jaipur	Pietre Del Mondo	3.1	182	14.4
9	Jaipur	Spectrum JewelmartPvt. Ltd.	3.1	185	14.4
10	Mumbai	Priority Jewels Pvt. Ltd	3.1	184	12.96
		GJEPC Exhibitor lounge	3.1	183	14.4

Hall 3.0- Loose Stones

1	Jaipur	Chouhan Enterprises	3	110	10.8
2	Jaipur	OM SHREE GEMS	3	111	14.4
3	Mumbai	HK DESIGN (INDIA)	3	138	18

Council had one promotional booth admeasuring 14.4 sq. mtrs at Hall No 3.1 to facilitate and extend services to the exhibitors and simultaneously used the facility to distribute promotional materials to the visitors thereby promoting Signature 2017 also. At the Council's booth tea/coffee and refreshments were offered to the exhibitors. Majority of the exhibitors were found to have made good business. All the exhibitors have confirmed their participation at the Vicenza Oro Winter edition January 2017.The exhibitors were satisfied with the arrangements made by GJEPC.

India Pavillion in Hall 3.1



Meeting with Show Organizers:

On September 3rd 2016, Mr. Vishal thakker and Mr. Pawan Motwani had a meeting with Mr. Emanuele Guido, Head of Marketing & Business Development & Mr. Giampaolo Rizzo, Exhibition Design Manager at the Council's booth over new features to be introduced in Vicenzaoro Dubai next edition in 2017 and discussion over feedbacks received from India

Pavilion exhibitors in Vicenzaoro Fall 2016. Mr. Vishal Thakker discussed with Mr. Giampaolo Rizzo about Exhibition Design for IIJS and Signature show. They intend to associate with Council to create new concept and stall design for IIJS and Signature. Council's representative invited them to visit IIJS and Signature show to understand the structure and stall design and site condition for better understanding.

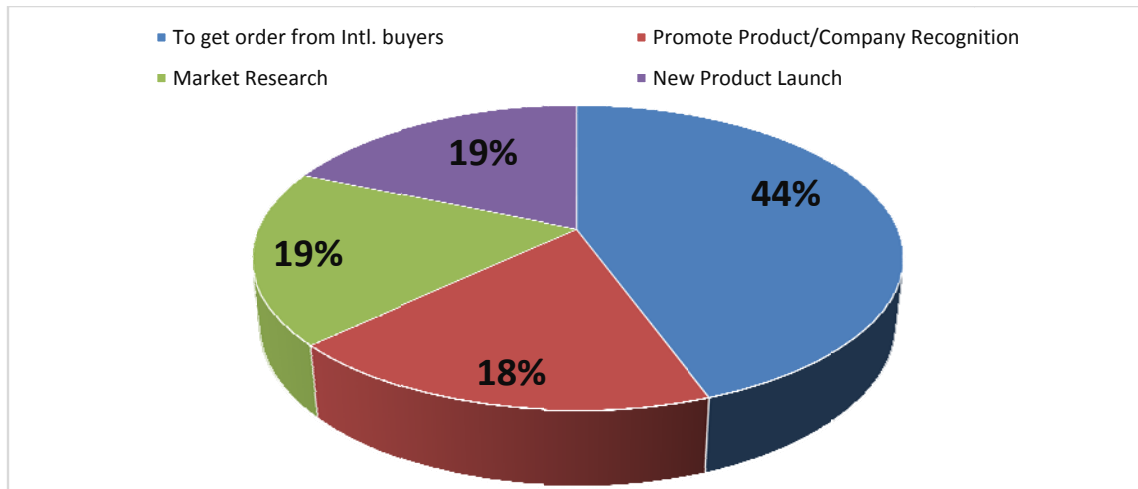


On September 4th 2016, Mr. Vishal thakker and Mr. Pawan Motwani had a meeting with Ms. Ombretta Battistello, Sales Manager. The Council's representative also gave a brief about the overall response of the India Pavilion exhibitors at Vicenzaoro September 2016.

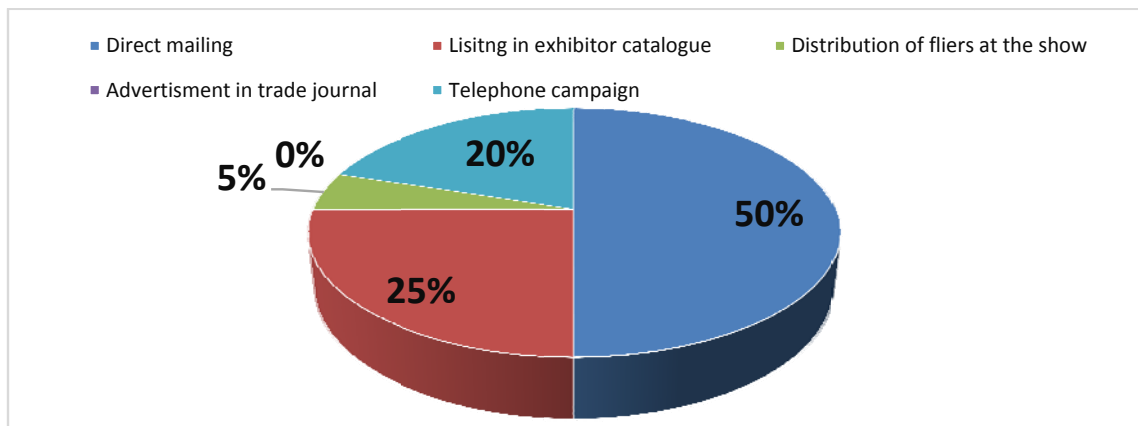
Meeting with H. E. Mr. Charanjeet Singh, Consul General of India to Milan, Italy The Consul General of India to Milan, Italy visited the fair on Tuesday, September 6, 2016. Mr. Vishal Thakker and Mr. Pawan Motwani from the Council along-with Mr. Bitthal Maheshwari - Council's Co-ordinator, Europe escorted the Consul General to the Secretariat's stall. Mr. Vishal Thakker and Mr. Maheshwari briefed the CG about the India Pavilion. They informed the CG about the composition of exhibitors participating through the India Pavilion along-with the overall exhibitor response towards the show. The Council's secretariat thanked the CG for his gracious presence at the fair and also gifted him mementoes as a token of appreciation. Post the meeting, the CG visited each exhibitor participating under the India Pavilion in both the halls.



The main reason for participation at Vicenzaoro Fall 2016?



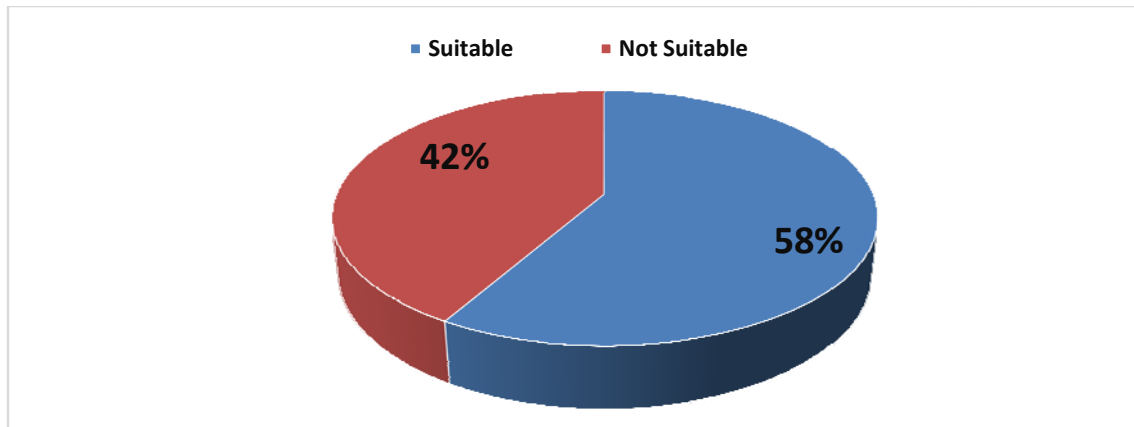
To attract visitors to your booth, what activities did you undertake before the opening of Vicenzaoro Fall 2016



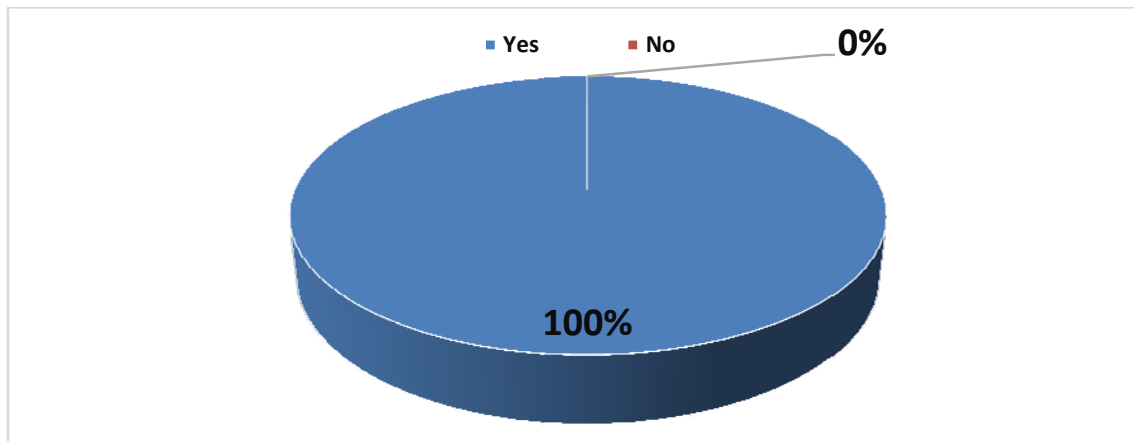
Who are your target customers?



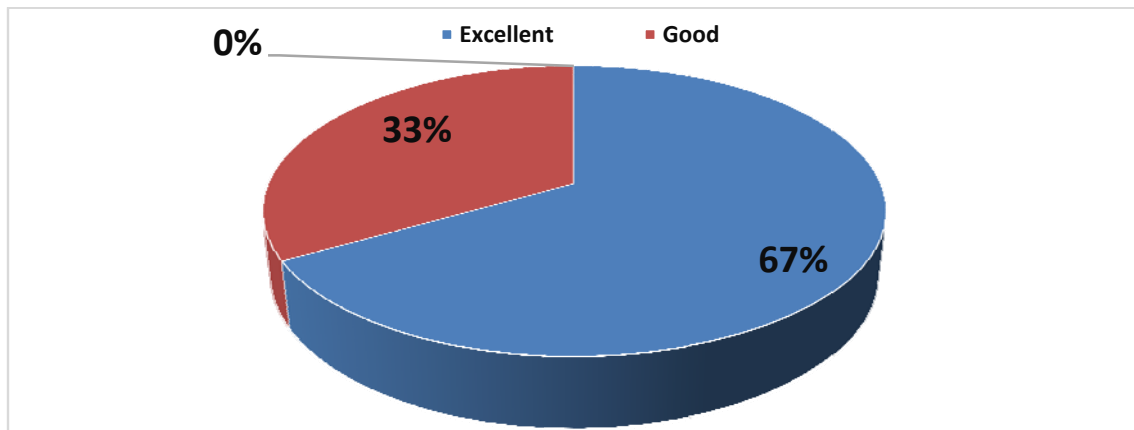
How do you rate appropriateness of visitors at your booth?



Were all pre-ordered facilities in place when you arrived at your stand during the official move-in time?

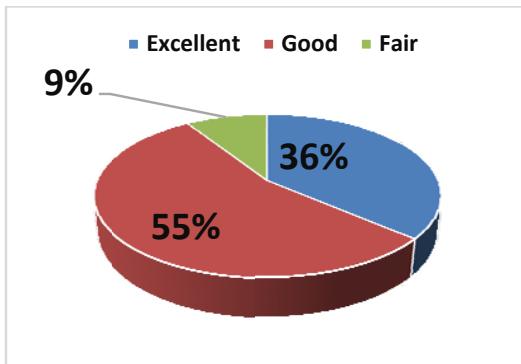


Please rate services provided by council secretarial during show

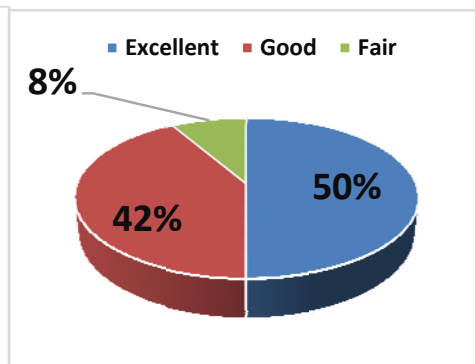


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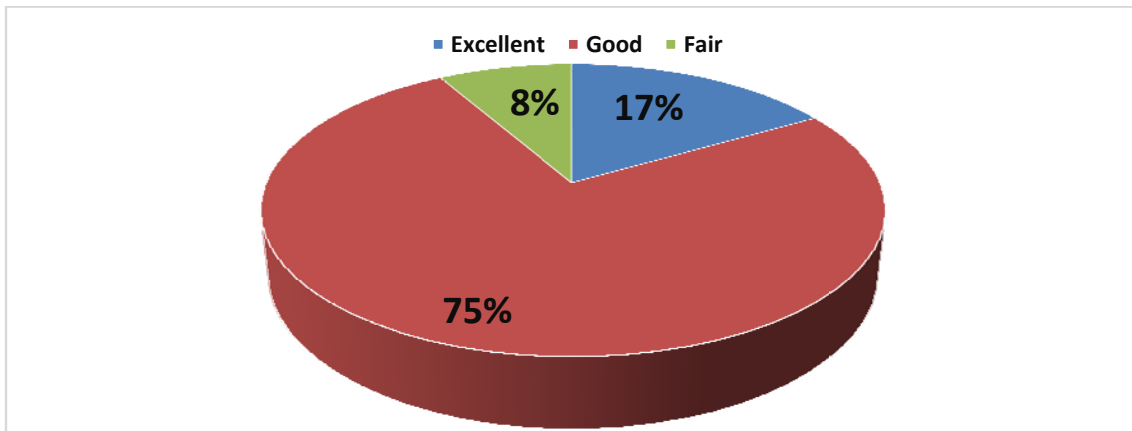
Hall facilities



Booth facilities



Pre show promotion done by Council



Are you interested in participating in Vicenzaoro 2017 organized by the Council?

