



Save the date (English Translation)

## **OROAREZZO 2024: IEG EXTENDS THE BEST MADE-IN-ITALY GOLDSMITH MANUFACTURE PLATFORM, READY TO ALSO SERVE FASHION**

- Organised by Italian Exhibition Group, from 11<sup>th</sup> to 14<sup>th</sup> May 2024 at Arezzo Fiere e Congressi, Oroarezzo will once again host the international platform for the very best of Made in Italy gold, silver and jewellery manufacturing
- On display, the best offer for developing unique creations and private labels, a programme of technical-scientific seminars, a cash & carry area for seasonal showcase restocking
- The 43<sup>rd</sup> edition strategically opens up to the fashion supply chain with an offer of cutting-edge procedures and technologies for creating fashion accessories
- Creativity, innovation and savoir-faire in competition at the 33<sup>rd</sup> edition of Première, which confirms its focus on young, under-30 designers competing in the Talents category.

[www.oroarezzo.it](http://www.oroarezzo.it)

*Arezzo (Italy), 27<sup>th</sup> February 2024* – All the very best of Made in Italy gold, silver and jewellery manufacturing, with semi-finished products, components and technologies. **Oroarezzo 2024, the international platform for industrial jewellery production**, organised by **Italian Exhibition Group**, will be back at **Arezzo Fiere e Congressi** – in the Tuscan city of Arezzo, Italy - **from 11<sup>th</sup> to 14<sup>th</sup> May**. And it will also be opening up to companies in the **fashion supply chain**.

In fact, the **43<sup>rd</sup> edition** will **extend the exhibition mix**: as **Matteo Farsura**, Global Exhibition Manager of IEG's Jewellery & Fashion division, underlines, "the wide offer focused on the **best gold and jewellery production**, which responds to the market's need for a quality supply to **develop unique and private label creations** - accompanied by the **cash & carry** area - will be further enriched with a section for **fashion accessory production and processing**."

### **INTERNATIONAL BUYERS INCOMING**

**Another strategic point is the incoming programme for buyers.** Thanks to collaboration with **ITA – Italian Trade Agency** for the promotion abroad and internationalisation of Italian companies and the **Ministry of Foreign Affairs and International Cooperation**, it aims at **business matching** by looking at consolidated export markets - **Eastern Europe, the USA and the Middle East** - and even further to **South East Asia and South America**. A selection of **Italian retailers** particularly interested in the Cash & Carry area offer for ready-to-wear purchases for seasonal window display renewal is also expected to attend the show.

### **OROAREZZO 2024 WILL EXTEND THE OFFER TO THE PRECIOUS FASHION SECTION**

Oroarezzo aims to become a reference hub also in the fashion accessory production and processing industry. Thanks to the "Precious Fashion" project launched in 2023, the 2024 edition of the show will offer companies in the sector the opportunity to meet and discuss the challenges and innovations necessary to face international markets, addressing the **fashion accessory production chain with particular focus on Made in Italy**. **Brands, designers and style offices will be able to forge contacts** with leading companies in technologies for **high-level finishes, innovative processing, and efficient and sustainable processes at the service of the fashion and luxury sector**: Italian excellences in chemical and galvanic metal processing and the most renowned companies operating in metal accessory and decoration production, welding and assembly.

## TECHNICAL-SCIENTIFIC SEMINARS

Oroarezzo is also a **technical training and professional updating platform** for sector companies. A number of in-depth meetings on **supply chain topics** are scheduled to foster the growth of skills and knowledge in the sector, organised in cooperation with **trade associations, leading companies, certification bodies and institutions**.

## 33<sup>RD</sup> EDITION OF THE PREMIERE COMPETITION

**Première**, the historical competition with which Oroarezzo awards exhibiting companies' best creations, will be back. An event that, for 33 editions, has been enhancing the technical know-how and creative skills of goldsmiths, called upon to interpret a theme proposed by Art Director **Beppe Angiolini**. Also confirmed this year is the **Talents** category specifically for students and young, under-30 designers.

## EVOLUTION IN SYNERGY WITH THE TERRITORY

Thanks also to the **strong synergy with the territory's stakeholders, the Arezzo-Siena Chamber of Commerce, Arezzo Fiere e Congressi, Arezzo Municipality, Arezzo Province and the Region of Tuscany**, the path traced by IEG to strengthen the event continues. In 2023, it resulted in a renewed, more contemporary, effective and welcoming layout with a greater focus on jewellery manufacturing, thanks to which the attendance of top companies from the **Valenza** district, which joined the best players from the districts of **Arezzo, Vicenza and Torre del Greco**, further enriched the show. The Expo Centre also underwent a general upgrading with infrastructural works undertaken by Arezzo Fiere e Congressi aimed at improving services and the visitor experience. A path that, as of the next edition, will lead to an even more complete offer that will reflect all the know-how, creativity and innovation of Made in Italy jewellery by addressing both the gold and fashion sectors.

A push for renewal that is also confirmed by the **City of Arezzo's** exceptional **involvement** as a protagonist of initiatives that will further enhance the great tradition of its goldsmith district and its artistic and cultural heritage. An integral part of the show experience for international buyers arriving from the main world market as well as for buyers from all over the peninsula.

## PRESS CONTACT IEG/OROAREZZO

Head of media relation & corporate communication: Elisabetta Vitali; press office manager: Marco Forcellini; international press office coordinator: Silvia Giorgi; press office specialist: Luca Paganin, Mirko Malgieri; [media@iegexpo.it](mailto:media@iegexpo.it)

Trade press office coordinator Jewellery & Fashion Division: Michela Moneta; [michela.moneta@iegexpo.it](mailto:michela.moneta@iegexpo.it)



## FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date