

VOICE

VICENZAORO
INTERNATIONAL
COMMUNITY
EVENT

12 - 14 September 2020 | Vicenza, Italy

in collaboration with



organised by



PRESS

press release

ITALIAN EXHIBITION GROUP AND VICENZAORO GIVE VOICE TO THE GOLD AND JEWELLERY WORLD: VOICE WILL DEBUT, FROM 12TH TO 14TH SEPTEMBER IN VICENZA, AT THE EXPO AND IN THE CITY

A live event (at last) for the industry's international re-start

Rimini – Vicenza (Italy), 23rd June 2020 – Three days for the gold and jewellery industry's re-start in the world. Live. IEG - Italian Exhibition Group with Vicenzaoro announces **VOICE - Vicenzaoro International Community Event**, an extraordinary format to be staged at Vicenza's Expo Centre and within the territory, from Saturday 12th to Monday 14th September. In a season where the sector's trade shows have been deeply affected, all either postponed or cancelled, IEG is launching an event that comes from listening to companies, their willingness to resume trade show activities and relations with the national and international supply chain community.

VOICE – in anticipation of a total trade show re-boot with Vicenzaoro January 2021 – will reunite the gold and jewellery sector, live, to relaunch business and export activities around the world.

It will do so by taking advantage of important partnerships with the sector's key players: the Ministry of Foreign Affairs and International Cooperation, Agenzia ICE - the Italian Trade Agency, Confindustria Federorafi, Confartigianato, CNA, Apindustria, Federorafi Confcommercio, Assocoral and, on an international scale, CIBJO, the World Jewellery Confederation.

VOICE will be a Summit where the Community will discuss the state of the industry and the upcoming challenges with opinion leaders: themes will include **Sustainability, Trend & Design, Innovation & Technology** with institutional moments and technical talks as well as content amplified by the main global trade media, bloggers and influencers in Made in Italy's strategic markets.

Events will unfold in several areas of Vicenza's Expo Centre and cutting-edge integration with the **most sophisticated television broadcasting systems** and digital instrumentation will ensure that all the talks and seminars will be live on-line and also viewable **in streaming** on Youtube, Instagram and FB to be available all over the world.

VOICE will also be one big showroom where supply chain companies will be able to present their new collections, latest design trends and most contemporary procedure and processing innovations. Outfitting will have a highly effective look&feel: an elegant and essential context will welcome the buyers physically participating in the event while a «Buyer Virtual Room» will be set up for those from countries with difficulties in travelling to Italy: meetings scheduled by exhibitors and buyers themselves through the I-MOP, IEG's Meeting Omnichannel Platform.

The VOICE event, with all its participants, will experience and enjoy the **spectacular artistic setting of Vicenza city with VIOFF, Vicenzaoro's Off Show event, this time entitled "THE NEW GOLDEN WAY"**. VOICE and VIOFF together will generate an exceptional combination of business and culture able to attract traders from all over the world, now liberated from the lockdown, to the city and the Veneto region.

The event's main Sponsor will be UBI Banca, which has already flanked IEG at past editions of Oroarezzo, Gold Italy and at Vicenzaoro January 2020.

The naming 'VOICE' identifies a product that, as it suggests, **will give voice** to the jewellery world, acting as a trend inversion and economic reactivation point. The initial letter "V" symbolizes a rebound, a return to growth. And with its horizontal underscore, the "V" also resembles a "tick", that graphic sign that defines the fulfilment of an action. IEG is therefore innovating, organizing and acting with positivity and responsibility. And VOICE does the same, for companies, for the whole sector and for Made in Italy.

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Italian Exhibition Group (IEG), listed on the Screen-based Share Market (MTA) organised and managed by Borsa Italiana S.p.A., is a leader in Italy in the organisation of trade fairs and one of the main operators in the trade fair and conference sector at European level, with structures in Rimini and Vicenza, as well as further sites in Milan and Arezzo. The IEG Group is notable in the organisation of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness, Sport and Leisure; Green & Technology. In the last few years, IEG started a significant expansion process abroad, also through the conclusion of joint ventures with local operators (for example, in the United States, Arab Emirates and in China). IEG closed the 2019 financial year with consolidated total revenues of € 178.6 million, an EBITDA of € 41.9 million and a consolidated net profit of € 12.6 million. In 2019, IEG totalled 48 organised or hosted fairs and 190 conferences. <https://www.iegexpo.it/en/>

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