

IEG: ICE PRESENTS PARTNERSHIPS SEALED WITH WECHAT AND JINGDONG AT VOICE. INTERNAZIONALIZATION, E-COMMERCE AND EYES DIRECTLY ON CHINA FOR RELAUNCHING MADE IN ITALY JEWELLERY

The initiative is a valuable tool for small and medium enterprises, the life blood of the sector, to seize the opportunities of the new normality created by the health crisis.

www.vicenzaoro.com/en/voice

Vicenza (Italy), 13th September 2020 – A platform able to promote the gold-jewellery sector’s relaunch by offering small and medium-sized enterprises, which represent the industry’s life blood, the right tools to prosper within this new normality now dominated by digitization and a powerful shift towards e-commerce. This is one of the main objectives of VOICE – Vicenzaoro International Community Event, the sector’s first physical event since the COVID-19 crisis, organized by Italian Exhibition Group at Vicenza Expo Centre from 12th the 14th September.

A response to this objective was also given by the conference entitled “**E-commerce and new internationalization opportunities. Focus China on JingDong and WeChat**” held yesterday on The Stage of Voice – Hall 7, thanks to the valuable contribution of ICE, the Agency that promotes the internationalization of Italian companies abroad.

An event that provided an ideal moment for presenting the recent partnerships that ICE has sealed with WeChat, the digital platform with over one billion users daily, and with JingDong, China’s one-stop leading e-commerce platform, with the aim to promote Italian companies on the Chinese market. A fundamental agreement for the Italian gold-jewellery industry’s small and medium-sized enterprises that aim to internationalize their offer by taking full advantage of the current and considerable growth in e-commerce during the pandemic.

Through these agreements, Italian companies will be able to benefit from services such as having a mother tongue Chinese jewellery sector expert manage their storytelling, or obtaining active support in terms of cultural mediation, cross-border product logistics management and invoicing, as well as help with sales.

On stage outlining the initiative were **Carlo Ferro**, President of Agenzia ICE; **Gianpaolo Bruno**, Director of ICE Peking and ICE Office Network Coordinator in China for the e-commerce project on JingDong; **Nicola Canzian**, DG Digital Retex Trusted partner in Italy at Tencent for the e-commerce project on WeChat; **Chiara Petró**, Ecommerce team, ICE Milan.

According to President Carlo Ferro: “Thanks to the agreements that ICE has sealed with WeChat and JingDong, essential platforms for penetrating the Chinese market, Italian companies operating in the sector will be able to fully grasp the potentials offered by digitization and the considerable increase in the use of e-commerce. Today’s challenges are playing out in a different global context than in the past: consumer habits, especially those of the new generations, have always been more geared towards quality, sustainability and,

VOICE

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above all, know no boundaries between offline and online. Therefore, we must help Italian companies, especially small and medium-sized enterprises, to modernize their processes and adapt to new global trade models and technological innovation. That is why, as ICE, we are speeding up with a series of agreements with numerous marketplaces in order to include Italian companies in 59 initiatives and take large-scale retail from offline to online in 28 countries around the world.”

Repeat viewings of the event are available in streaming on the show’s website and on its YouTube and Facebook profiles.

FOCUS ON ITALIAN EXHIBITION GROUP SPA

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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