

IEG: WITH VOICE, THE ITALIAN JEWELLERY SECTOR IS READY FOR THE COUNTERFEITING CHALLENGE IN BOTH THE PHYSICAL AND DIGITAL WORLDS

Mario Peserico, President of Assorologi, and Dody Giussani, Editor-in-Chief of L'Orologio, on The Stage of Voice on the last day of Italian Exhibition Group's show, to support sector companies in their battle against online counterfeiting

Vicenza (Italy), 14th September 2020 – Almost Euro 2 billion in counterfeit goods and a direct impact on the sector's employment rate of 15,000 jobs. These are the effects of counterfeiting in the European gold-jewellery sector, according to the latest figures from Indicam. The overall damage caused by counterfeiting in the gold-jewellery field is estimated at about €3.5 billion Euros, while damage due to tax evasion comes to about 600 million Euros.

In Italy, the damage is calculated as €400 million Euros on total sales (equal to 20.5%) and as a loss of 3,500 jobs – a record that our country claims in relation to the other members of the European Union.

These are just some of the data regarding the question of counterfeiting that will be discussed on the last day of VOICE, Vicenzaoro International Community Event, the show organized by Italian Exhibition Group and the jewellery industry's first event since the lockdown.

The COVID-19 crisis has caused an ongoing trend to accelerate in the gold and jewellery sector, as in the entire national economic system: the digitization process. And although a shift from "physical to analogical" leads to numerous opportunities, it is necessary to be just as aware of the challenges that this unprecedented reality involves. Challenges that are sometimes totally new while, in other cases, are merely the simple repositioning of already familiar phenomena such as counterfeiting – which is now occurring in the digital dimension just as it has up to now in the physical.

From 11.30 to 12.30, on **The Stage of Voice**, the interactive stage located in the heart of Hall 7, **Mario Peserico**, President of Assorologi and CEO of Eberhard, and Dody Giussani, Editor-in-Chief of L'Orologio, will be analysing the theme of online counterfeiting – never more topical than now – during the conference entitled "Online anticounterfeiting, tools and strategies." Peserico and Giussani will also be able to count on valuable contributions from Brigadier General Renzo Nisi, Commander of the Financial Police's Special Assets and Services Squad; Laurence Morel-Chevillet, IP & Brand Protection Director; Luca Vespignani, Managing Director of DcP (Digital Content Protection) and Alessandro Nicolis, Brand Relations Manager for Amazon. The event, in line with one of the show's main objectives, that is, to promote secure and effective digitization among Small and Medium Enterprises in the Italian gold-jewellery sector, aims to precisely outline the entity of the phenomenon and contextualize it downstream of the boom in online sales that the sector has been experiencing, particularly due to the recent lockdown.

The event will also be transmitted in streaming on www.vicenzaoro.com/en/voice and the show's YouTube and Facebook profiles.

VOICE

VICENZAORO
INTERNATIONAL
COMMUNITY
EVENT

12 - 14 September 2020 | Vicenza, Italy

in collaboration with



organised by



PRESS

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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