

IEG: LUIGI DI MAIO AT VOICE:

Confirms that the exhibition system is a strategic priority for all; announces an extraordinary plan for Made in Italy; receives the document containing the advanced instances to voice from all the trade associations of the gold and jewellery sector

www.vicenzaoro.com/it/voice

Vicenza, September 14th 2020 – In bringing the Government's greetings to VOICE - Vicenzaoro International Community Event, an event by Italian Exhibition Group, Luigi Di Maio, Minister of Foreign Affairs, confirmed the importance of the trade fair system which "as the VicenzaOro experience clearly demonstrates, maintains a leading role and whose relaunch is a strategic priority for all of us. We have done our utmost to allow Italian tradeshows to restart from September 1st, maintaining the international character and working with operators in the sector to guarantee the safe presence of qualified foreign realities. And precisely to give an effective restart signal, in the DPCM of last September 7th we have provided for a specific provision to encourage the participation of foreign trade fair operators in international events (with the so-called green corridors), in compliance with health protocols. In terms of communication, we have an extraordinary transversal campaign dedicated to Italian tradeshows in the pipeline. It will be a new initiative that aims to enhance its unique and unmistakable characteristics in the European panorama. Of course, we are aware that 'virtual' events can never replace 'physical' ones. But I believe it is necessary, especially in these difficult times, to develop alternative formats, exploiting e-commerce and online business models to support our export".

He confirmed the central role of the gold and jewelry sector which "is a heritage of our country and offers a unique and special contribution to the fashion and luxury sector, as well as to the image of Italy in the world. It is itself the highest example of fashion, synonymous with the beauty and ingenuity of our artisan tradition, but also with creativity and innovation". "Our companies in the goldsmith sector throughout the country - more than 7,000, with over 31,000 employees - are a flagship of our high-end products and make a decisive contribution to Italian exports".

Ensuring that "the Institutions are there and are at your side, starting with the Ministry of Foreign Affairs which, as you know, starting this year has acquired expertise in foreign trade and business internationalization".

And by launching an "Export Pact", which "we believe is a key step in that strategy of recovery and revitalization of our economy and its driving sectors that is and will remain central in the coming months.

To implement it, we have allocated resources for almost 2 billion euros (of which more than half dedicated to subsidized finance instruments for companies)".

VOICE

VICENZAORO
INTERNATIONAL
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12 - 14 September 2020 | Vicenza, Italy

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PRESS

And finally, it welcomed a document presented by the trade associations to VOICE containing proposals on internationalization. “Proposals that I think are more than acceptable and I have given the Ministry structure a mandate to contact you to quickly start a new discussion on the proposals that you have sent me. We are aware that the goal we intend to reach is only one: to restart a sector that does not stop confirming its world leadership; a real spearhead - it must be said - of our exports, for which we will do our utmost as Farnesina and as a government ”.

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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