



press release

OROAREZZO WILL BE BACK IN 2021

**But Italian Exhibition Group is not stopping: a global catalogue of jewellery art is underway.
The Italian districts and Arezzo in leading roles with Beppe Angiolini and Premiere Digital Edition**

Arezzo (Italy), 26th May 2020 – The difficulties caused by the health crisis are persisting for the international markets, with harsh restrictions enforced by some foreign countries of reference and, above all, the uncertainty of regular flight connections from the coming month of July. Under these conditions, there is no guarantee that foreign buyers will be able to travel to Italy and Tuscany and holding **Oroarezzo 2020** in the best circumstances cannot be ensured. IEG - Italian Exhibition Group, in conjunction with the sector's manufacturing and association representatives, has therefore decided to schedule **the show only in 2021**, since conditions are not yet ripe for offering customers the complete and high standard of international buyers that has always been guaranteed to a highly valuable market for the country.

However, in postponing the traditional edition of Oroarezzo to 2021, **IEG** – which, since the beginning of the crisis, has always maintained direct relations with the companies, associations and the Arezzo territory – **intends, in any case, to offer opportunities and visibility for the very best of Made in Italy manufacturing and, at the same time, to support jewellery companies in the post lockdown phase.**

For this reason, **“Oroarezzo On Stage”** has been created, a virtual window onto client companies' creations, which will allow exhibitors to reinforce their on-line presence and provide visibility on the global markets. Companies will be assisted in compiling professional photographic shoots for a catalogue enhanced by photos, videos and news regarding the products.

The **value for Italian districts and the Arezzo area will still be central**, thanks to the Premiere competition which, under the leadership of **Beppe Angiolini**, Honorary President of the Chamber of Fashion Buyers and Art Director at Oroarezzo, will be presented in a digital edition brimming with content. **In 2020**, the initiative which, at Arezzo, traditionally celebrates Italian jewellery manufacturing ability, will become **Premiere Digital Edition** and will be dedicated to jewellery that symbolizes reprisal, exploiting the potentialities of on-line communication, social networks and the reverberation of the entire city by installing videos that will trace a route through the Arezzo streets.

On 9th June, Angiolini will launch the title of the 2020 competition during a direct transmission on Instagram.

ABOUT OROAREZZO

OROAREZZO, held in the Arezzo Expo Centre, is the trade show specifically for Made in Italy jewellery that gathers together the very best manufacture from every Italian gold district that specializes in processing metals and precious elements to express the highest jewellery-making quality. Thanks to the participation of the sector's leading companies, OA is a strategic platform where wholesalers, chain stores and traditional jewellery outlets can plan their purchases and replenish stocks and where Italian retailers are also well-represented.

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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