



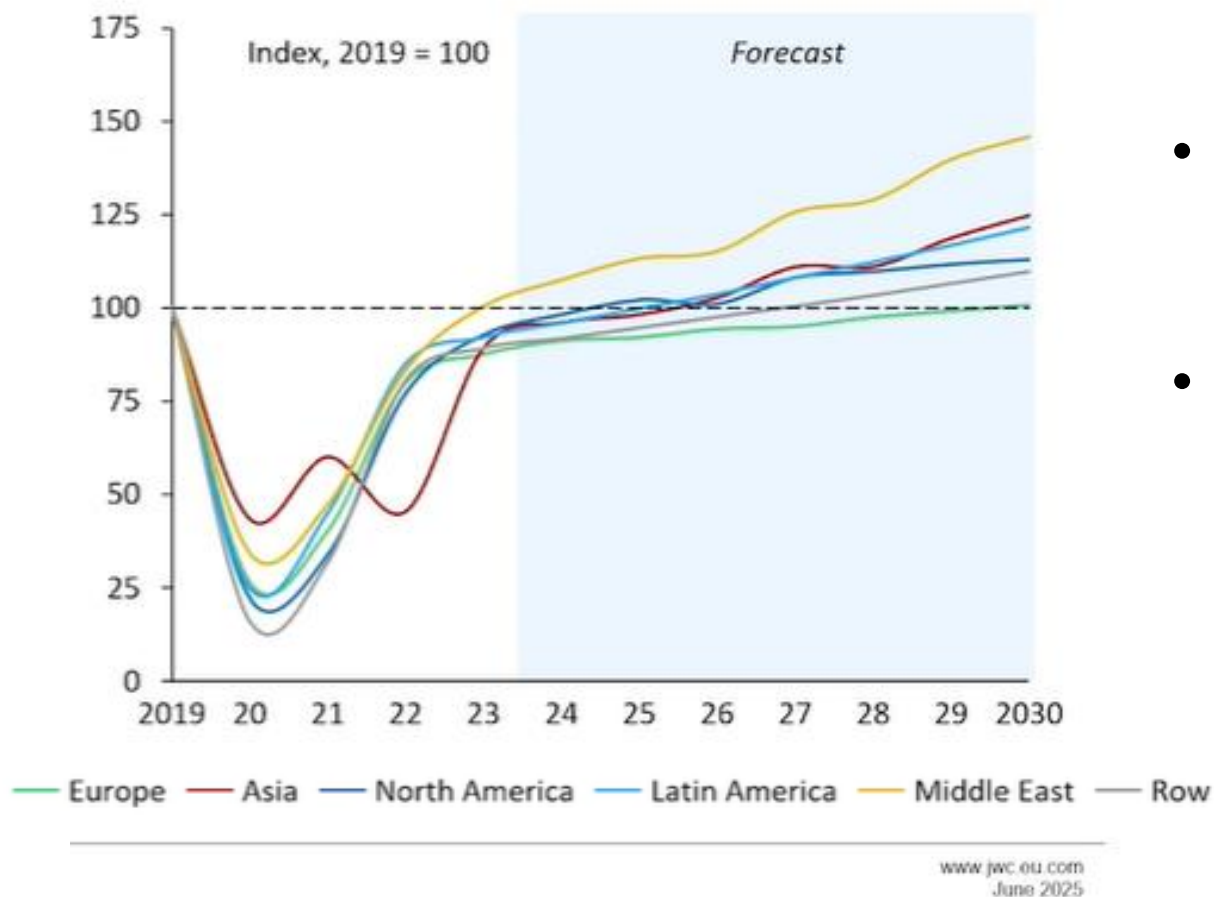
# **Beyond Business: The Purpose-Driven Future of Jewellery Fairs**

**Marco Carniello – Chief Business Officer  
Italian Exhibition Group**



# A Global Reset: from shutdown to rebirth of physical connections

Trend of net rented space post-Covid, 2019-2030

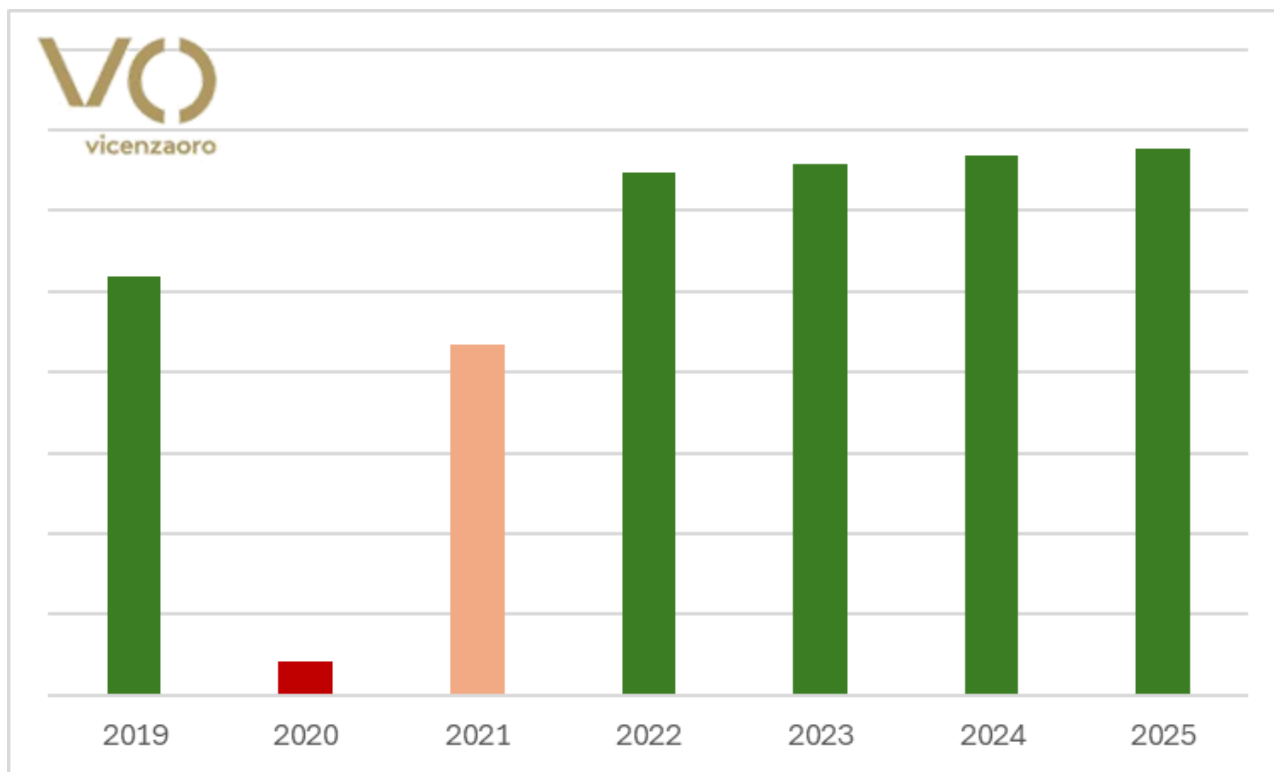


- **2020–2021: digital fatigue**, virtual events saturation
- **2022–2024: strong comeback** of in-person exhibitions
- Jewellery fairs rebounded to **90%+ of pre-Covid levels**

*In a digital world, real luxury is human connection.*



## Vicenzaoro visits 2019-2025

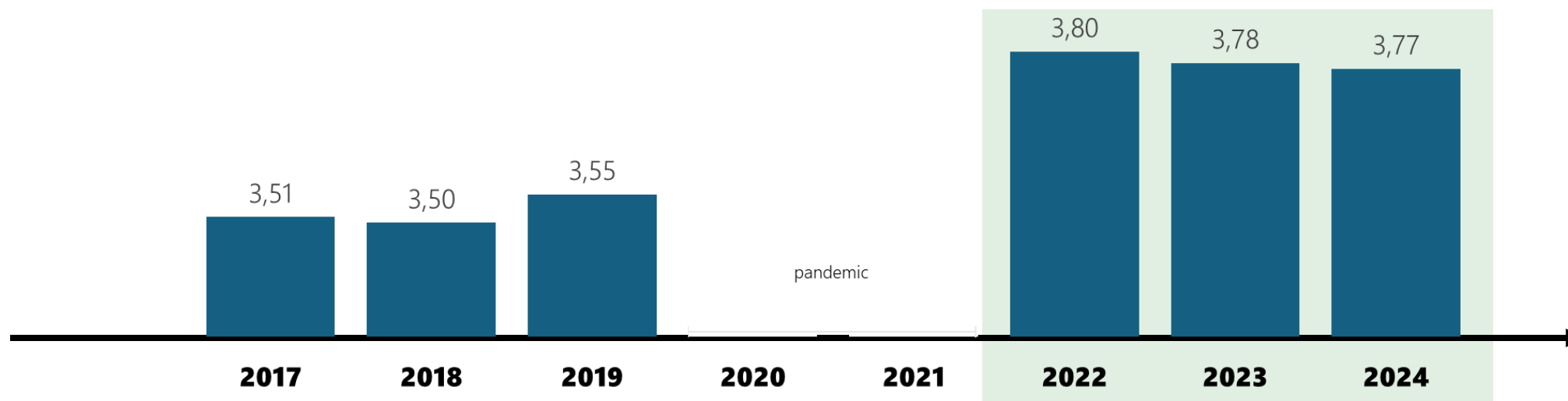


Source: internal IEG data

*Since 2022, attendance has increased by **more than 30%** versus 2019, showing consistent year-on-year growth*



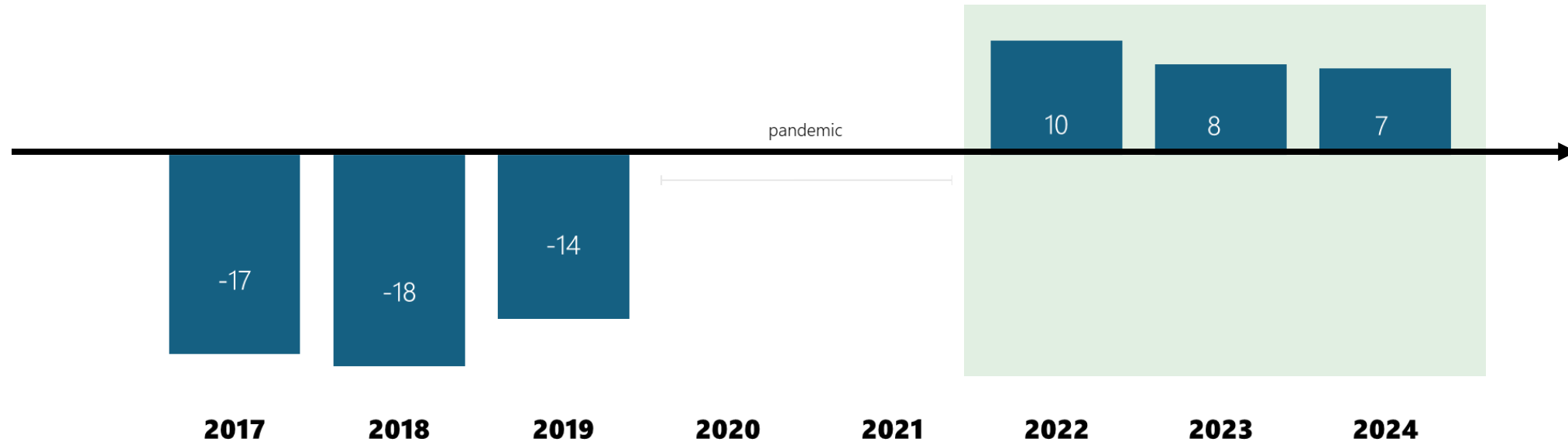
## Overall Satisfaction of Exhibitors:



*Exhibitors are consistently more satisfied with trade-show returns in post-COVID time*



## Net Promoter Score:



*NPS consistently higher in the post-COVID time*



## 6 trends in the industry of trade-shows



*Exhibitors are more selective*



*Exhibitors are more intentional*



*Attendee quality is up*



*Focus more on lead quality*



*Tech & data*



*Change Scope of Exhibiting*

Source: GRS Research





## 1 Relationship

- Physical fairs regained **value as relationship builders**

## 2 Collaboration

- Collaboration** with industry authorities and institutions

## 3 Content

- Education, storytelling, and **content now central**

## 4 Purpose

- Visitors seek **purpose-driven experiences**

## 5 Trust

- Face-to-face = trust**, especially in gems & diamonds, in the AI world

*Fairs are not only marketplaces — they are cultural accelerators.*



## Fairs becoming trust platforms

Physical encounters are the foundation of authentic, valuable relationships

Source: still AI generated!



- At **Italian Exhibition Group**, organizer of Vicenzaoro, we believe that **trade shows must go beyond business** —they must **serve a purpose**, they are “**trust-platforms**”.
- That’s why, **for over 16 years**, Vicenzaoro has proudly **partnered with CIBJO**: because we share the same commitment to ethics, transparency, and sustainability.
- Collaboration with an authority like CIBJO is not only a partnership —it’s **the foundation of a responsible and future-oriented jewellery ecosystem**.



*Together for a responsible future of jewellery*



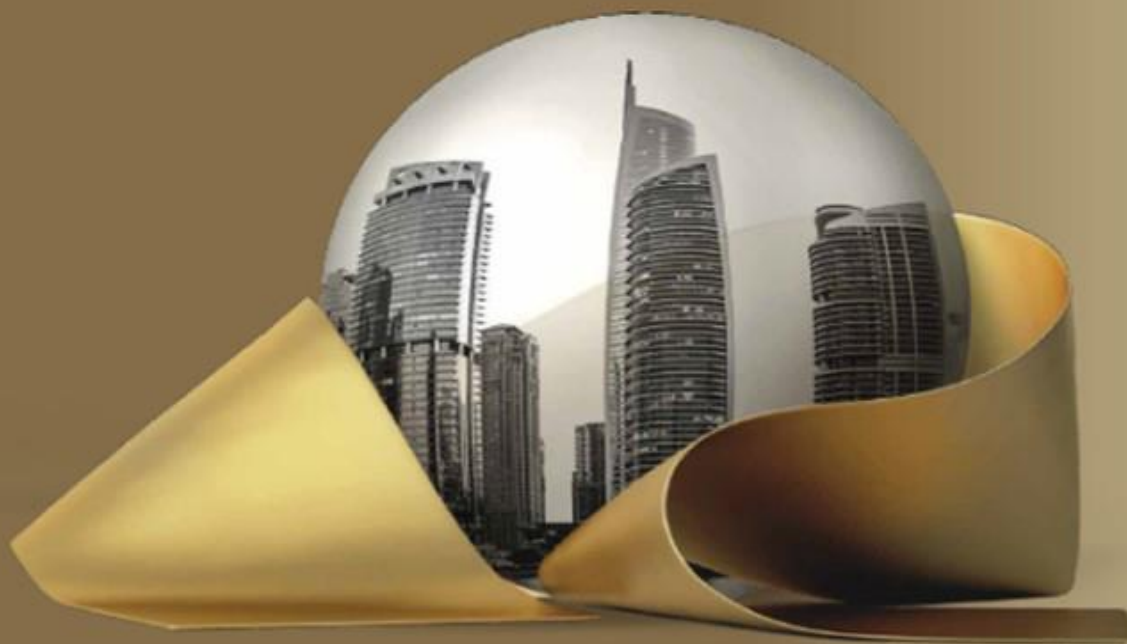
See you in few days in Dubai



# JGTD

JEWELLERY, GEM  
& TECHNOLOGY  
IN DUBAI

THE B2B FAIR TO EXPAND INTERNATIONAL BUSINESS INTO NEW MARKETS



# THE CENTRE OF BUSINESS

11-13  
NOVEMBER  
2025

DUBAI  
EXHIBITION  
CENTRE  
(DEC)

ORGANISED BY



informamarkets

ITALIAN EXHIBITION GROUP

Providing the future

OFFICIAL PARTNER

INDUSTRY PARTNER

DMCC



Dubai Chamber of Commerce  
Dubai Chamber of Commerce

[jgtdubaijewelleryshow.com](http://jgtdubaijewelleryshow.com)



And next year...



**100<sup>th</sup> Anniversary CIBJO Congress, in Vicenza, 3-7 September 2026**



**ITALIAN EXHIBITION GROUP**  
Providing the future