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The two main jewellery global trade show organisers, Fiera di Vicenza and *Hong Kong Trade Development Council* (HKTDC) team up to bring to the fore the design and innovation of international jewellery at the Hong Kong International Jewellery Show (HKIJS).

During VICENZAORO Fall, the International Exhibition of Gold and Jewellery that will take place until 11 September, the two companies have renewed their partnership with an agreement that follows and reinforces the one signed in 2012.

The cooperation agreement signed by Paolo Mantovani, President of Fiera di Vicenza, and by Benjamin Chau, Deputy Executive Director of HKTDC, lays the foundation for a strategic alliance and outlines the scope of the current and future collaboration to encourage greater cooperation with Italian companies, with particular focus on their cutting-edge technology for the production of jewels. As a matter of fact, Fiera di Vicenza will organise for the first time the T-GOLD International Pavilion during the *Hong Kong International Jewellery Show* 2014 to present the most innovative technological solutions proposed by the Made in Italy industry for the production of jewellery.

There will also be room for the research activity carried out by TRENDVISION Jewellery + Forecasting, the Independent World Forecasting Observatory on Jewellery and Cross-Industry Luxury. The Trend Area, which attained a remarkable interest and success at the HKIJS 2013, will be back in Hong Kong.

Furthermore, at VICENZAORO Fall, a memorandum of agreement has been signed between Fiera di Vicenza and the *Armenian Jewellers Association (AJA)*. This latter company owns and organises the Yerevan International Jewellery Show, the most important Armenian show dedicated to jewellery, taking place every year in October in the capital of the Eurasian country.

This agreement represents the beginning of a collaboration aiming at exploring new promotion opportunities, developing joint actions at the exhibitions dedicated to jewellery and the related technology organised in the corresponding exhibition centres.

Both the renewed alliance with HKTDC and the signing of the *memorandum* with AJA represent a further step in the establishment of strategic partnerships for the internationalisation of VICENZAORO and its formats. VICENZAORO - with the international Exhibitions of Jewellery and Gold and with T-GOLD - is the showcase of the whole industry chain, from technological innovation to jewellery, a leader in Europe, and among the top exhibitions in the B2B world.

SOURCE Fiera di Vicenza