




Club degli Orafi Italia
L'INTELLIGENZA ITALIANA NEL GIOIELLO



IJBG

Gabriele Aprea
President - Club degli Orafi Italia
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Milano, Palazzo Reale, 25 November 2016

WHO WE ARE

The Club degli Orafi is an independent association that brings together the most important companies of the Italian gold jewelry industry, representative of the entire jewelry production chain.

Main feature of the Club is a steady balance between tradition and innovation.

MISSION

- Presenting the Italian jewelry intelligence, its excellence values: style; craftsmanship; expertise; culture and creativity.

- Representing an energy and modern strengths catalyst, creator of strategic and operative alliances.

- Promoting the development of the



ENTREPRENEURIAL CULTURE

Widening of the associative basis; workshop managed by top consultants; market and trade researches; social activities; organization of travels for all members

CRISIS RESILIENT

Thirty years of the Club; **Italian Intelligence**: expertise, style, culture, tradition, creativity; communication; ethics; Expo 2015 – Exhibition at the **Poldi Pezzoli Museum**

1980

FOUNDATION

Enlightened companies found the Club with the aim of supporting one of the most representative sectors in the world of the **Made-in Italy**; fact-finding research on the sector; moralization

1990

2000

PUBLIC ORIENTED

Data processing in collaboration with **Centro Studi Intesa Sanpaolo**; partnership with **Bocconi University**, books publishing Jewelry Forum; public events.

2010

2016

REGENERATION

Focus on jewelry SMEs, from production to retail; global and local; events and specialized workshops; social network; e-commerce; networking;



RESEARCH

The Club degli Orafi collaborates with the most prestigious research corporations and consultancy firms with the aim of monitoring social changes, qualitative trends and consumers researches, its own motivation towards jewelry and the variables that keeps the jewelry myth strong.



TRAINING

The Club degli Orafi promotes the companies growth by supplying training on two main subjects: ENTERPRISE Culture and EXPERTISE Culture.



NETWORKING

The Club degli Orafi collaborates with the most important trade associations and, in particular, with **Federorafi, Federpreziosi and Assogemme**. It has signed collaboration agreements with prestigious organizations such as **Fiera di Vicenza** and **Politecnico di Milano**. It is member of the **World Jewelry Confederation (CIBJO)**.



COMMUNICATION

The Club collaborates also with all main economical and specialized media and is an active claimant of **Social Media**, by supporting its own members in this specific activity. Cohesion and informal sharing of information among members in public events, workshops and travels is a real asset of the Club itself, a mean of mutual and business learning.

LET'S REGENERATE

3rd October

Milano Retail Tour

Milano Retail Tour: a journey through change

A researcher leads the participants selected by the Club degli Orafi in a visit of some POS that carried out winning and innovative solutions.

At the end of the tour a class section is expected, in order to analyze in depth the possibility of using the same solutions in the jewelry business.

24th October

Jewelry 2.0

Jewelry 2.0: how to use online channels in the development of the high end business

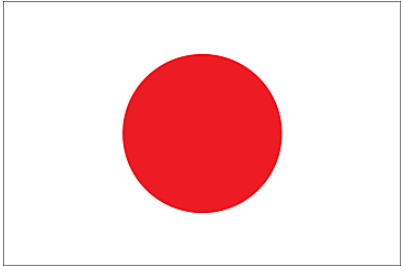
Increasing the POS notoriety by turning it into a brand, with a specific on-line and off-line awareness.

Using Social Media to acquire new customers. Monitoring and influencing the conversations to create loyalty, developing relationships and more traffic in the POS.

21st
November

Conquering the market with the Emotional Client Experience

From merchants of goods to merchants of dreams and emotions. Creating a "Emotional Client Experience" model in order to increase the customer's loyalty, acquire new customers and raise advocacy.



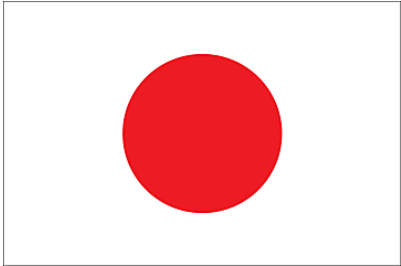
THE MARKET

In Japan there is not an independent jewelry stores network equivalent to the European one. Some big Trading Companies manage the jewelry distribution in the most important Department Stores.



THE COMPANIES

The productive Italian sector has as main feature the fragmentation of enterprises. The main goldsmith's districts, **Valenza**, **Vicenza** and **Arezzo** gather hundreds of small craftsmen's laboratories. Some of them create quality jewelry, in terms of manufacturing and design. The small dimension of these enterprises, though, does not catch the eye of the Trading Companies.



THE MARKET

- Is there a market, in Japan, interested in lesser-known Italian brands with a strong quality and tradition?
- In other words, are there potential customers willing to differentiate themselves from the crowd, by wearing a more exclusive jewel, and how much could they weigh on the global market?
- Which are the advantages for any potential Japanese partner?
- What should the single Italian companies do to reach the Japanese market?
- May the aggregation of many enterprises under a unique «*Italian Jewelry Brand*» facilitate their entry in the market?



THE COMPANIES




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Thank you!

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