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FOR IMMEDIATE RELEASE

**IACC and Confindustria FEDERORAFI Join Forces to Promote Italian
Jewelry Manufacturers in North America**

New York, NY, August 23, 2021 — The Italy-America Chamber of Commerce (IACC) is pleased to announce that it has recently signed a partnership agreement with Confindustria FEDERORAFI, Italy’s national federation of goldsmiths, silversmiths and jewelry manufacturers, to support FEDERORAFI and its more than 500 member companies in their commercial expansion and promotion on the North American market.

Through this newly minted collaboration, the IACC will work to assist the members of FEDERORAFI’s vast network in strengthening their presence on the U.S. market, while simultaneously enhancing commercial outcomes for “Made in Italy” jewelry through a complete offering of innovative services, including its Piazza Italia marketplace. This cutting-edge digital platform boasts a series of strategic services such as live events, chat rooms and virtual showrooms that FEDERORAFI’s member companies can leverage to showcase their products and extend their reach throughout the NAFTA area and beyond.

“For FEDERORAFI, having such an important partner on the principal export market for Italian jewelry offers a decidedly strategic advantage in helping Italian jewelry companies to execute a successful approach to the North American market, especially in times as complicated as these,” noted Confindustria FEDERORAFI’s President Claudia Piaserico. “I would like to thank Alberto Milani, President of the Italy-America Chamber of Commerce and celebrated leader in the luxury jewelry space, for his determination and long-term vision in bringing this project to fruition.”

“Our partnership with FEDERORAFI represents a new and far-reaching relationship between companies, territories and institutions,” says IACC President Alberto Milani. “The Italian Chambers of Commerce abroad are renowned for their integrity and deep knowledge of the countries in which they operate, together with their ability to offer highly personalized services in their respective



markets. Today, through the IACC's proprietary Piazza Italia virtual marketplace, we have created a sophisticated, highly curated and secure network whose innovative functionality will be a crucial driver in strengthening the presence of Italian jewelry on the global market.”

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About the Italy-America Chamber of Commerce

Founded in New York in 1887, the Italy-America Chamber of Commerce is a private, not-for-profit, membership organization that represents the interests of companies that have, or that are interested in establishing business and commercial relations between the United States and Italy. The IACC brings together businesses – ranging from individual entrepreneurs to large corporations – advancing the interests of its members through contacts and interaction with government agencies, trade associations and leading international organizations. The Italy-America Chamber of Commerce is a member of Assocamerestero, the world association of Italian bi-national chambers, and is affiliated with the United States Chamber of Commerce. For more information, please visit www.italchamber.org.

About Confindustria FEDERORAFI

Confindustria FEDERORAFI is Italy's national federation of jewelry manufacturers, representing more than 500 Italian companies and artisans in the gold jewelry, silverware and jewelry sectors. FEDERORAFI's member companies are primarily concentrated in the manufacturing districts of Arezzo, Vicenza, Macerata, Milan, Valenza and Naples. Together, these companies are responsible for transforming more than 70% of the gold, silver, platinum and palladium processed in Italy into gold and silver jewelry, which is then exported all over the world. In fact, approximately 85% of the gold jewelry produced in Italy is manufactured for export to numerous markets around the world. FEDERORAFI is a member of Confindustria (Italy's national association of manufacturing companies), EFJ (European Federation of Jewelry) and RJC (Responsible Jewelry Council) and is one of the founding members of Confindustria Moda (a new federation which brings together Italian companies and associations in the textile, fashion and accessory industries, including footwear, fur, jewelry, leather goods and eyewear). FEDERORAFI is the foremost trade association for Italian jewelry—ranging from precious metals to gem-set jewelry and silverware—tasked with safeguarding the rights and interests of Italian jewelry makers, as well as serving as a liaison with respect to trade-related issues of a general, national and international nature.